



micros[®] | RETAIL

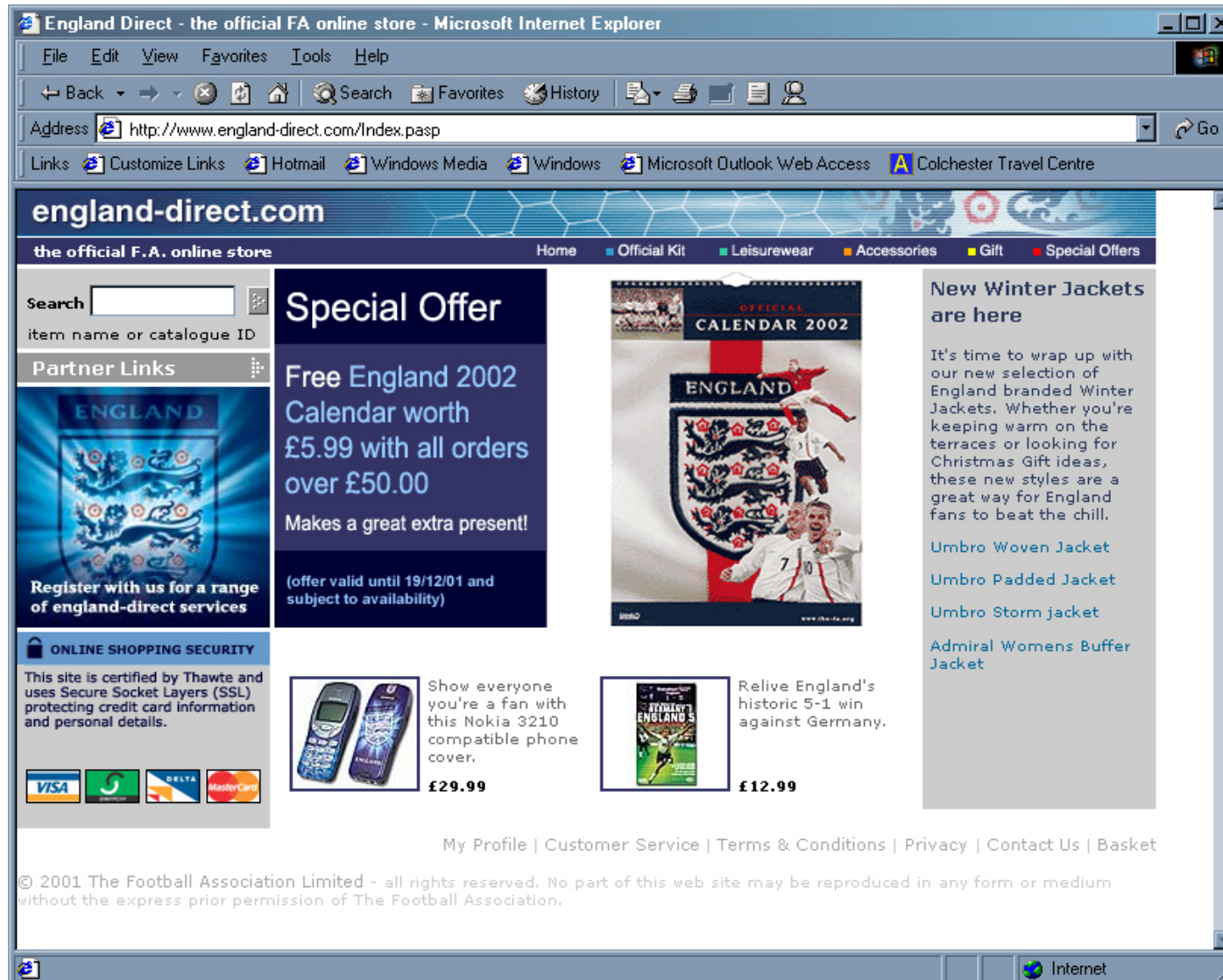
**Integrated eCommerce
for Cross-channel
Success**

27 June 2012
Martin Harrison, MICROS

Today's agenda

- 15 years of eCommerce in 5 minutes
- Multiple customer touchpoints, one platform
- Extended technology stack to support cross-channel retail

1990s...the revolution had started



2009...

