



Welcome

A presentation by Sarah Willcocks



Screen Pages

Sponsors

ShipStation[®]

adyen

mention *me*

 **Photoslurp**

 **FOREGENIX**

 **STYLA**

*A special thank you to **Adyen** for hosting today's event*

Agenda

- Screen Pages 13:30 – 13:55 Latest news and Magento update (an Adobe Company)
- Adyen/Fred Potter 13:55 – 14:20 International payments and changes to 3D secure
- Foregenix/Benjamin Hosack 14:20 – 14.45 Malware and findings from 9 million websites scanned
- Break 14:45 – 15:15 Tea/Coffee and refreshments
- Mention Me/Lizzie Lee 15:15 – 15:40 Driving customer acquisition
- PhotoSlurp/Sof Michaels 15:40 – 16:05 Compelling customer journeys with social visual content
- ShipStation/Andrew Norman 16:05 – 16:30 Order fulfilment – tickbox or differentiator?
- Styla/Chris White 16:30 – 16:55 Don't manage content, orchestrate it!
- Panel/Sponsors 16:55 – 17:15 Questions from the audience
- Conclusion/Sarah Willcocks 17:15 – 17:25
- Networking 17:25 - 18:30 Wine/beer/soft drinks and nibbles

13:55 – 14:20



Discussing how to meet requirements for the upcoming 3DS2.0 changes.

Fred Potter



14:20 – 14.45



Discussing Malware and presenting the findings from 9 million websites scanned.

Benjamin Hosack



FOREGENIX

15:15 – 15:40



Driving customer acquisition: turn your best customers into your most effective influencers.

Lizzie Lee



15:40 – 16:05



How to create a Compelling Customer Journey with Social Visual Content.

Sef Michaels



Photoslurp

16:05 – 16:30



Order Fulfilment – Tickbox or Differentiator?

Andrew Norman



16:30 – 16:55



Don't manage content, orchestrate it!

Chris White



STYLA



Wine & Beer



Screen Pages

Get involved on social media with the hashtag

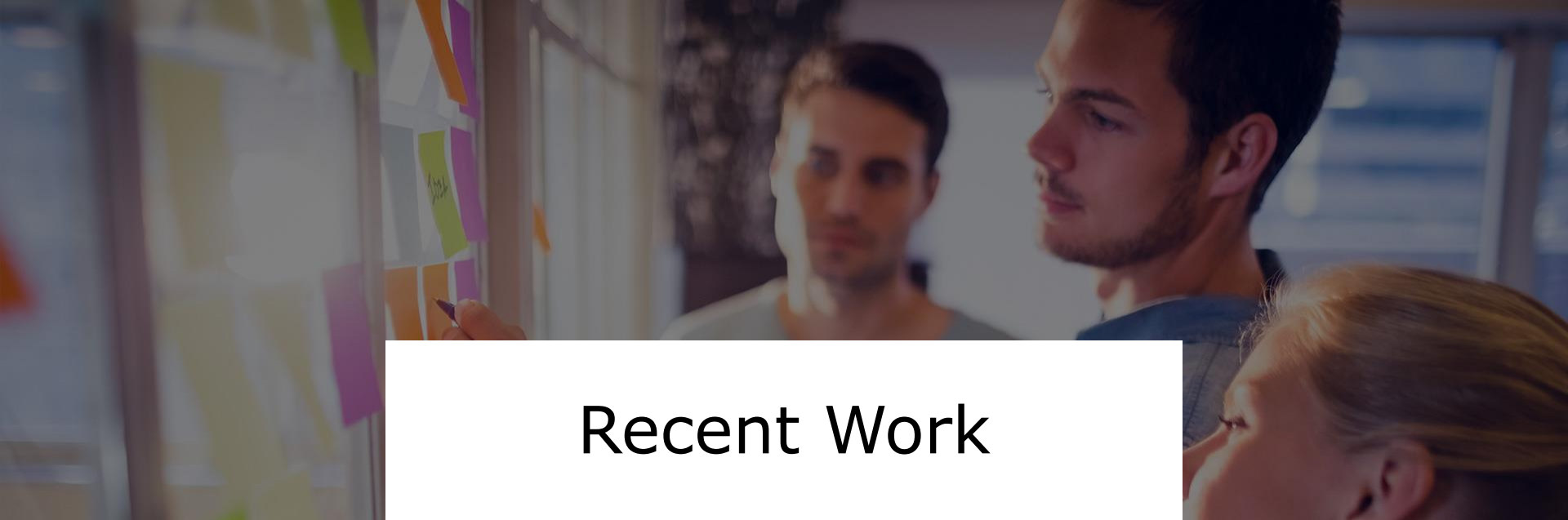
#SPCE2019

Latest SP News

- 35 clients on Magento
- 90 sites collectively
- 14 Magento 2 sites built to date
- 6 Magento 2 sites rescued
- Magento 2 certified developers
- Magento 2 certified solution specialist
- Recognised by Magento as experts in migrating from Magento 1 to Magento 2

