Lighting up
the high street

Provide a
seamless journey
across every customer touchpoint

Services and solutions to enhance
the multichannel experience

BT

True multichannel retailing means presenting your brand and making your entire range available to every customer however they choose to shop

Customers don't talk about 'multichannel', or 'cross-channel', or even 'retailers' – they talk about shops and brands. They don't care if it's online, in-store, on their mobile or over the phone. They expect anyone and anything representing your brand to be able to give them what they want – quickly and conveniently.

But how can you do this with disconnected processes underpinning different channels? A mish-mash of different, separate – sometimes competing – systems costs more and frustrates everyone involved, including your customers and your people behind the scenes.

That's why our products are designed to bring everything together.

True multichannel depends on having a way for your customers to do their shopping across multiple channels seamlessly, with a complete view of your stock and the integrated systems in place to source, sell and deliver it through any channel the customer chooses.

And we have everything you need to achieve this.

Get a platform that really does the business of selling across all your channels

The days of an e-commerce platform needing to support only website sales are long gone. But it's not just a question of offering multiple channels. It's recognising that customers now want to transact across different channels, including social media and mobile. They want to place an order online and collect from their nearest store; they want to order in-store for home delivery.

With the right e-commerce platform, you can increase sales and customer satisfaction across all your channels, not just the website. As well as underpinning your e-commerce site, FrescaCommerce will also support your mobile, call centre, Facebook and international channels.

We provide a fully managed and hosted service, taking care of the IT infrastructure, integration and support of your site, freeing you to focus on selling your products and growing your business.

» no capex costs for hardware or software – the "on-demand" capacity is an integral part of the service

» Payment Card Industry Data Security Standard (PCI DSS) compliance and certification

» a high-availability infrastructure with no single point of failure in the data centre

» an international content delivery network (CDN) for fast page downloads for customers from Aldershot to Adelaide

All underwritten by a 99.9 per cent availability guarantee.

"It's become obvious to us that mobile commerce has few boundaries. We've been able to draw a direct line between our social strategy and cold, hard sales figures. Now our customers can shop with us no matter where they are or what they are doing."

Will Dymott, Head of E-commerce, Lyle & Scott

Click and collect made easy

Integrated Store is a pre-integrated solution that links your store and web channels, providing a seamless customer experience. It's built on our market-leading FrescaCommerce e-commerce platform and Store 6 point of sale (POS) software, but it's flexible enough to work with other web and POS solutions.

This gives you a genuine multichannel solution, enabling fulfilment from store or distribution centre (DC) stock, so your customers can:

» reserve online, collect and pay in-store

» buy online, collect in-store

» order in-store for home delivery or collection from store

» return online orders in-store

With click and collect, you'll drive footfall into store, creating opportunities for up-sell. You'll also be able to sell to customers wherever they are, whenever they want through smartphone-friendly sites. You can even integrate with social media sites and support a Facebook storefront – exploiting your entire inventory, whether in the DC or in-store.

A single inventory, consistent promotions and the sharing of knowledge across multiple channels will give you one complete, synchronised view of your customer, product and inventory data. Retailers such as Aurora Fashions, Clarks, Halfords, JJB Sports, New Look, Pets at Home and Thomas Pink, are using Integrated Store to:

» increase footfall in-store
» extend access to their full product range
» expand their geographical coverage
» increase conversions and average basketsizes
» rationalise inventory
» track channel impact

"We now have the ability to offer our full product range in every store, which is key for us. The new system helps prevent lost sales in store, adds flexibility to our delivery service and also presents us with an opportunity to up-sell when customers collect their orders."

Tom Wilcock, E-Commerce Design & Development Manager, JJB Sports

Transforming the point of sale into a point of service

Store 6 is a smart, easy-to-use POS system with all the features you'd expect – and flexible enough to integrate with loyalty, CRM, back-office, e-commerce, learning, mobile and supply chain systems. It will give you:

» everything you need
an integrated multichannel solution with pre-configured audit operations management (AOM), and customer relationship management (CRM)

» less hassle
our range of managed services – where our people look after your IT systems and networks for you – means we'll do the worrying, you get on with retailing

» rapid flexibility
scale up and down in line with demand using BT's On Demand Compute virtual data centres

» increase sales
increase transaction volumes and basket size through a true multichannel solution

Our system is already helping savvy retailers bring the best of the web – product info, customer feedback, real-time pricing and global stock visibility – into the store.

And by pulling together the systems that support each channel, it's also the foundation for a consistent, seamless shopping experience for customers.

Together, all of this gives you a complete view of your customers' shopping habits, enabling you to deliver more personalised, targeted marketing campaigns – so you sell more and get more people coming into the store.

It's time to checkout and about

Our mobile POS solutions go way beyond queue-busting. Armed with a mobile device your store staff will have a whole new range of services at their fingertips.

No longer tied down to a limited number of fixed till points to carry out day-to-day functions, mobile POS enables staff to check for stock in-store, offer alternatives or add-ons, order stock online, capture customer data, take payment and issue e-receipts, wherever they are. And when we say "wherever", we mean it: they could be taking orders at a catwalk show, in a pop-up store, or during an industry expo.

That means your staff can offer a better shopping experience, while capturing invaluable information on your customers. At the same time, customers receive a more personal and efficient service.

Removing fixed till points also means you can better utilise your store space, improving the store layout and displaying more stock. The best bit about our mobile POS is how quick and simple it is to use. It's an extension of our current store system so set-up is easy too, and no special integration is needed.

