

Web 2.0 and Multi-Channel Retail

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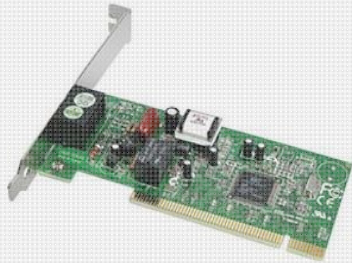
91% of the highest performing retailers use multiple channels to reach their customers.

Source: Aberdeen Group)



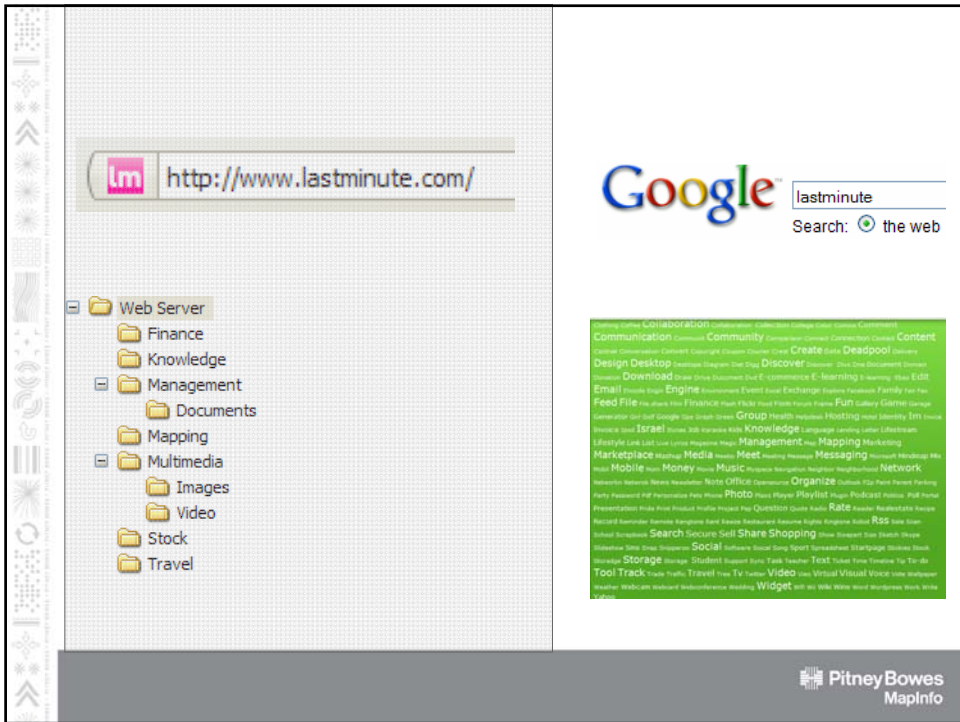
Web 2.0 has influenced the e-commerce landscape

Web 1.0



Web 2.0







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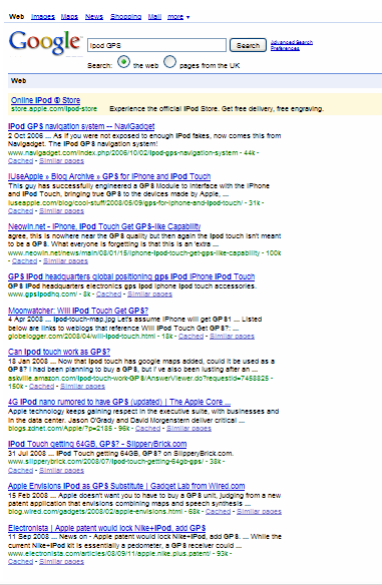
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glifyOnline - User Login Flow, v2, this diagram is private

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- Flowplan
- Flow Chart
- UML
- Entity-Relationship
- Network
- User Interface
- My Images
- Image Search
- Basic Shapes

```

    graph TD
      Start([User visits web site]) --> Decision1{Does user have a valid cookie?}
      Decision1 --> ShowLogin[Show login screen]
      Decision1 --> ShowInfo[User enters login information]
      ShowLogin --> ShowInfo
      ShowInfo --> Decision2{Valid user?}
      Decision2 --> End([End])
  