<https://imagine.magento.com/speakers/tom-day>





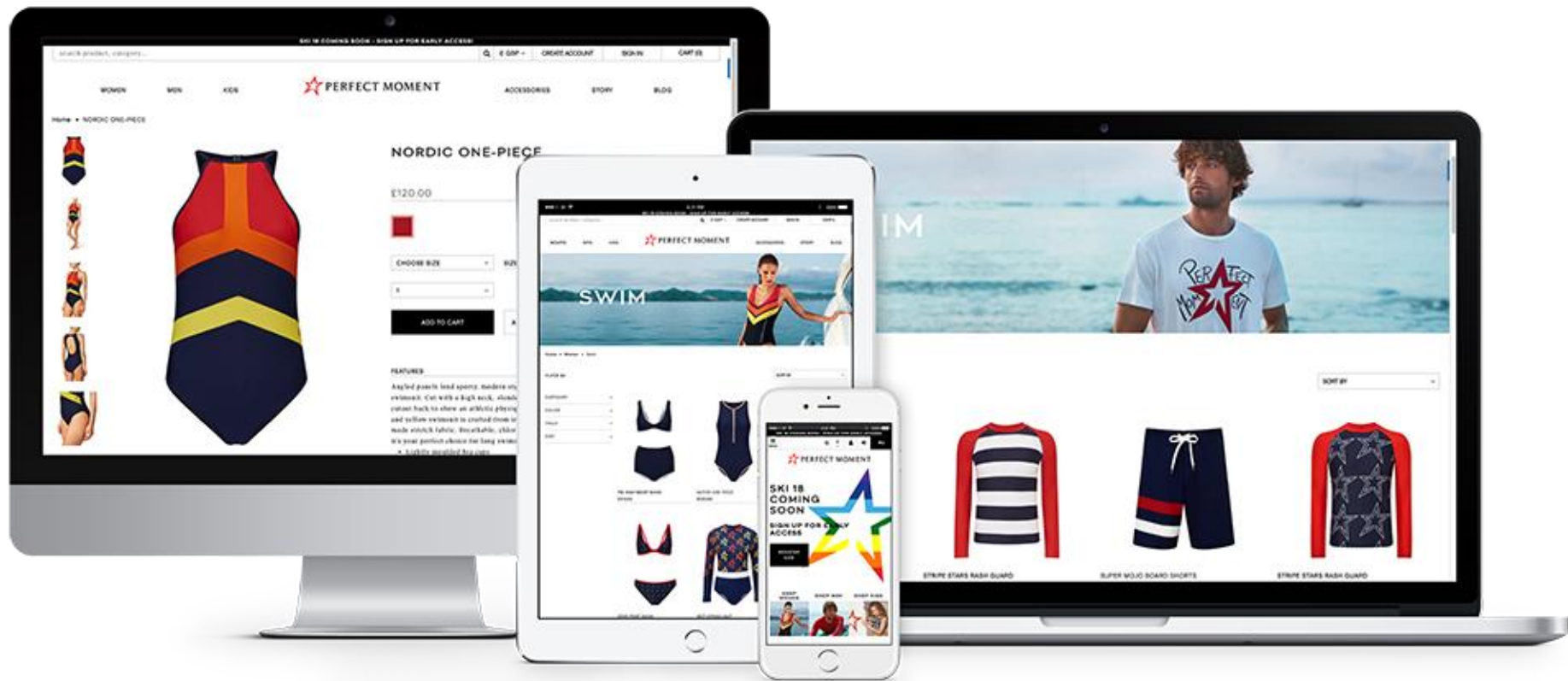
Recent Work

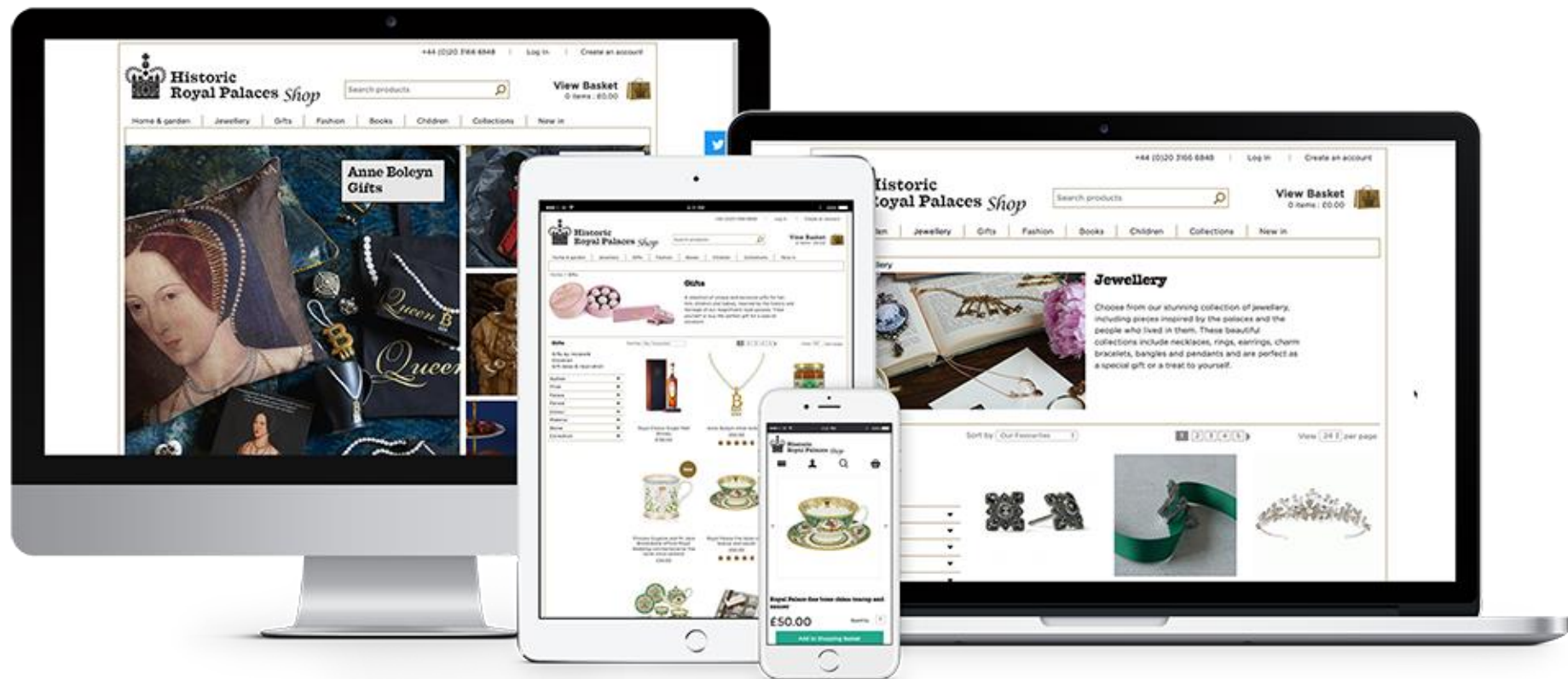


Screen Pages

New Clients

- Auree Jewellery – beautiful jewellery collections for every day and life’s special moments
- Crew shoes – airline approved cabin and crew shoes
- Consortium – clothing, footwear and skateboarding products with limited edition ranges
- The Ramp People – superior quality ramps for businesses and consumers
- GM8 – sustainable environmentally-friendly home and garden products for businesses and consumers
- Gardiner Pole Systems – supplier of water fed poles to businesses and consumers
- Mast Digital – wholesaler of CCTV, aerial, satellite and AV solutions for businesses





Trends Within The Industry

- Focus on mobile first UX
- Increase in payment options on checkout for consumers
- Focus on improved fulfilment options and returns processes
- Focus on site security – even more important for merchants who are still on Magento 1
- Improved search – natural language search and visual search
- Personalisation
- Voice powered shopping



Why Mobile First

- 93% of internet users browse the internet from a mobile device every day
- Most emails are opened on mobile
- 53% of searches are now conducted on mobile (Google)
- By 2020, 82% of eCommerce sales will involve a mobile device (Google)
- Mobile commerce continues to grow and will contribute up to half of overall retail sales growth by 2022, according to Forrester
