Up and Coming!
Trends in Retail

Doug Smith
Director, Retail Product Management & Marketing
Doug Smith—Director, Retail Product Mgmt & Mktg

► Involved with Epicor Eagle, as a customer, sales person or product manager, for nearly 25 years
► Owned and managed a home center in Oregon for nearly 10 years, purchasing an Eagle system in 1991.
► After selling his business, Doug came to work for Epicor and has been following his passion of helping independent retailers be successful at making technology work in their business.
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The Future of Retail

To understand retail, you must first understand the consumer.
“The most important fact about retailing today is the velocity of change that the industry is experiencing and the extent to which the customer is in charge. . .”

Martha Van Gelder
Director
University of Arizona Center for Retailing
“... to understand that is to accept that we all must be the students of retail: as fast as trends and technology can come at us, the consumer is on to the next great thing.”

Martha Van Gelder
Director
University of Arizona Center for Retailing
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Even for the consumer, the pace of change at retail is accelerating. It’s a struggle for retailers to keep up.
The Future of Retail

Even for the consumer, the pace of change at retail is accelerating. As well as solutions providers. 😊
Nearly 50% of retailers predict that the POS of the future is 2 years or more from now.
“... It is a great time to be a consumer with unprecedented choices of where and how to shop. It is a very tough time to be a retailer competing in a rapidly expanding ecosystem where there are no limits or boundaries to the competition.”

Martha Van Gelder
Director
University of Arizona Center for Retailing
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- Intimacy with Technology is Accelerating
- Connectedness is Presumed
- In the Internet We Trust
- Immediacy, Immediacy, Immediacy
- Brick and Mortar, Dead? No!
How much time, on average, do you spend on a mobile devices each day?

A. Less than 2 hours a day
B. 2-4 hours a day
C. 4-6 hours a day
D. Over 6 hours a day
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Consumer Behaviors
We’re online more than ever, especially mobile.

► 175 million Americans have at least one mobile device.
► In 2015, American consumers are spending, on average, 3 hours and 40 minutes per day on their mobile devices.
► 35% increase from the year before.
► In aggregate, 125 million extra hours per day on mobile devices.
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Consumer Behaviors
We’re online more than ever, especially mobile.
U.S. App Session Starts During Super Bowl XLIX

Source: Flurry Analytics
The Future of Retail

Consumer Behaviors
We’re online more than ever, especially mobile.

ALWAYS CONNECTED

- **63%** Adult smartphone owners in the US don’t go an hour without checking their phone.
- **73%** of Millennials are disconnected for an hour or less per day.
- **50%** Check their phones before they sleep and after they wake up.
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Consumer Behaviors
We’re online more than ever, especially mobile.
## The Future of Retail

**Consumer Behaviors**

Being connected, especially through social media, is a base assumption.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Behavior Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34%</td>
<td>Have turned to social media to air their feelings about a company.</td>
</tr>
<tr>
<td>26%</td>
<td>Express dissatisfaction</td>
</tr>
<tr>
<td>46%</td>
<td>Feel they can be brutally honest online.</td>
</tr>
<tr>
<td>23%</td>
<td>Share companies or products they like dissatisfaction</td>
</tr>
<tr>
<td>51%</td>
<td>Aim to influence others when they express their preferences online</td>
</tr>
</tbody>
</table>

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68 minutes per day in 2015 is spent in social apps

Consumer Behaviors
Being connected, especially through social media, is a base assumption.
On average, what % of your customers do you think consult reviews before making a purchase?

A. 1-25%
B. 25-50%
C. 50-75%
D. More than 75%
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Consumer Behaviors
We trust information online. We expect immediacy.

IGNORES ADS, SEEKS AUTHENTICITY

- 92% Say they have more confidence in info found online than other sources
- 75% Don’t believe that companies tell the truth in advertisements
- 70% Consult reviews before making a purchase

- If friends don’t approve more than a third won’t make that purchase

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Consumer Behaviors
We trust information online. We expect immediacy.

Users start abandoning “slow” video loads after 2 seconds.
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95% of all retail sales are captured by retailers with a brick-and-mortar presence.

Consumer Behaviors
Brick and mortar stores are still relevant.
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Value creation—brand building, product awareness is happening in-store.