The screenshot shows the Clarks website homepage. At the top left is the Clarks logo. To the right are links for Store locator, Log in, Register, and Help. A shopping basket icon shows 0 items and a Checkout button. Below the navigation is a search bar with 'Clarks Life' entered and a Search button. A banner below the search bar reads 'FREE STANDARD DELIVERY & FREE RETURNS • COLLECTION FROM ALL CLARKS STORES • SALE'. The main promotional banner is purple and white, featuring 'KIDS Sale UPTO 50% OFF' and 'selected styles' with a 'Buy now' button. Below this is a large red banner with 'Sale UPTO 50% OFF' and buttons for 'WOMENS' and 'MENS'. The next section has two columns: 'WOMENS' with a woman holding flowers and a circular inset of sandals, and 'MENS' with a man in a white shirt and hat and a circular inset of shoes. Below these are three photo-based tiles for 'Kids Shoes' categorized by 'Girls', 'Boys', and 'Babies'. A 'MeaSure & Fit In Store & At Home' banner follows, with a 'Find out more' button. The bottom row features three product category tiles: 'womens FLATS', 'kids CASUAL STYLES', and 'mens CASUAL STYLES', each with a 'View all' button.

Today - multiple customer touchpoints

The image illustrates multiple customer touchpoints for Liverpool FC, showing a desktop website, a mobile app, a Facebook page, and an Amazon.co.uk storefront.

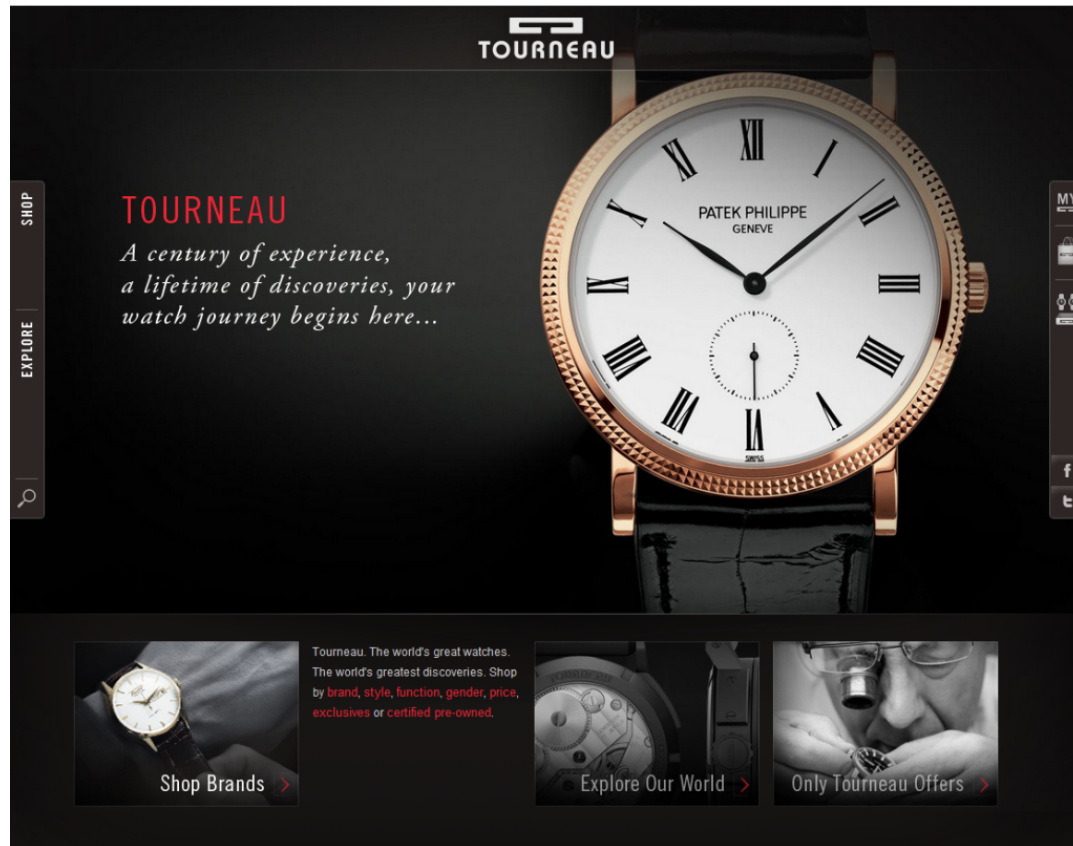
Desktop Website: The Liverpool FC Official Online Store features a red header with the club crest, navigation menu (Home, Christmas, Adidas, Mens, Ladies, Junior & Baby, Accessories, Souvenirs, Personalised), and a search bar. A 'MY BASKET' section shows 0 items for £0.00. A featured product is the 'FOWLER' hand-signed box set, with a '20% Off' badge.

