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# IT Solutions in Retail and Shopping Mall

How digital business solutions are opening new possibilities for retailers and shopping malls



## Ecommerce and mobile phone penetration in Asia



In 2014, ecommerce sales in Asia grew 36% to US\$615 billion<sup>1</sup>.



Asia-Pacific is the global leader in online purchases<sup>2</sup>.



52% of Asia-Pacific online shoppers make purchases with their mobile phone<sup>3</sup>.

### SOURCES:

1. CMO Innovation (2015)
2. yStats.com (2015)
3. Nielsen (2014)

Here in the 21st century, the customer really is king. Never before has there been so much choice, such diversity, the array of options and alternatives that greet today's shopper day-in, day-out. From multi-channel to mobile commerce, technology has powered a global retail revolution.

Retailers are no longer just competing with their closest rivals, but with e-tailers across the world, with niche brands providing unique products, and – most importantly – with shoppers' ever decreasing attention spans.

One slip and you'll give shoppers an excuse to ignore you.

To stay relevant, smart retailers and shopping mall operators are using digital business solutions to make every stage of their operations more effective than ever.

From where to build your mall, to which tenants you need within it, from the comfort and ambience your stores offer, to the balance of competition and profitability, decisions can be based on data that is delivered and acted upon in real-time.

The computing power carried around by the average shopper far exceeds that of most retailers only a generation ago. They have access to online reviews, social networks, product information and pricing – all through their smartphones.

Shouldn't you be using all the tools technology can offer to create the most compelling customer proposition you possibly can?

## Step 1: The shopping mall

There's no room for guesswork in retail in the 21st century. Instinct is good, but evidence is better, and will help lead you to the best decisions.

Take the location of your next store. This is the kind of major investment that needs more than guesswork and instinct alone. Data analytics – and big data in particular can unlock insights into where to site your store, based on factors like how many people pass by a particular location at different times of the day, their profession, gender, income, lifestyle and even their shopping habits.

From this kind of data it is possible to calculate the right mix of stores for a mall, and the optimum layout of stores within that mall, such as where to place high street brands, flagship luxury stores and food outlets. It is also possible to offer competitive leases and attractive rents based on local data, drawing in tenants and still maximising profits.

Digital solutions for management, marketing and security can also help shopping malls attract high-profile tenants. New IT business solutions are scalable and adaptable, so a mall can offer the same level of service and solutions to its smallest and largest tenants.

This is a level of detail that could only have been dreamt about just a few years ago; now it is routinely available through data analytics and business intelligence solutions.



## Step 2: The retailers

Technology has transformed the retail landscape and revolutionised the way people shop. Putting technology at the heart of your retail business, and making sure it is working hard for you, has become a necessity.

There are enterprise applications offering sophisticated information management tools to an outlet of any size. A boutique fashion retailer can now build relationships with its loyal customers through targeted communications, while a large in-mall grocer can manage all merchandiser relationships on one platform, removing administrative headaches and replacing them with effectiveness.

The right technology can help you stay ahead of trends, and offer your customers the products they are searching for, by analysing big data. Offering in-store wi-fi, allows customers to find information, and receive alerts about offers. But it also means retailers can capture valuable data about the shoppers' in-store and in-mall behaviour.

Take as one example, electronic price tags. Attached to the shelf and connected to your ERP systems, electronic price tags can be automatically updated to reflect important changes in a fraction of the time of old style paper and card pricing mechanisms. If you need to change prices, details, or product descriptions it can all be done in centrally. Even your fastest employee cannot make on the fly changes to prices across multiple shelves and different aisles simultaneously.

Whether you need to react to out-of-stock items being replaced by a substitute, or drop your prices to respond to a near-by competitor, it can all be done swiftly and accurately. Restocking can also be rolled into this new automation-led approach through the use of RFID technology, which can – in conjunction with your electronic price tag – send replenishment alerts to your ERP system in real time.

You can even run time-limited in-store promotions and analyse their success by assessing how shoppers have responded to the information on the electronic price tag.

Retailers wishing to go even further when it comes to interacting with shoppers

in-store are using iBeacon technology. Introduced to the world by Apple, but already being widely imitated by others, iBeacons allow you to send alerts and notifications direct to shoppers based on where they are in your store. The alerts are sent to a downloaded app, and can cover everything from a basic welcome message to someone entering your store, through to offers and promotions based on an individual shopper's purchase history, or even the department of the store they are standing in.