"This really is the next step in defining the customer journey of the future and giving our customers an enhanced, more engaging experience enabled by mobile technology. The iPad POS is part of Aurora's commitment to be at the forefront of multichannel retailing and this initiative starts to merge digital commerce with physical retailing to create a seamless experience."

Ish Patel, Group Strategic Development Director, Aurora Fashions

Get the right things in the right place at the right time

Turn IT capacity up, quickly and easily

Your supply chain will make or break your ability to offer a true multichannel experience. To avoid disappointing customers, you need to integrate the different parts of your supply chain and be able to manage inventory across multiple channels.

Globalisation and multichannel trading have made things more challenging for everyone. The traditional roles of manufacturer, distributor and retailer are now blurred.

And with suppliers, manufacturers and factories at one end, an ever-increasing array of channels at the other and your retail business in the middle, it's not easy to keep on top of everything.

Not easy, but not impossible. Our supply chain solutions will help you:

» automate time-consuming planning tasks, from forecast to assortments

» use technology to streamline design, quotation, production and sourcing processes

» deliver the latest trends quickly and efficiently

» increase stock accuracy, drive down capital tied up in inventory, and get things in the right place at the right time

BT On Demand Compute lets you create, use, monitor and manage a virtual data centre service through a secure portal. It includes a range of predefined storage, server and security services you can configure to suit your needs, and change at any time. So services that previously took months to create now take days – and what took days to manage now takes minutes.

Best of all, you only pay for what you need, when you need it. By cutting your reliance on physical hardware and putting the emphasis on service, you can scale up or down to suit your business, and potentially cut your existing cost of ownership by up to 40 per cent.

"The initial driver for the new solution was PCI compliance. But once the benefits of handing over all ownership of payments to BT Expedite were understood, it was only a small step to see the benefits of passing over all infrastructure in the same way."

Tim Johnson, IT Director, Crabtree & Evelyn

» pay for what you use, and align your costs to your business needs

» respond to new demands with increased speed and agility

» introduce new applications and services when you need them and scale as required

» combine point of sale, customer relationship management (CRM) and audit operations management (AOM)

» reduce the space required, level of emissions produced and power consumed

» enhance security with physical and/or logical separation at all times

» reduce risk and maximise resilience, with self healing to ensure availability

BT On Demand Compute will give you a flexible IT platform that can more easily support the faster and slicker implementation of new business ideas. As well as being a foundation for the future, the real value comes in bringing all of this together in one solution from one supplier – cutting through the complexity.

Fibre broadband is underpinning the retail revolution

Any multichannel retail strategy needs the right infrastructure underpinning it. That's why the future of retail is all about the plumbing.

This might not be as exciting as tablet devices and interactive signage, but it's the fundamental stuff that will make or break your multichannel approach. To create a seamless, integrated experience for customers and staff alike, you need a network that can support this.

Superfast fibre has the bandwidth to cope with the increased strains that multichannel retailing puts on your network.

And more. It will be the foundation for a host of new services and applications, such as:

- » HD streaming video
- » audience-specific digital signage
- » 3D in-store entertainment
- » video calls and conferences
- » video messages from HQ to stores
- » e-learning

BT CONNECT – INTELLIGENT NETWORKS

Creating a faster, better, smarter network

BT Connect will dramatically improve the performance of your network, by boosting application response times. A smarter network can help increase both sales revenue and customer satisfaction.

Reduce bandwidth – Significant speed transactions times, and reduce bandwidth

Prioritise – 40 per cent of MPLS traffic is http/https – Smartpath prioritises this over the internet

Improve customer service – Address customer service issues and save €000's in costs and potential lost business

Better web performance – 30 per cent improvement of web response times avoids inconsistent performance

We are lighting up the high street

We offer a unique combination of cutting-edge retail applications, accessed through superfast networks. Together, our products and services will help give your customers a fantastic shopping experience – on mobile, online and in store – that will set your brand apart. We'll help you serve customers better and bring greater accuracy to your supply chain. We can bring all these capabilities together in an integrated cloud-based offering tailored specifically to the needs of retailers.

- » offer customers a seamless multichannel experience
- » provide better customer service using in-store mobility
- » improve product availability, stock accuracy and time to market through our leading supply chain solutions
- » enhance merchandising and promotional effectiveness with our innovative, proactive business functions
- » boost the business with hosted point of sale, managed payment and fraud reduction services.

Through innovation, we'll help your business thrive.

As well as all the neat gadgets to dazzle customers, we can make sure that everything really works together – that all the disparate channels come together in one integrated system. And by removing the complexity – we can host everything remotely so your bandwidth can flex up and down as you need it – we'll also remove cost from your business. Our cloud-based solutions give you predictable, controllable costs and overall savings. We can also offer:

- » unparalleled breadth and depth – we serve customers in more than 170 countries
- » cost-effective, high-quality network capacity and capabilities, and a rich portfolio of traditional and new-wave applications
- » a one-stop shop for retailers – we're a trusted partner of leading brands, such as Debenhams, Halfords, Mothercare, The Co-operative Group, and WH Smith
- » a specialist retail solution division, BT Expedite, dedicated bringing leading edge innovation to the market.

For more information on how BT is lighting up the high street, call 0870 850 6880, contact your BT account manager or visit **www.btexpedite.com/multichannel**

www.bt.com/highstreet

BT

Offices worldwide