



Expedite & Fresca

Multichannel Retail Specialists

The background of the slide features a large, abstract graphic. It is composed of several overlapping geometric shapes: a green area with a fine, diagonal grid pattern at the top left; a black area with a similar grid pattern below it; a white area with a fine, horizontal grid pattern to the right; and a grey area with a fine, diagonal grid pattern at the bottom center. The overall effect is a modern, layered, and textured design.

Next generation e-commerce

The right platform can drive your entire business forward

BT Tower, 10 November 2011

Agenda

10:00	Introduction Geoffrey Barraclough
10:15	Next generation e-commerce: The journey Sarah Hughes, Joint Managing Director, BT Fresca
10:35	Getthelabel.com's e-commerce journey Phillip Heaton, Finance Director, Topgrade Sportswear
11:05	Break
11:20	Thomas Pink's latest innovation Nadine Sharara, Head of eCommerce, Thomas Pink
11:50	Next generation e-commerce: Merging the channels Jason Shorrock, Multichannel Specialist, BT Expedite
12:15	Q&A
12:30	Lunch at the top of BT Tower and e-commerce and multichannel demonstration showcase
15:00	Event ends

Showcase demonstrations on the 34th floor

1. Get click and collect in place with Integrated Store

From home delivery to in-store collection, Integrated Store gives your customers more choice. See how to present a wider range of products through both store and web channels.

2. Give each and every customer the VIP treatment with clienteling

Find out how customer data at your fingertips in-store can significantly enhance your understanding of your customers and the service that you provide to them.

3. Make friends and influence people with social commerce

Following the re-launch of a mobile optimised website, Lyle & Scott's customers can also now buy through Facebook. The social media store is streamlined to suit the site and be easy for customers to use.

4. FrescaCommerce platform demo, including international sites

International expansion without the hassle of different platforms to manage. Find out how FrescaCommerce can help you go global.



5. Checkout and about: Mobile point of sale (POS) iPad demo

Smart handheld devices and in-store wi-fi open can go way beyond simple queue-busting to support a whole new world of opportunity through assisted selling.

6. BT Learn Diverse: A fresh look at e-learning and operational efficiency

Daily communications made easy through smart Message Boards, a Dynamic Product Viewer and our unique editing tool. Simplify a 'Day in the Life of a Store Colleague' and bring real cost savings to your business.

7. A product focussed view of multichannel operations

Gain access to all your key product operational data, whether attributes, stock, sales trends or price history. Get visibility of your customer orders and track the progress of each order item, showing the status of all related stock movement documents.



Speaker profiles

Phillip Heaton Finance Director, Topgrade Sportswear

Phil has worked in the retail sector for over 13 years, with various roles at Matalan and Marks & Spencer. He joined Topgrade, a subsidiary of JD Sports Fashion plc, three years ago and, as part of the senior management team, has taken Getthelabel.com from inception to a successfully trading e-commerce business. His current role has involved launching an e-commerce site from the original concept – including developing the business plan, systems infrastructure, physical infrastructure and teams to deliver this project. With a finger in all aspects of the business the last three years has been a rollercoaster of development!

Nadine Sharara Head of E-commerce, Thomas Pink

With over six years' e-commerce experience across a number of blue chip retailers working both client side and supplier side, Nadine now specialises in helping retailers maximise online trading opportunities through cross-channel integration. She is passionate about cross-channel commerce and the financial gains it can bring to businesses, and also enjoys being involved with leading industry networks to stay abreast of current best practice.

Geoffrey Barraclough Director Strategy, Marketing & Propositions, BT Expedite

Geoffrey joined BT Expedite in 2009 and has since devised a programme of customer research and thought leadership activities. These provide an insight for retailers on what shoppers are looking for in a true multichannel world and the challenges retailers face as the store and web channels become blurred.

Sarah Hughes Joint Managing Director, BT Fresca

Sarah founded Fresca in October 2000, having spent the first ten years of her career with ICI and AstraZeneca. Initially an Engineering Manager, Sarah was the youngest person, and the first woman, to be appointed Asset Manager, responsible for the management of a fine chemical production plant.

Jason Shorroch Multichannel Specialist, BT Expedite

Jason Shorroch has been with BT Expedite since April 2005. Prior to this he worked as the EMEA Retail Solutions Specialist for i2 Technologies and spent 13 years working for Marks & Spencer across both the Food and General Merchandise Divisions.

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