```

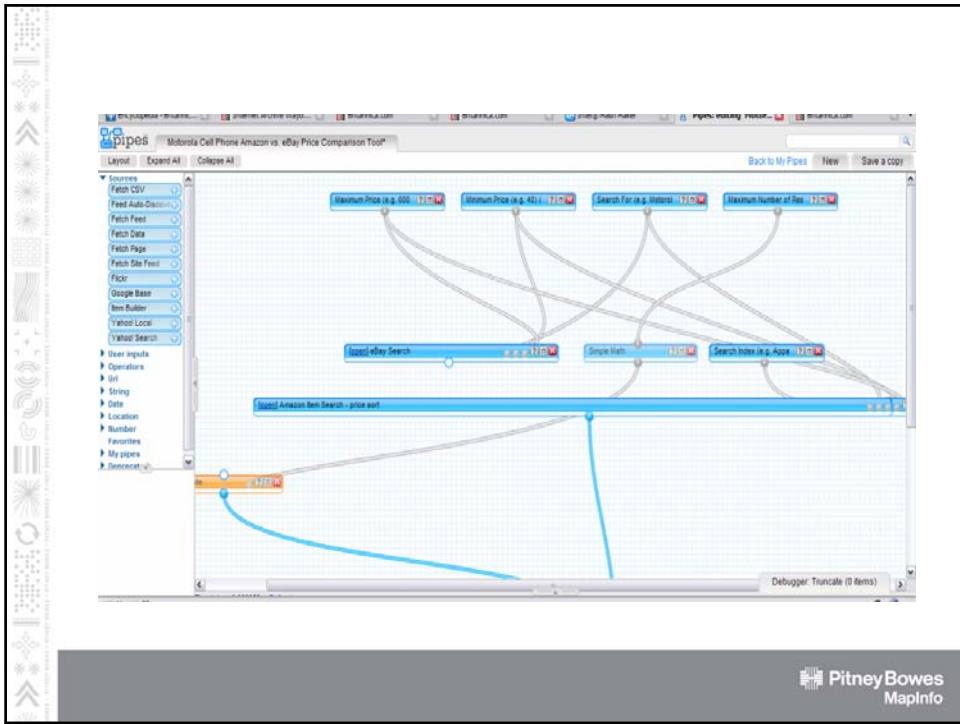
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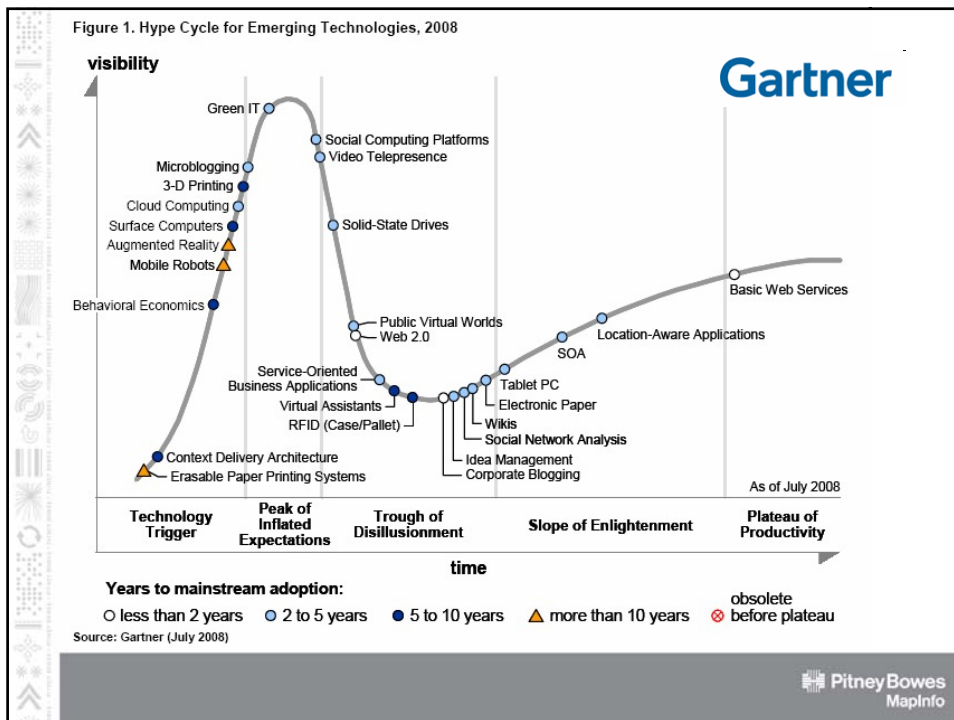
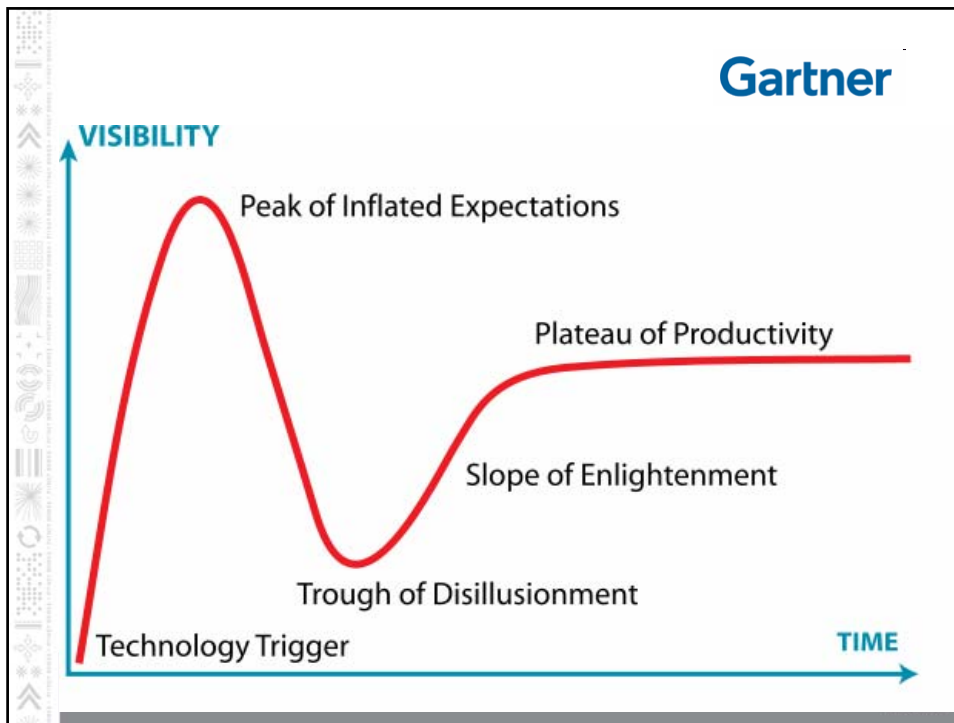
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Word	2.0 Headline
Rent	Rent-a-car 2.0 = Zipcar
Capital	Venture Capital 2.0: Bright Future or Broken Forever?
Mob	Flash mob 2.0: Urban playground movement
Tank	Think Tank 2.0
Curry	Curry 2.0 - pitch to a waiter

