



Omni-channel: Towards a Seamless Customer Experience Across Physical & New Digital Channels



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CTO and President
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GS1



Outline

- GS1: The Global Language of Business
- The business world is changing
- Growth of web-based commerce
- What is Omni-channel?
- Extending the “Global Language of Business” to enable omni-channel
- What’s next?





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GS1 is a Global, Not-for-Profit, Neutral Standards Organization

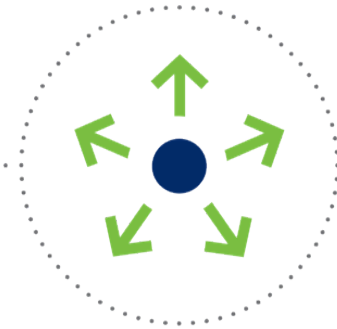
GS1 Standards make it possible
to **identify**, **capture**, and **share** information
automatically and accurately about products,
business locations, and more.



IDENTIFY



CAPTURE



SHARE



GS1 standards drive efficiency and safety

GS1 BARCODES

EAN/UPC



9 501101 021037

GS1-128



(00) 3 9501100 000001001 9

ITF-14



000011011001001

GS1 DataBar



(01) 9 9501101 02103 7

GS1 DataMatrix



GS1 QR Code



GS1 Composite Barcode



95011010201

GS1 EPC/RFID

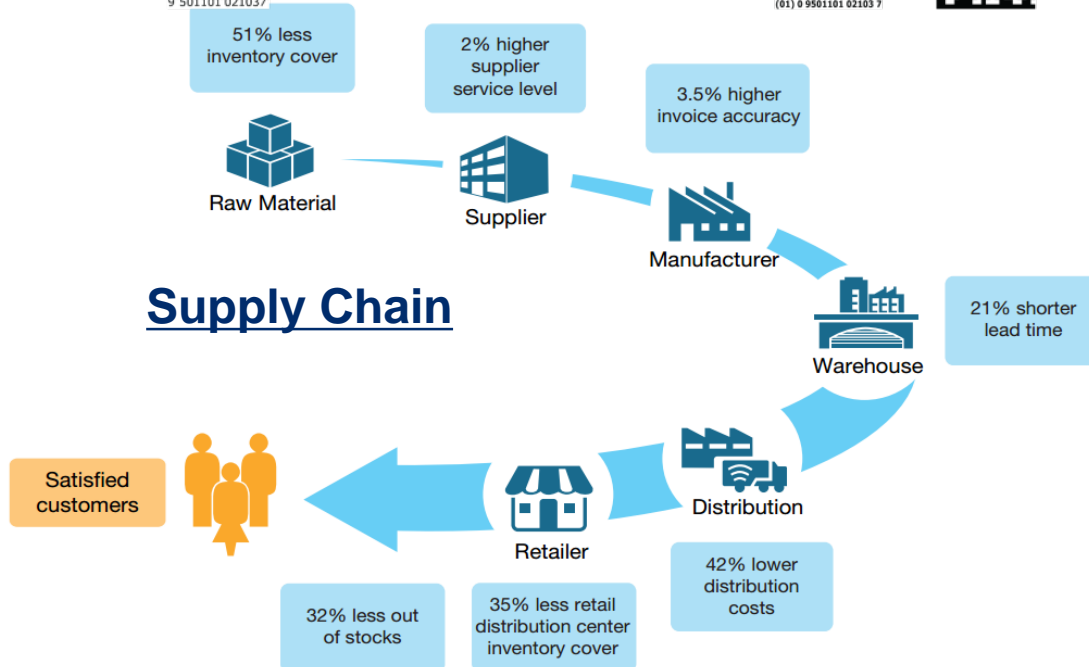
EPC HF Gen 2



EPC UHF Gen 2




Supply Chain



Healthcare

- Implementing global standards across the healthcare supply chain could save 22,000 - 43,000 lives and avert 0.7 million to 1.4 million patient disabilities.
- Healthcare cost could be reduced by \$40 billion - \$100 billion globally.