You can even track the route a shopper takes as they make their way around your store and how their journey is affected by iBeacon-driven alerts. This can build a detailed picture of the way shoppers interact with your store, by monitoring behaviour at certain key points – such as shelves and promotional stands – and feeding that data back into your planogram. This real, non-simulated, customer behaviour data was an impossible retail dream only a few short years ago. Now it is an everyday reality.

Underpinning all of this, of course, is security. Customers and retailers alike expect a safe and secure shopping experience and to have their payment information protected by cutting edge security software at all times.

### The right consultancy can provide IT solutions like:

-  Big data
-  Cloud computing
-  Enterprise applications
-  Enterprise security
-  Mobility
-  Next generation infrastructure



## Step 3: The customers

You're not just competing with other retail destinations. You're competing with everything that's clamouring for shoppers' attention. With ecommerce and mobile shopping, customers are surrounded by an unprecedented choice of products and retail experiences, and a bewildering amount of information.

To capture their attention and maximise sales, retailers have to work harder than ever: capture shoppers' curiosity, stand out from the crowd, create meaningful connections with your customers.

Digital CRM tools go a long way to helping retailers develop and maintain great relationships with their customers. They let you keep track of customer preferences, personalise your offers accordingly, and give people plenty of reasons to keep coming back for more.

IT business solutions can also help retailers connect with shoppers across digital channels and social media, amplifying the possibilities to connect with customers and develop strong brand awareness through increased engagement.



## JOS's capabilities in retail and shopping mall

At JOS we have many years' experience in retail and have seen first-hand how technology has re-energised the sector. The insight and expertise we have gained through our work with many leading retailers means we don't just sell technology – we deliver success by implementing and managing solutions that integrate best practice into existing business processes.

JOS can offer:

- > Deep sector and market knowledge
- > Highest quality technology consultancy
- > Exceptional passion and commitment to execute

## JOS helps shopping malls and retailers

### > Develop a business strategy for the digital age

A 'digital strategy' is not enough. Our deep industry expertise means we can implement the right IT solution for you to help build long-term, sustainable growth, whether you are developing from the ground up or revitalising your business.

### > Think small on big data

Big data is one of our core capabilities. You already have the data you need to predict trends, maximise profitability, conduct better marketing, and manage resources more effectively. We can show where that data is and how to unlock its value.

### > Integrate on and offline retail

Whether online or in-store, shoppers expect a consistent, high-quality shopping experience, including one-click buying, price comparisons and a great selection of products. We help retailers align their digital and physical offerings to do just that.

### > Use social media effectively

Your customers are using social media, so you should too. You can communicate with them directly, respond to their feedback, give them access to great promotions, and share special deals with loyal customers. We can identify the right networks for you.

### > Extend personalisation and customer loyalty

With all the data and insight now at your disposal, you have the tools to create powerful incentives and loyalty programmes, and seamless customer communications. We can find the right digital technologies and emerging trends to stay one step ahead.



**JOS provides retail solutions and services including:**

-  Consulting and planning
-  Loyalty programmes
-  Training
-  Systems Design
-  Online To Offline (O2O)
-  Customer analytics
-  Unified voice and data communication
-  Point-of-sales solutions
-  Integrate social media
-  Audio entertainment
-  Mobile payments

## Why JOS?

A leading provider of integrated IT solutions in Asia with a track record of success spanning more than 60 years, JOS has a strong heritage in the region. We have earned our customers' trust through a reputation for high quality, reliability and always taking the long-term view on their best interests.

Our core capabilities include big data, cloud computing, enterprise applications, enterprise security, mobility, internet of things and next generation infrastructure. JOS has built partnerships with highly capable IT partners across the globe to deliver on customers' worldwide IT requirements. Wherever our customers want to do business in Asia, we have trusted partners they can turn to. Carrying a broad selection of enterprise technologies from market-leading and pioneering vendors, our independence means that we can always choose the solution that's right for them.

Our starting point is in gaining a thorough understanding of the unique circumstance of each customer's business. From there, we can offer expert consultancy to provide tailor-made solutions for your organisation, helping you solve your business challenges. Our involvement doesn't end there. To help you stay at the forefront of your industry, we provide ongoing consultancy along with the latest technology and infrastructure innovations.

JOS operates nine offices across Asia's major business hubs in China, Hong Kong, Macau, Malaysia and Singapore.



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