Mobile App: The app displays the Liverpool FC Official Online Store interface on a tablet, showing personalized shirts and recommended products.

Facebook Page: The Liverpool FC Shopping page features a 'FACEBOOK SHOP' section with 'LIVERPOOL OFFICIAL KIT OFFERS', including an 'Adult Home Short Sleeve Shirt' for £33.60 (reduced from £42.00). It also shows a list of offers and a 'BUY FROM RIGHT WITHIN WITH JUST 3 EASY STEPS' banner.

Amazon.co.uk Storefront: The Amazon.co.uk storefront for the Official Liverpool FC Store shows search results for 'Liverpool F.C.' items, including a 'Crest Woven Mini Scarf' and a 'Girls Blaze Hoody'.

Cross-channel extends further to clienteling



Tourneau - luxury watch brand

City Centre boutique locations

Sells full range of watch brands

MICROS web design

MICROS eCommerce

MICROS additions

TOURNEAU

*A century of experience,
a lifetime of discoveries, your
watch journey begins here...*



Shop Brands >

Tourneau. The world's great watches.
The world's greatest discoveries. Shop
by brand, style, function, gender, price,
exclusives or certified pre-owned.



Explore Our World >



Only Tourneau Offers >



BAUME & MERCIER

GENEVE · 1830

Baume & Mercier Classima 10038

ITEM #: 9854363288

\$7,200

Overview

This classic white gold watch, driven by a thin self-winding small rotor integrated inside the movement, is the very epitome of a restrained, elegant design. Simplicity, efficiency, and readability: all the ingredients in the success of Classima are already present in this vintage 1965 model.

Features

Specifications



QTY 1

ADD TO BAG



ZOOM +

PROTECT YOUR INVESTMENT ▾



Save to Tray



Schedule an Appointment



Find in Store



Speak with an Expert

Like

SHARE ▾

EMAIL | PRINT

OUR EXPERTS ALSO RECOMMEND ▾

RECENTLY VIEWED ▾

SHOP

EXPLORE



MY



Discover Baume & Mercier

Meet the Designer

How to Wear It

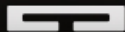
Calendar Functions 101



CLOSE X

SHOP
EXPLORE





Shop by Function / Calendar | < 3 of 23 > | CLOSE X

BAUME & MERCIER
GENEVE · 1830



[Add to Bag](#) [Schedule Appointment](#) [Compare](#)

[SHARE TRAY](#) | [REMOVE FROM TRAY](#)

WATCH TRAY

Select watches then choose what you'd like to do from the options above.

Drag and drop to sort your watches.

SELECT



Longines
The Longines Master
L2.673.4.78.3
\$2,000

[Find in Store](#)

SHARE ▾

SELECT



Omega
Speedmaster Co-Axial
Chronometer
\$3,000

[Find in Store](#)

SHARE ▾

SELECT



Bremont
ALT1-C/SI
\$4,000

[Find in Store](#)

SHARE ▾

SELECT



Raymond Weil
Freelancer
7730-ST-20001
\$4,000

[Find in Store](#)

SHARE ▾

SELECT



Ebel
Discovery 1215796
\$2,000

[Find in Store](#)

SHARE ▾



[OUR EXPERTS ALSO RECOMMEND ▾](#) [RECENTLY VIEWED ▾](#)

[Discover Baume & Mercier](#) [Meet the Designer](#) [How to Wear It](#) [Calendar Functions 101](#)