111 Member Organisations...
1.5 million companies
6 billion “beeps” per day.



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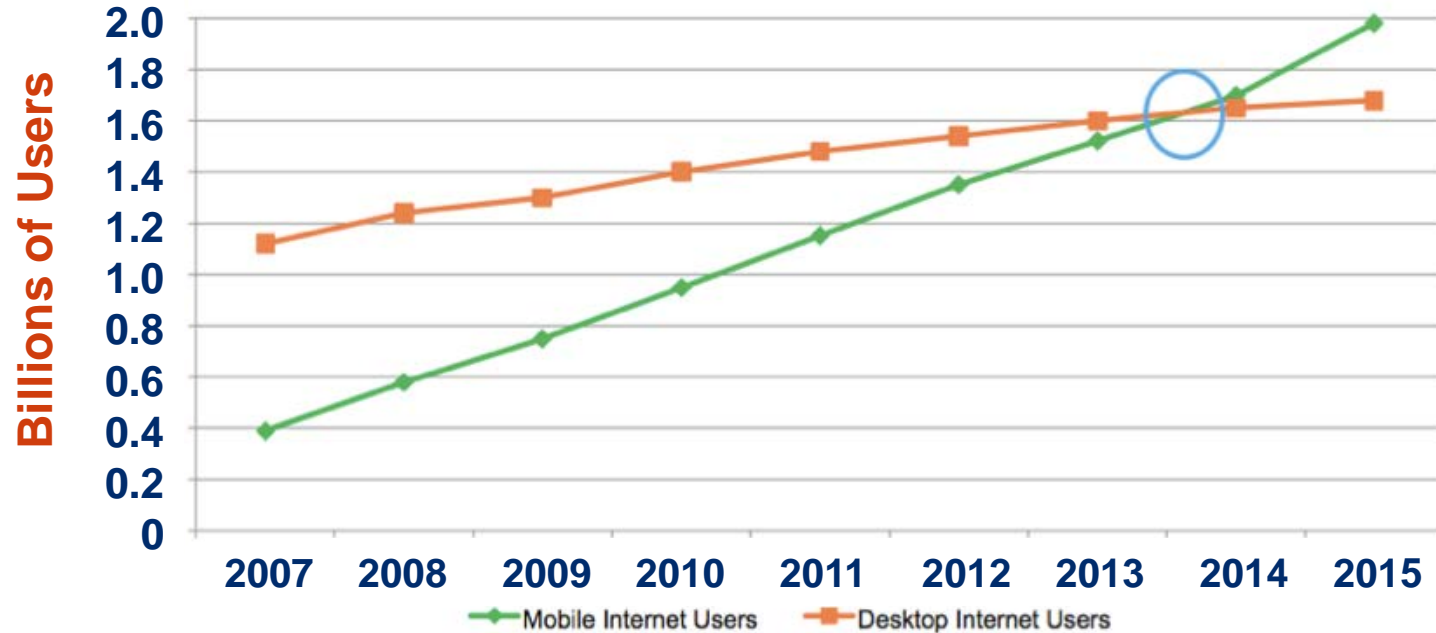
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~3 billion web users (2014)

