

29<sup>th</sup> – 30<sup>th</sup> November, 2016

London, UK

<b>Company Name:</b>			
<b>Name:</b>		<b>Job Title:</b>	Head of Innovation & Digital (Customer Experience)
<b>Switch:</b>		<b>Email:</b>	
<b>Direct:</b>		<b>Web:</b>	
<b>Mobile:</b>		<b>Address:</b>	

Yes - I have an active project where I am looking at digital transformation

Yes - I am responsible for implementing digital transformation solutions within my enterprise

Yes - I control or directly influence where our digital transformation budget is spent

Yes - I have a personal budget of £500,000 or above for the transformation of our organisation

About You		About Your Organisation	
Company's Main Activity	Furniture Retailer	Name of CIO/IT Director	
The scope of your responsibility?	I am responsible for innovation and driving digital programs aligned with our customer experience road-map. I am also responsible for coaching staff and ensuring they are well facilitated.	Name of Chief Digital Officer/Digital Director (If Relevant)	
Name and title of person to whom you report?	Head of Customer Experience	Are there any other colleagues that are relevant and important to the Digital Transformation of your organisations?	
What was the last digital transformation investment made within your team?		Name & Job Title	
What solution providers do you currently use?		Name & Job Title	
Which Products/Services are you investing in within the next 6-12 months?		Implementing multi-channelling which is the biggest digital investment ever. This has included introducing a new change assistant that helps with different aspects of digital, from web to product information, financial information, logistics, etc.	
Which solution providers would you like us to invite?		IBM-Sterling, Frog (specialising in design experience)	
Which associations/publications/websites do you receive your digital information and news from?		Continuous improvement of digital experience of the store including new platforms, digital experience tools and new systems.	
What is your current total budget for active Digital Transformation projects?		Digital Experience Experts, Digital Workforce Tools Providers, eCommerce, Self-Service and CRM providers.	
What is your company's annual turnover?		£10m+	
		29.29bn Euros	

Projects of Interest		
Top 3 challenges you are seeking to address	Budget sign off received? Y/N	Timescales needed to achieve the projects
1. <b>Digitisation of Store</b> – We are looking to bring things up to speed within our stores to create a better in-store experience. We need to adopt a more holistic approach to the technology of the store. A platform needs to be in place to become more digital, we have tested many and are still doing so, however it has disrupted the advancements as we have not found one that works seamlessly.	Y	6-12 Mths
2. <b>Creating a More Digital Workforce</b> – We need to get ourselves up to date with new technologies that can help the workforce do their jobs on a day to day basis. We also need to ensure they have the knowledge of how to become more digital, and how to use digital tools to help drive benefits of digitalisation internally.	Y	6-12 Mths
3. <b>Digital Capability</b> – We need a way of measuring and improving our digital capabilities, both in terms of infrastructure, hardware and tools, but also people and processes.	Y	6-12 Mths

Solution Provider Offerings				
	Investment Areas H = High Interest (within 12months) M= Medium interest (12 Months +)	Purchasing Responsibility D= Direct I = Influencer	Upcoming Project Details	
			Timescale ST (up to 12 months) LT (up to 24 months)	Allocated Budget (\$)
ENTERPRISE-WIDE SOLUTIONS				
Digital Transformation Consultants				
Change Management	M	D	LT	

Data Management	M	D	LT	
Enterprise Resource Planning (ERP)				
Digital Systems Integrators				
Enterprise Architecture				
Cloud Computing				
Big Data Solutions	M	D	LT	
IoT/ M2M				
User Experience	H	D	ST	
BYOD Infrastructure & Support	M	D	LT	
Digital Workforce	H	D	ST	
Robotic Process Automation & AI				
Cognitive Computing	H	D	ST	
Blockchain	H	D	ST	
<b>APPLICATIONS &amp; PLATFORMS</b>				
Digital Governance / Quality Management	M	D	LT	
Development Platforms				
Cloud Platform				
Migration Tools				
API				
Marketing Platforms – CRM/CMS				
E-Commerce Platforms				
Application Engineering				
Platform Integration				
<b>MOBILE TRANSFORMATION</b>				
Mobile Device Management (MDM)				
Mobile Devices – Consumer (BYOD)				
Mobile Payments				
<b>DIGITAL ENTERPRISE SECURITY</b>				
Device Security				
Application Security				
Network Security				
Identity Management				
<b>DATA MANAGEMENT TRANSFORMATION</b>				
Enterprise Data Warehouse				
Database Technologies				
Hadoop Platforms				
BI & Analytics				
<b>CUSTOMER FACING</b>				
Customer Relationship Management (CRM)	H	D	ST	
Digital Customer Experience	H	D	ST	
Omni-Channel	H	D	ST	
Self-Service	H	D	ST	
eCommerce	H	D	ST	
SMAC Solutions (Social, Mobile, Analytics, Cloud)	H	D	ST	
<b>Additional Information</b>				
Explain the Responsibility Above	I am directly responsible.			
What one question would you like to ask at the Exchange?				
From time to time we get service providers/sponsors asking to take relevant and qualified delegates to certain social activities. Would you be interested in being invited to a function in the next 6-12 months?	Yes (if relevant)			
If yes, what sport or social activity would you prefer (in a box/corporate hospitality)? E.g Football, Rugby, Tennis, F1, NFL, Concert?	N/a.			
Are you interested in attending online events?	No			