curry 2.0

I'm hosting Curry 2.0 in one of [Dublin's finest eateries](#) again on **July 2nd** and inviting you to have a laugh with likeminded people whilst watching startups pitch to a waiter in a minute.

There will be an opportunity for startups to compete for the prize of a trip to [OpenCoffee London](#) where introductions will be made to potential partners and investors. All you have to do is pitch your product/service to a waiter in one minute. If you're from the UK I'll arrange for another prize.

I'm heading back to Dublin especially for this, so if you don't live in Ireland think of the opportunity to have a BoozeFlight (aka excuse to have a laugh). You don't need to be a techie to come along...

Places are limited so [register your interest now](#) to guarantee your place.

Business should be fun!

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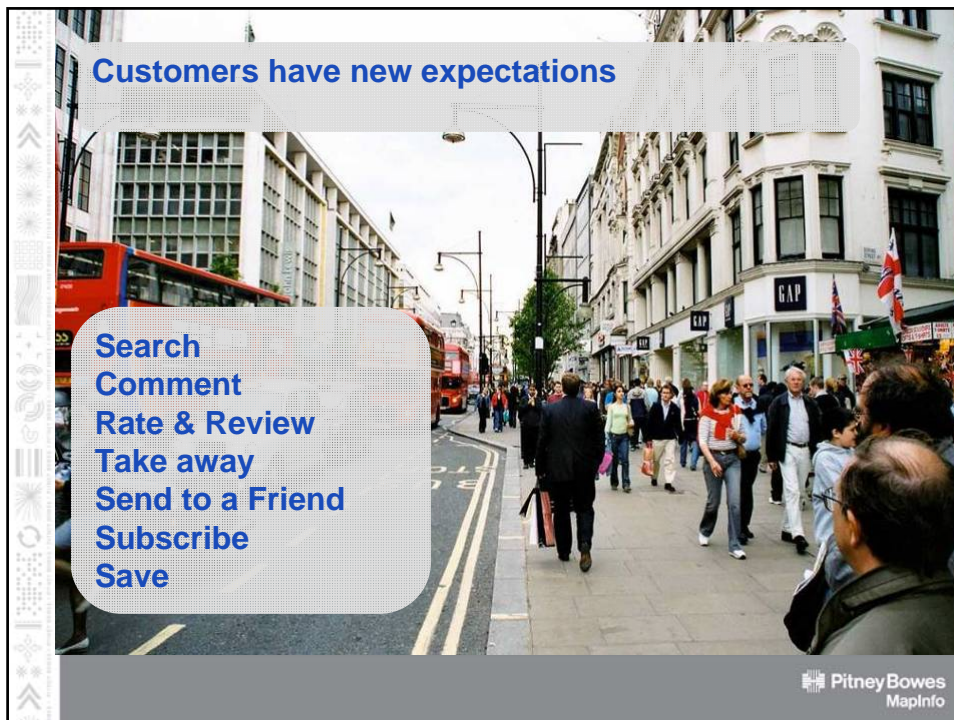
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Web 2.0 & Multi-Channel Retailing

- 44.9% of the UK adult population now shop online
- In 2012 £1 in every £7 spent by consumers on retail will be online
- Online spending growing at fastest rate for six years, e-retail shows no sign of succumbing to the economic downturn

 **DATAMONITOR** October 2008

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“Online and in-store sales channels will simply blur into one”

- *Branding*
- *Store Layout*
- *Promotions*
- *Marketing Campaigns*
- *Customer Loyalty*

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Web 2.0 Marketing

<i>Product</i>	<i>Personalisation</i>
<i>Price</i>	<i>Participation</i>
<i>Place</i>	<i>Peer-2-Peer</i>
<i>Promotion</i>	<i>Predictive Modelling</i>

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Web 2.0 Customers – Who Where?

- 59%, use the Internet as a research tool before buying in-store
- Men are more likely to conduct research online than women, while by age it is 25-44s
- Largest increase in D & E classification and Women
- Map that – How, Why?



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Multi-Channel & Site Location

- 34% of consumers made their online purchase at the expense of a high street retailer.
- 16% stated it had been made at the expense of a visit to an out-of-town retail park.
- Other issues:
Value add customer services



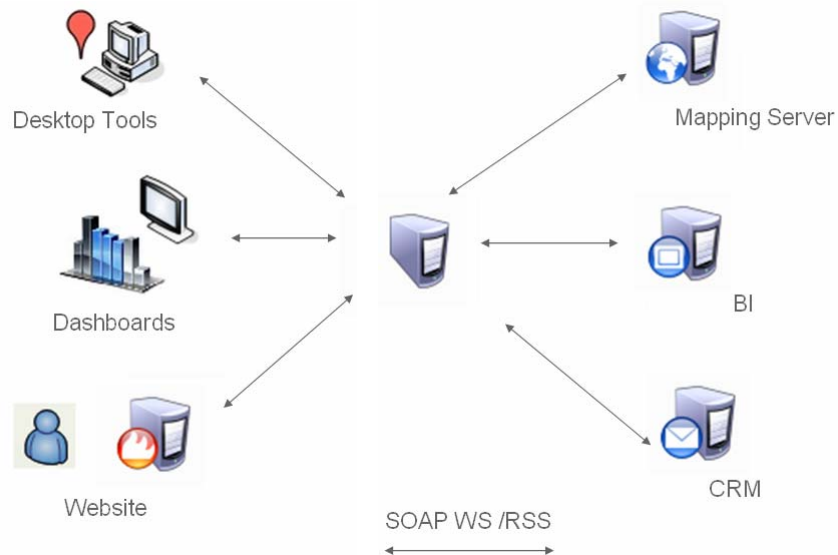
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Other multi-channel challenges

- Cross-Department and supply chain Integration
- Fully integrated Online and In Store sales
- Expectations
- Data Privacy?

Single source of truth

Web 2.0 can integrate multi-channel and more



Thank you

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