GAMECHANGERS IN RETAIL

Retail Technology Trends Transforming the Industry

R-VUE
CONNECT
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What is R-Vue Connect?

R-Vue Connect is Vue.ai's exclusive educational digital summit for retailers across the globe! Ever since COVID-19 began impacting retailers across the globe, we at Vue.ai realised **retailers needed a platform to talk about how they were coping with the crisis** and the steps they are taking to to grow despite it.

Our first edition of R-Vue Connect took place in April, and it turned out to be a roaring success! We had panelists from Depop, Milaner, Hyphen-Group, Zilingo, Sequoia Capital, and witnessed over 800+ retail professionals joining us from across the globe!

At the second edition of R-Vue Connect, as the global economy moves towards normalcy, we want to help retailers understand **the post-pandemic retail narrative, and how technology is going to impact retail.**

At its core, R-Vue Connect isn't just about helping our community stay informed, but also about building a dependable community of retailers and experts that we all can share with and learn from.

About the Speakers

Abraham Thomas
Chief Data Officer, Quandl

Abraham is the chief data officer at Quandl, a tech company that empowers investors to make better decisions through data. He oversees all data related operations, from acquisition to research & delivery of data. He gives insight on how retailers can **use data post-pandemic to give their customers an online experience that matches the offline experience.**

Anandamoy Roychowdhary
### Investor, Sequoia India

Roy is one of Asia's best tech advisors for B2C companies, and knows everything about building and scaling tech teams. He sheds light on **why retailers need to double down on technology investments to benefit their business** and their customers, and the key technology trends that they need to be aware of.

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Future-Forward Acceleration

There are two distinct economies emerging in 2020 as a result of the COVID-19 crisis.

Big firms like Amazon are finding immense success during this pandemic - their stock price is 50 times higher right now than it was at the peak of the dotcom bubble. Other large firms like AliBaba are also making record profits, hiring across verticals and expanding their market dominance. But at the opposite end of the spectrum, there are firms both big and small that are genuinely suffering, facing bankruptcy and record unemployment.

US Ecommerce Penetration (% of Retail Sales)
2009 - 2020
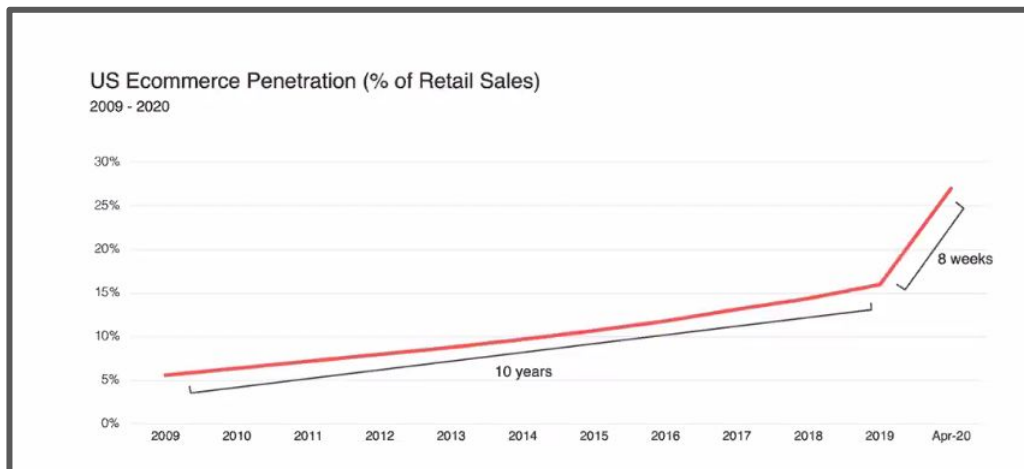
> It's not as simple as saying that one sector is working and one isn't. Because on one hand, apparel brands like Brooks Brothers are bankrupt, but Lululemon is killing it. Gyms are shutting down, but Peloton's worth is sky high.
>
> **The best firms control their own destiny!**

Abraham Thomas
Chief Data Officer,
Quandl

The rapid adoption of e-commerce has been most visible in the grocery segment. In the United States, the number of customers have tripled in 6 months and each customer is purchasing items twice as often. **The result? Revenues have increased 6X within 6 months!**

Now, other traditional grocery stores and supermarkets are scrambling to get online.

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The Data Focus

> **The world is in the middle of a data explosion.**
>
> Everyone is carrying a supercomputer in their product and companies are obsessed with it. And the amazing thing is that a lot of information out there is still untapped!

Abraham Thomas
Chief Data Officer,
Quandl

THE DATA ASSEMBLY LINE

To Acquire
⬇
To Transform
⬇
To Apply
⬇
To Deploy

Small businesses and large companies are obsessively tracking and measuring every aspect of their operations and their customers.

Every economic activity leaves a data trail, especially in our interconnected world where most consumers transact with their phones and computers, over the internet. "

What kinds of data should retailers prioritise?

1 Company Data
Internally owned data about the company's own transactions

2 Customer Data
Data that pertains to customer's transactions, online & offline

3 Competitor Data
Data about what competitors are doing, their pricing & offers

4 Counterparty Data
Data pertaining to supply chains, logistics carriers

A great shopping experience 30 years ago would have the shopkeeper or sales assistant knowing the customer's family and their customer's preferences in great detail. This personal relationship and in-depth knowledge of what a customer wants can be scaled using technology.

Retailers can build rich customer profiles by bringing together customer data and artificial intelligence.

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Build Versus Buy

The cost of building can far outweigh the benefits. When retail companies build technology, they are distracted from their core competencies, which is to offer their consumers the best possible experiences.

Additionally, the journey towards building can be all-consuming in terms of time and resources.

Finally, technology itself is evolving rapidly and at an incredible speed, which can make it very difficult for retailers to keep up the pace and can often throw a spanner in the works especially if teams have already invested time and resources on building something.

Key Retail Tech Trends

If retailers leverage the amount of new tech out in the world, they will be able to significantly improve not only their own operations but also their customers' shopping experiences.

Generative AI is the future - its ability to demonstrate value in both the front end and in the back end is invaluable. It can completely change the way retailers think about processes and how to go about a job.

Vue.ai's VueModel for instance, generates images of human models, so fashion retailers don't have to do any photography! Just pass on the garment images and AI generate the model wearing the garment across different sizes, different accessories and more.

There are two things retail CTOs must keep in mind in current times:

1 Track the platforms services, which are highly innovative

2 Engage with startups that are building cutting edge technology

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Watch out for our next R-Vue Connect Sessions on:

1. The Rise of D2C
2. How AI Can Drive Revenues & Retention
3. Grocery's Digital Imperative

Questions?
Email: **sales@madstreetden.com**

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