Consumer Behaviors
Brick and mortar stores are still relevant.
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Consumer Behaviors
Brick and mortar stores are still relevant.

BOPIS: Buy-Online-Pick up-In-Store
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What does this mean?

For retailers?

For Eagle?
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- Friction-less shopping
- Empower retail associates
- FOG – Bring the Cloud down to the store level
- IOT and analytics
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Friction-less checkout
Streamlined checkout. Immediate, fast, easy.

• Mobile Order
• Mobile Payment
• Kiosk
• Self-checkout
The Future of Retail

Friction-less checkout
Streamlined checkout. Immediate, fast, easy.

“It’s all about a seamless, frictionless experience for our customer, so that ability to make the payment online, go into the store, scan the product, get the product, be out of the store in minutes, is very important.”

Fred Argir,
Chief Digital Officer
Toys “R” Us
Future of retail: Empowered Associates

- Arm associates with information about how to solve consumers’ problems
- Mobile
- Product information
If you or your team members use mobile devices to assist customers, what task do they perform the most?

A. Access coupons or promotional details
B. Look up product information
C. Communicate with other store employees to find needed information
D. Price checking
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Empowered associates

► Arm associates with information about how to solve consumers’ problems
► Mobile
► Product information

5 Ways Mobile Gives Associates A Leg Up

The top 5 tasks accomplished by mobile-toting associates:

- Product information lookup: 66.7%
- In-store product location: 37.5%
- Price checking: 56.2%
- Communication between employees on the store floor and those in the back room/offices or at HQ: 37.5%
- Access to coupons or other promotions: 40.6%
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Super-smart retail

► Personalized and relevant data

65% Of consumers want to receive retail advice based on their location through their mobile device

49% Of consumers are comfortable with retailers collecting personal data when shopping online

34% Of consumers use multiple channels when shopping
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Internet of Things

![Amazon Dash Button](image-url)
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We shop (and we live) in micro-moments or bursts.

#MicroMoments

“The old days of predictable, periodic media sessions have been replaced by numerous short bursts of digital activity throughout the day.”

Sridhar Ramaswamy, senior VP of ads and commerce at Google

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Micro-moments occur when people reflexively turn to a device—increasingly a smartphone—to act on a need to learn something, do something, discover something, watch something, or buy something.

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Four things a retailer must do to succeed in a world of micro-moments:

- Be Mobile
- Be Relevant
- Be Engaging
- Be There
  *When the Consumer Wants You*
MOBILE
Be Mobile

BUSINESS INTELLIGENCE
Be Relevant

CONSUMER ENGAGEMENT
Be Engaging

CLOUD SERVICES
Be There
When the Consumer Wants You
MOBILE
- Tablet POS
- Line Buster
- Mobile Inventory
- Mobile Manager
- Mobile Lookup
- Mobile Shopper

BUSINESS INTELLIGENCE
- Compass Analytics
- Inventory Planner
- Pricing Planner
- Performance Manager
- Loyalty Manager

CONSUMER ENGAGEMENT
- Eagle Loyalty
- Loyalty Manager
- iNet (ecommerce)
- Dynamic Promotions
- Digital Receipts
- Gift/List Registry

CLOUD SERVICES
- Hosted Eagle
- Eagle Anywhere
- eSOA Services
- EDI
- Payment
- Transactional Security

USER EXPERIENCE
- Simplification
- UI/UX Process

EXTENSIONS
- Payroll
- Rental
- Bound Book

VERTICAL
- Pharmacy
- Sporting Goods
MOBILE
- Mobile Counts
- Mobile Delivery
- Mobile Associate
- Mobile Purchasing
- Smartphone POS

BUSINESS INTELLIGENCE
- Benchmark analytics
- OTB
- Cash Flow
- Labor staffing
- Task Management

CONSUMER ENGAGEMENT
- Email/Text communication
- Marketing fulfillment
- Beacons

CLOUD SERVICES
- Hosted Eagle
- Cloud platform
- FFL Compliance Manager

USER EXPERIENCE
Simplification
UI/UX Process

EXTENSIONS
Payroll
Rental
Bound Book

VERTICAL
Pharmacy
Sporting Goods

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