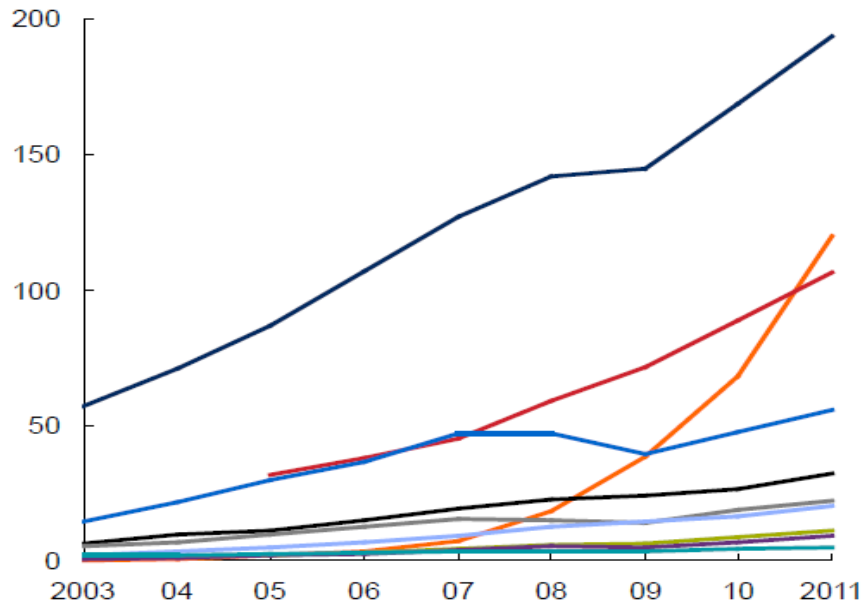
Largest future growth will be mobile and emerging economies





Diverse patterns of growth in web sales around the world

2003–11 e-tailing market¹
\$ billion



Compound
annual growth
rate, 2003–11
%

17

120

27²

18

22

19

35

34