SHOP

EXPLORE



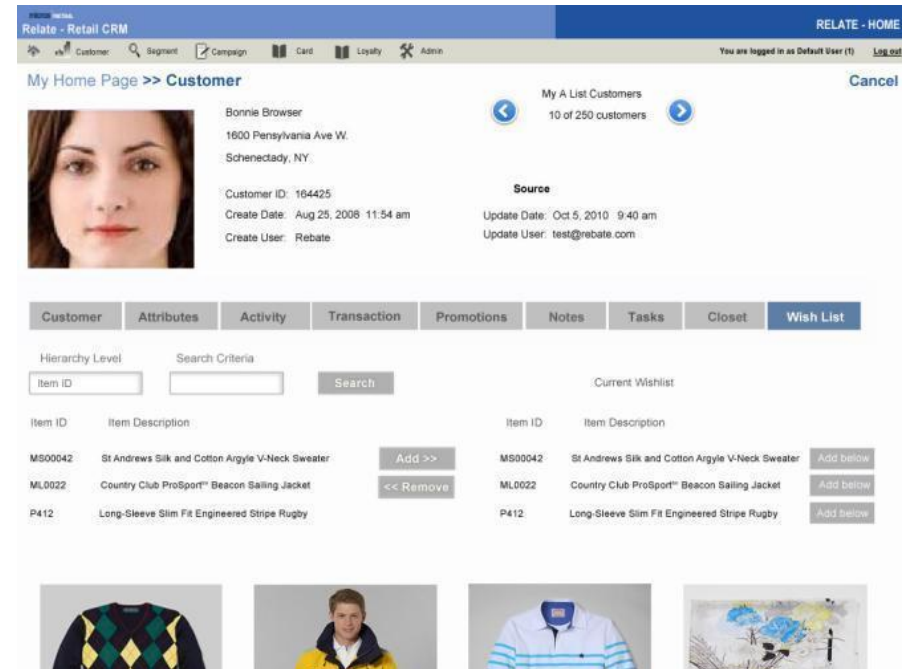
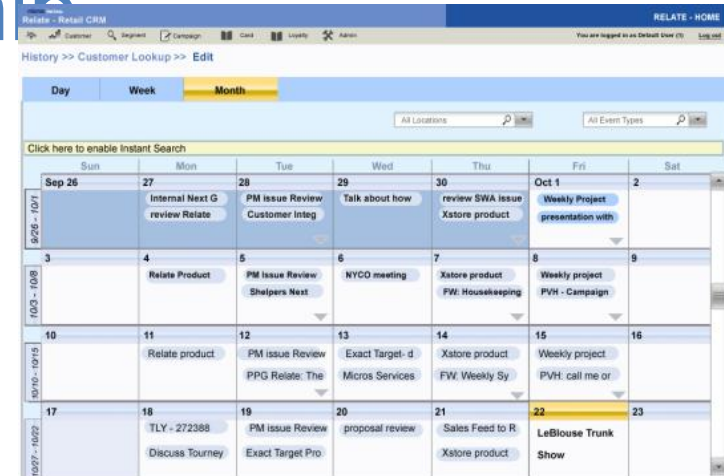
MY

