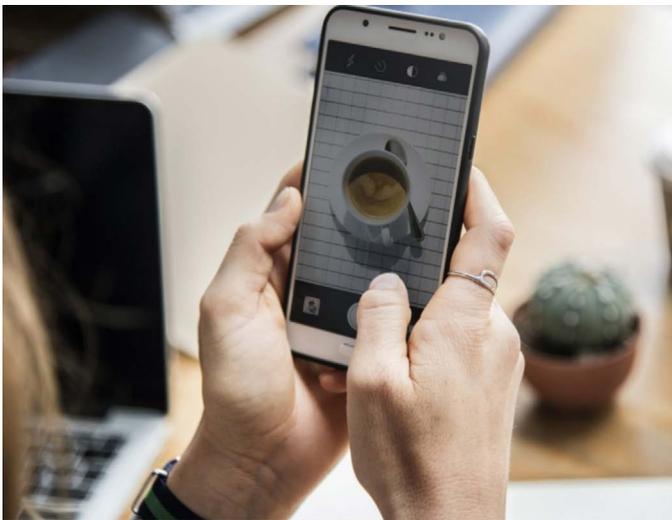


September 14, 2018 - For its 4th edition, Paris Retail Week, the European global event for retail professionals, has combined traditional and online retail and once again demonstrates the emergence of a Phygital era. The BayBridgeDigital team did not miss this opportunity to identify 360° retail trends and developments punctuated by incredible innovations.

WELCOME TO THE SMART PHYGITAL ERA

This year, the 2018 edition highlights the theme of Smart Phygital where the retail ecosystem becomes intelligent and agile. The gap between physical and digital has closed and the binary vision of an all-digital and all-powerful trade in the face of an endangered physical trade seems outdated. «With the proliferation of technological innovations, phygital is a must in the retail. While most of us thought e-commerce would eliminate stores, we now realize that a hybrid business is emerging. This new ecosystem paves the way for new players and practices.» Said David Mingeon, Deputy Chief Executive Officer of Havas Paris.



WHEN RETAIL, AT THE SERVICE OF THE CONSUMER, REINVENTS ITSELF

1. Consumer, more demanding than ever

If retail has changed so much, it is primarily because the consumer himself has evolved drastically. Because and thanks to digital, the consumer is more demanding, impatient and curious. The user experience needs to be

more «IMmediate, INTuitive, INdividual and IMMersive» as stated by Loïc de Saint Andrieu, Mobile Evangelist at Google. To create strong relationships with the consumer, there is one answer: instantaneous access with the possibility to be delivered everywhere: at home, at work and, tomorrow, in connected cabinets.

2. Flexibility and rapidity are the key to success

According to the Havas study unveiled before the trade show, 74% of French people want to be able to make a purchase any time and wherever they are (commuting, at work, at home, during their free time). To meet these increasing expectations, retailers are developing a range of solutions to gain flexibility and speed: express delivery, in-store mobile payment application, connected labels, etc. Coursicab, one of the exhibitors this year, offers an unprecedented user experience with delivery in less than 60 minutes, 7 days a week and 24 hours a day!

3. Retail enters the age of conversational

More than half of French people (57%) think that voice assistants will make life easier. A rate that reaches 65% for Americans and up to 91% in China. We enter the year 1 of the conversational phase, according to Havas Paris. Currently, a handful of distributors (Boulangier, Carrefour, Cdiscount, Leclerc, Fnac Darty, La Redoute, Monoprix and Sephora) offer voice applications but services should quickly develop. A topic highlighted during the Paris Retail Week where the Robot Tiki welcomed attendees upon their arrival.



4. Ethic retail

The success of e-commerce and deliveries has led to a considerable increase in waste. In order to address this challenge and satisfy consumers who are more and more attentive to a clean environment, retailers make the protection of the environment a top priority, particularly in the optimization of their supply chain. This was mentioned by Régis Schultz, President of Monoprix who has developed a delivery system «clean» with deliverymen equipped with bicycles or on foot.

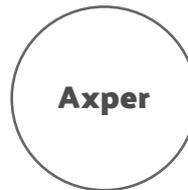
5. When digital strengthens off-line

Among others, Artificial Intelligence is the new best friend of consumers. AI has become a key element in IoT, robotics, virtual and augmented reality. The goal? Further improve the customer experience by anticipating and analyzing the needs of consumers through their data and their consumption habits (on- and off-line). Rather than serve as a «wow» effect to a brand and mislead customers, these new technologies help make the customer relationship seamless. By digitizing, the stores rehumanize the shopping experience: the CRM makes it possible to personalize the offer, the salesmen equipped with tablets guide the customer, the transaction becomes invisible, the click & collect creates a 360° offer.



ACTORS TO FOLLOW CLOSELY DURING THE RETAIL REVOLUTION

The BayBridgeDigital team encountered several exhibitors, and among them stand out three interesting value propositions.



Client: count and analyze

Axper, one of the leading specialists in people counting and tracking solutions in Canada and the United States was present at the Retail Week 2018.

Axper Suite, its new solution, delivers a range of analytics solutions including:

- Evaluate the time spent by clients in store.
- Analyze customers preference and their shopping path tracking.
- Improve products merchandizing.
- Monitor the time spent at the service counter, at the cashier and in queue.

Axper's smart solution is not limited to retailers but also helps museums, public and governmental institutions analyze flows of people and adjust security measures accordingly.



Intelligent ESL

Hanshow is a global provider of electronic shelf labels (ESL) and smart store solutions. In 2018, the Chinese company counts more than 30 million ESL installed in 36 countries around the world.

With the ever-diversifying and developing retail sector, Hanshow allows its clients to enhance their core competencies with smart store solutions and services. Its ESL also gives retailers the possibility to synchronize prices between their e-commerce websites and physical stores, again enhancing the synergies between on and offline.

The IoT is stronger than ever combining the integrated NCF technology in the ESL, embedded geolocation services and a smartphone app, bringing added value to customers.

MCQ-Scan A VR app for Leroy Merlin

MCQ-Scan, the startup specialized in computer vision, AI and robotics, has developed a project for Leroy Merlin focused on its clients. Equipped with a VR headset, clients can shop, visit stores and get complete products information from their living room. Control remote in hand, customers simply point and click directional arrows materialized on the ground to move inside the virtual store and point products to get more information.

A 3D functionality developed by MCQ-Scan even allows customers to have a precise glance at the products' size and ergonomics.

MCQ-Scan brings stores directly to customers' home.

Dolmen & Salesforce: a partnership to meet the challenges of distributors

During the Paris Retail Week, Dolmen, a leader in local customer marketing, has presented Dolmen Connect, a solution designed in partnership with Salesforce. The solution collects data at the point of sale and synchronizes it with the CRM customer data held in central. This innovation enables retailers to gather further get the technological means to meet the new expectations of the consumer focusing on personalization and proximity. A promising innovation that empowers distributors and fully addresses their current issues.

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ABOUT BAYBRIDGEDIGITAL

BayBridgeDigital is an innovative consulting company headquartered in New York with offices in Paris, London and its Technology Hub in Tel Aviv.

BayBridgeDigital helps companies in diverse industries do what they do better through an ever-evolving suite of digital transformation services including e-commerce, digital marketing, mobile solutions, business insights and analytics, artificial intelligence, salesforce integration, software development, and digital transformation.

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