39

14

**Web sales = ~10% of all
retail sale in US**

**Consumer-to-consumer
sales = 70% of on-line
total in China**

¹ Excluding online travel.

² Japan's CAGR covers 2005–11.

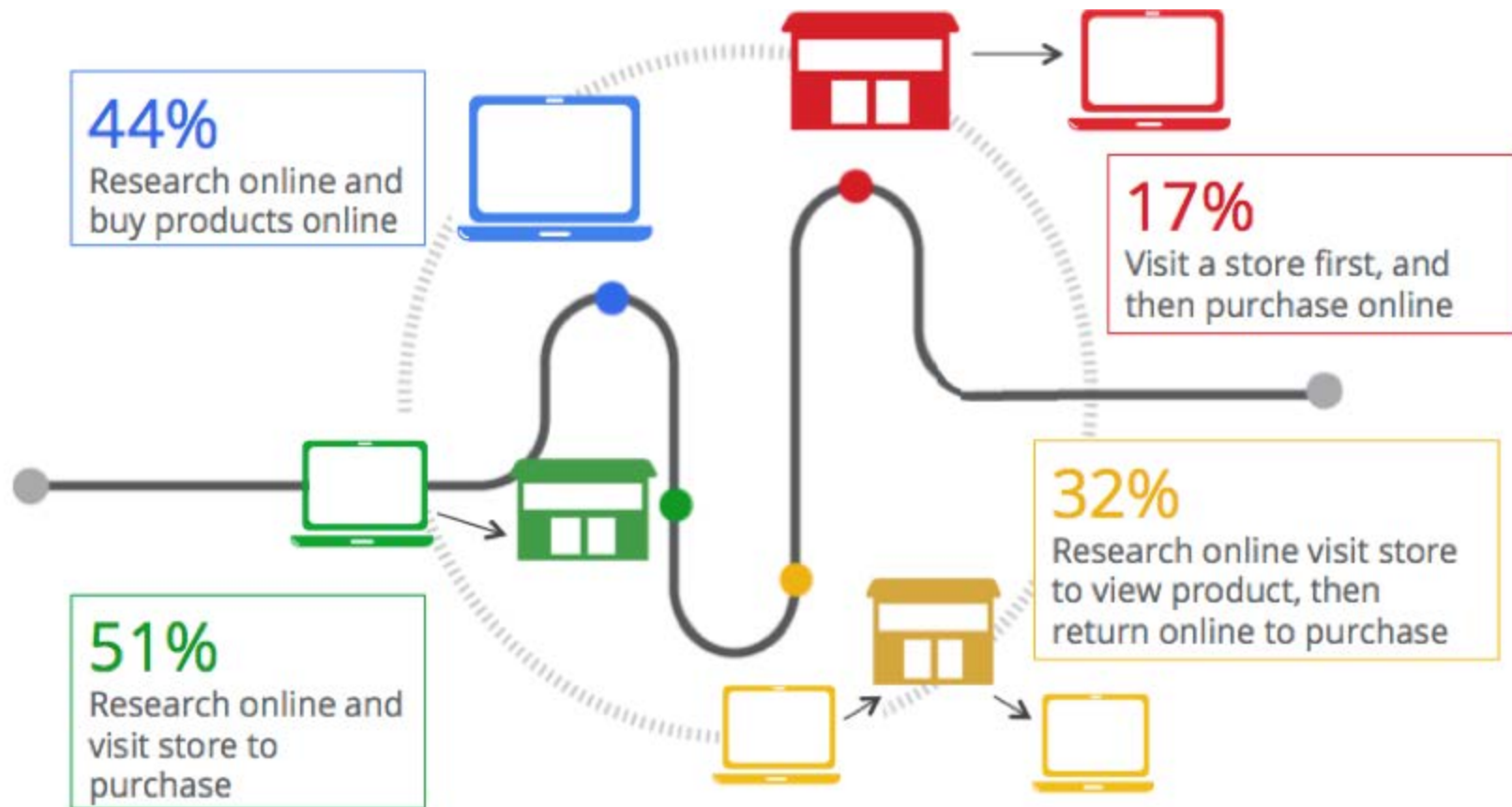
*Online commerce only
represents 10% of all
commerce...*