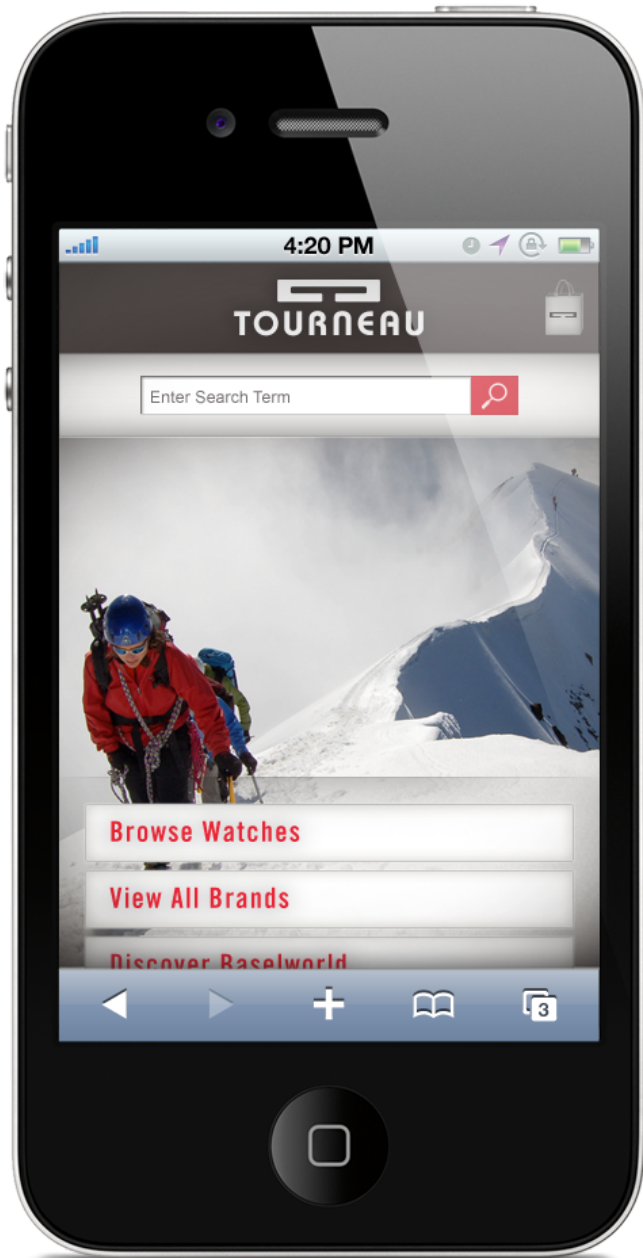


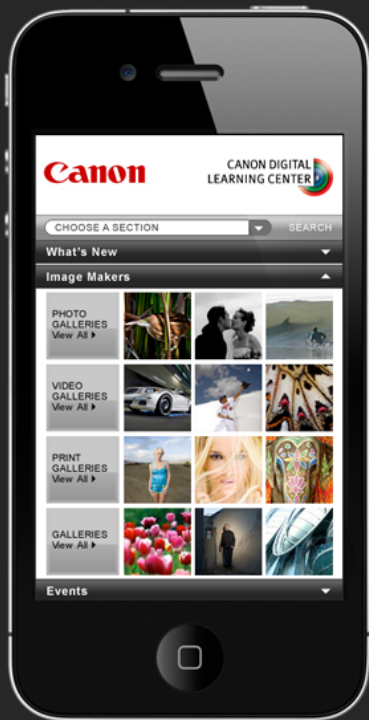
Clienteling through partnership

Personalised experience - using client buying practice & preferences

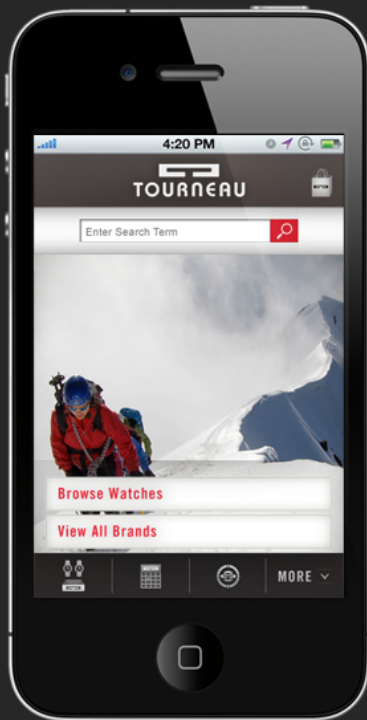
- Shared Event Calendar
- Promotion Event Manager
- Book Appointments
- Customer Notes/Tasks
- Email/Phone Communication
- Wish List



