

ONEVIEW COMMERCE Q&A

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Tell us about your company...

OneView Commerce is the leading pioneer in digital store transformation. Our cloud-based Digital Store Platform is helping retailers such as Travis Perkins, Molton Brown and Discount Tire to transform their store experience through end-to-end unified commerce capabilities and the ability to capture and deliver the rich content from these store interactions across the retail enterprise.

How long have you been coming to RBTE and why is it a key show for you?

This is our second time at RBTE, and first with our own exhibition stand. This show is valuable for staying connected to the issues facing retailers across local and international markets. Many European retailers understand the need for digital

transformation, so it is also a good place for us to showcase how we support their efforts.

What have you got planned for RBTE 2017?

We have lots planned for the show! On our stand (112) we'll be conducting live demos of our Digital Store Platform, Promotions Engine and real-time Inventory Management solutions, and presenting some of our customer case studies. We're looking forward to meeting with some of our customers and partners as well as making some new connections.

Why should visitors drop by your stand?

Our solution demos and customer case studies convey how retailers can create a next-generation shopping experience with technology that optimises engagement and streamlines implementation, upgrades and the adoption of innovative applications. Retailers who are looking for a way to make their stores the centre of a highly personalised customer experience should not miss our stand.

RBTE launched in 2011. How has the retail landscape changed in the seven years since it made its debut?

We've seen an increase in consumer expectations, driving the evolution of retail enterprise from multi-channel, to omnichannel, to unified commerce. These changes have forced retailers to focus on how to reconcile channels, remove siloes and achieve one view of the customer across their journey.

Are there any speakers that you want to catch in the conference streams?

We're extremely interested to see some of the key retail players such as Toys R Us, Boots and John Lewis. These retail innovators are already employing fantastic initiatives around enhancing the customer experience and bringing channels together.

What do you think will be the key themes to come out of RBTE 2017?

How retailers can leverage technology to engage their customers in-store in a more meaningful way, and how retailers can integrate online and store channels to earn loyalty and drive sales growth.