A “Demand-Chain” story ...



Shopping more intelligently and across channels



Paradigm Shift: **Om•ni – chan•nel**

... is rethinking all aspects of a company's **business processes** with a constant focus on providing a **seamless consumer experience** across **all physical** and **digital** channels



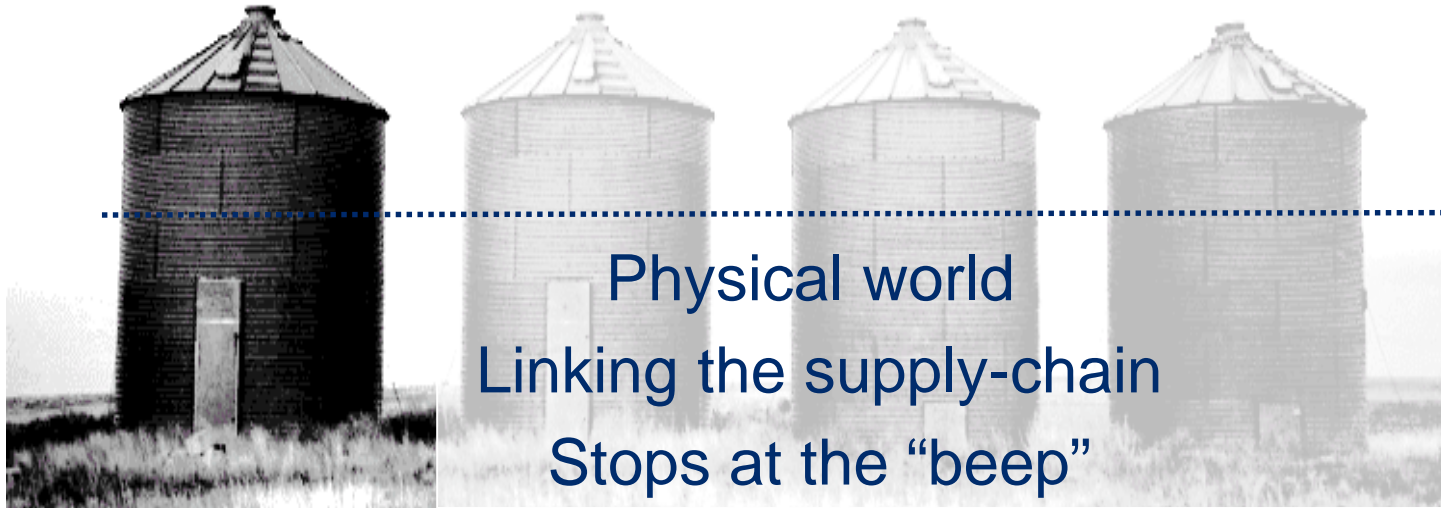
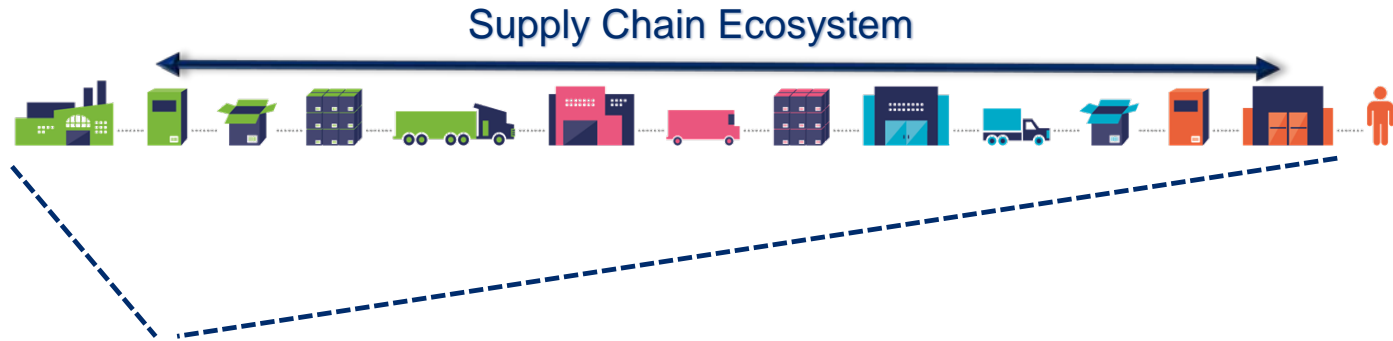
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GS1's traditional focus



Physical world
Linking the supply-chain
Stops at the “beep”

What do business leaders think?

Terry Lundgren, Chairman, President and CEO of Macy's

“We should engage the customer in however he or she chooses to shop with us. I want to **break those silos** down internally in my own organization and make sure that we are doing one thing and that is putting the customer at the center of all of our decisions.” (Dec 2013)