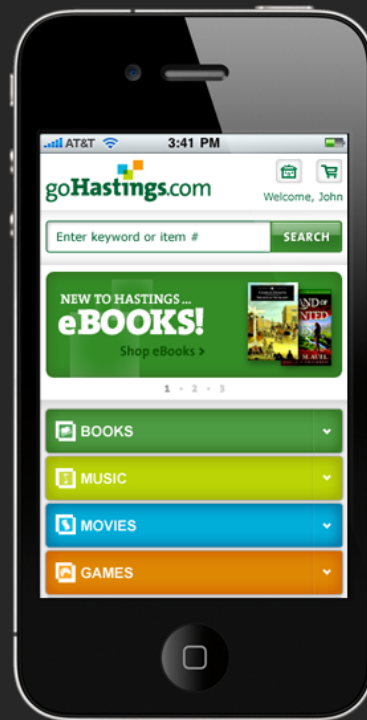




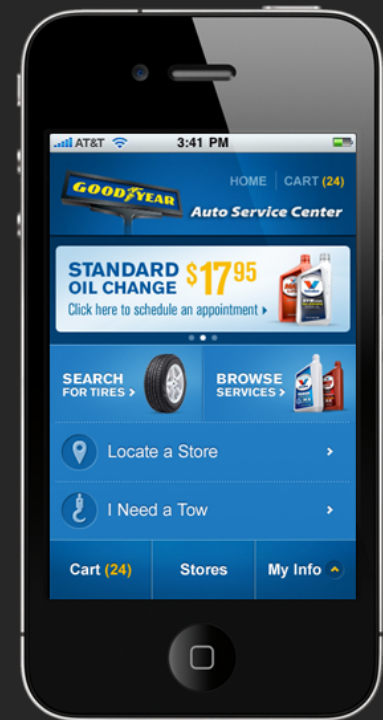
LEARN



SHOP



DOWNLOAD

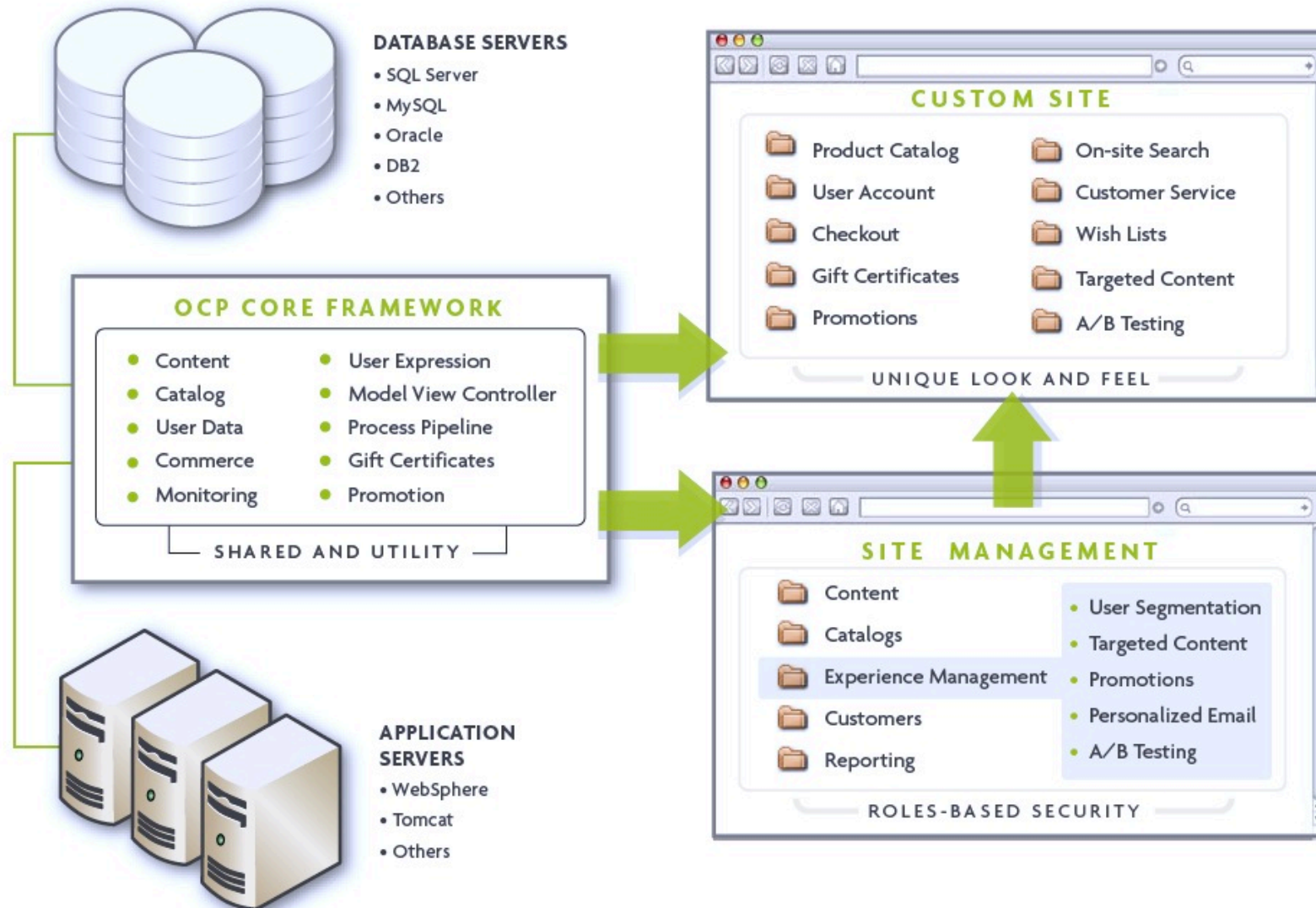


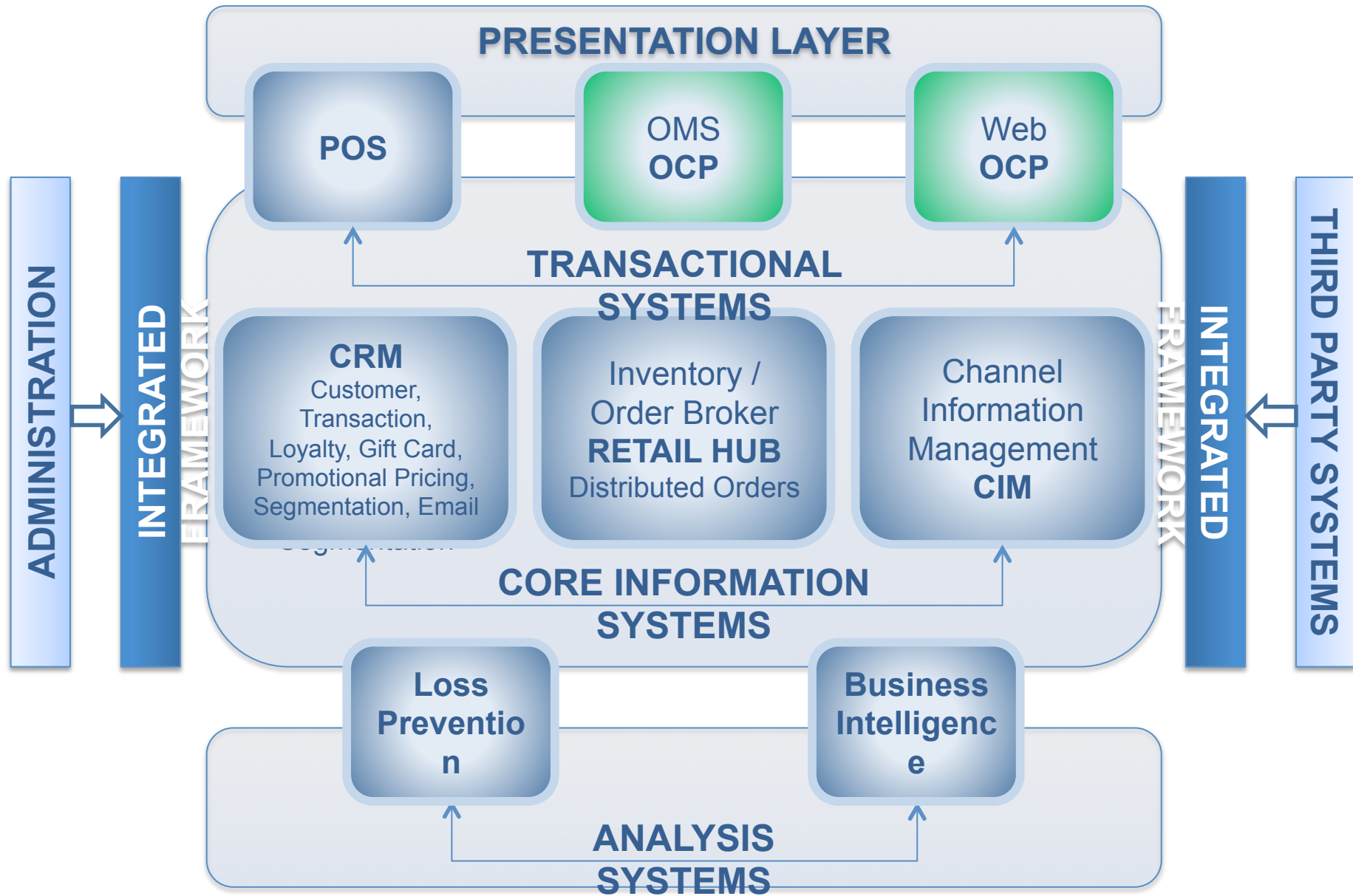
SCHEDULE

What's coming next?



MICROS Open Commerce Platform (OCP)





To summarise

- Cross-channel retailing requires expertise:
 - Flexible eCommerce platform supporting multiple touchpoints
 - Technology stack with POS, inventory, warehouse, CRM
 - Specialist expertise in implementation, design, user experience, technical operations, customer service and marketing

Thank you for listening!

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