The omni-channel ecosystem



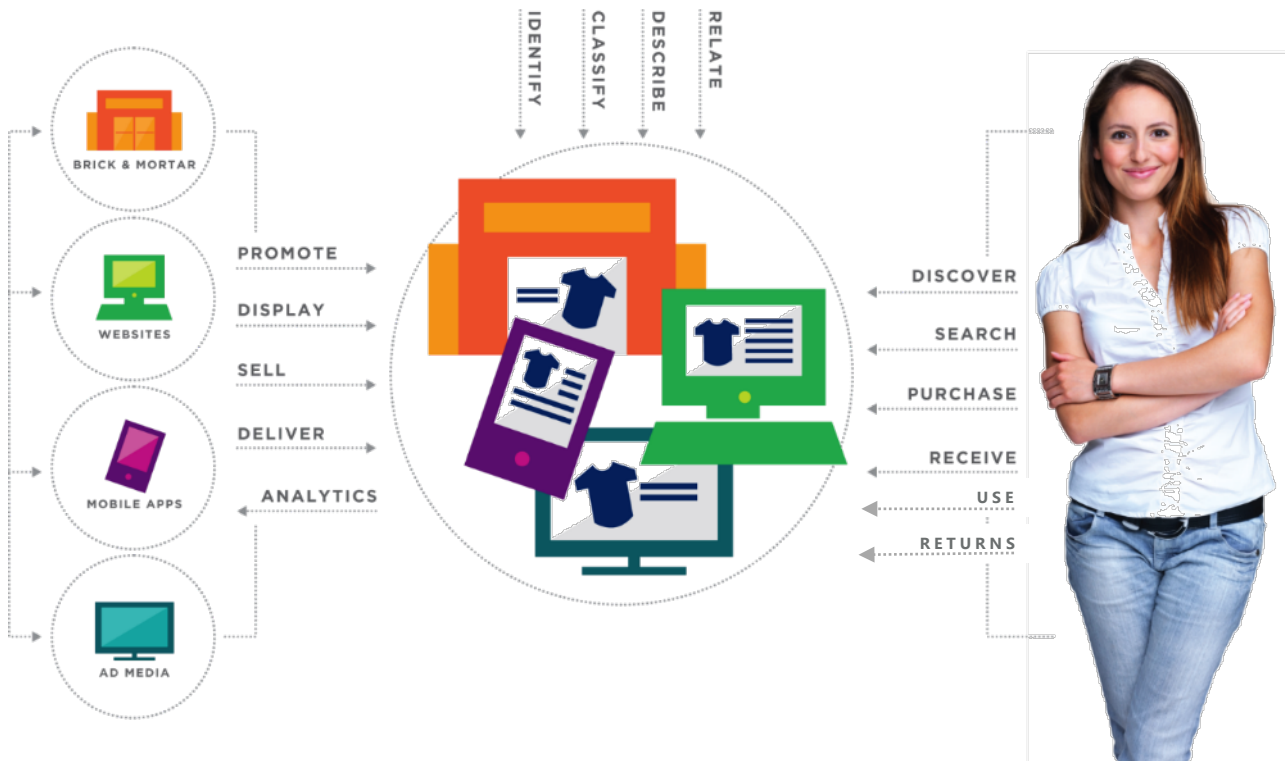
Non-linear

Linking physical & digital worlds, inside & outside of business

Consumer-centric



GS1 System - Extended to Digital



Extending GS1 identification & description standards to **reduce friction** in information flow between...

- physical & digital
- business & consumers
- former silos

This will **empower omni-channel**

Paradigm shift: What is a “product”?

A **product** is not just the
physical or digital **object** for sale

A **product** is that object **linked** to a
wealth of **accurate digital data**
about that object

GS1 Identification and Data for the Web

Embedding the GS1 standards into web pages

Benefits for business

- Increase **search visibility (SEO)**
- **Connect** data across silos, connect to consumers
- **Sell** more stuff

Benefits for consumers

- More efficiently **search** for, **compare** and **share** information about products
- **Buy** more stuff; share experiences





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Resources on omni-channel retail

- Tough Choices for Consumer Goods Companies
 - McKinsey, December 2013
 - http://www.mckinsey.com/insights/consumer_and_retail/tough_choices_for_consumer_goods_companies
- Omnichannel Alchemy
 - Boston Consulting Group, October 2013
 - https://www.bcgperspectives.com/content/articles/retail_digital_economy_omnichannel_alchemy_turning_online_grocery_sales_gold/
- Integrated MultiChannel Retail
 - CapGemini, 2008
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- Digital Disruption and retailer opportunities
 - Bain and Company, Nov 2012
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 - Boston Consulting Group, 2014
 - https://www.bcgperspectives.com/content/articles/marketing_center_consumer_customer_insight_how_millennials_changing_marketing_forever/
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 - Accenture, 2013
 - <http://www.accenture.com/SiteCollectionDocuments/communications/accenture-new-omni-channel-approach-serving-customers.pdf>
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 - http://www.bcg.com/expertise_impact/industries/retail/publicationdetails.aspx?id=tcn:12-121740&mid=tcn:12-121734
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- Your Customer's All-channel Experience
 - CapGemini, May 2013
 - <http://www.capgemini.com/resources/its-all-about-them-your-customers-all-channel-experience>


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