- Many of our clients are seeing more than 40% of their overall traffic coming from mobile already (New Look)



*“Mobile is the glue
between our digital and
physical universe”
(House of Fraser)*

*“Mobile plays a part in
every single customer
journey”*

Flexible Payments

A multitude of choices

- Consumer to business payments (via traditional payment gateways)
- In store mobile payments using Near Field Communication (NFC)
- QR codes, SMS payments, Quick codes, Feature codes (non-NFC)

Android-based smartphones will dominate the market



Flexible Delivery Options

No longer about price but convenience

- Buy online, pick up in store
- Collect +
- Next day delivery
- Same day delivery



Try before you buy



How It Works

1

Select your items

Pick between **2 and 6** eligible items from a broad range across clothing and shoes.

2

Try on at home

Enjoy delivery right to your doorstep at no extra cost and use your **7-day try-on period** to find the best style and fit at home.

3

Check out online

Log in to Your Orders page to mark the items you want to **keep or return**.

4

Return items

Use the included **prepaid return label and resealable bag** to return the items you don't want to buy.

Key Benefits



Try before you buy

Only pay for the items you keep.



Free, easy returns

A resealable bag and prepaid Royal Mail returns label make returns easy.



You get to choose

Be inspired by a broad range of great brands for women, men, kids and baby.



Included with Prime

The program is included with your Prime membership at no additional cost.

Security – Why Is It So Important?

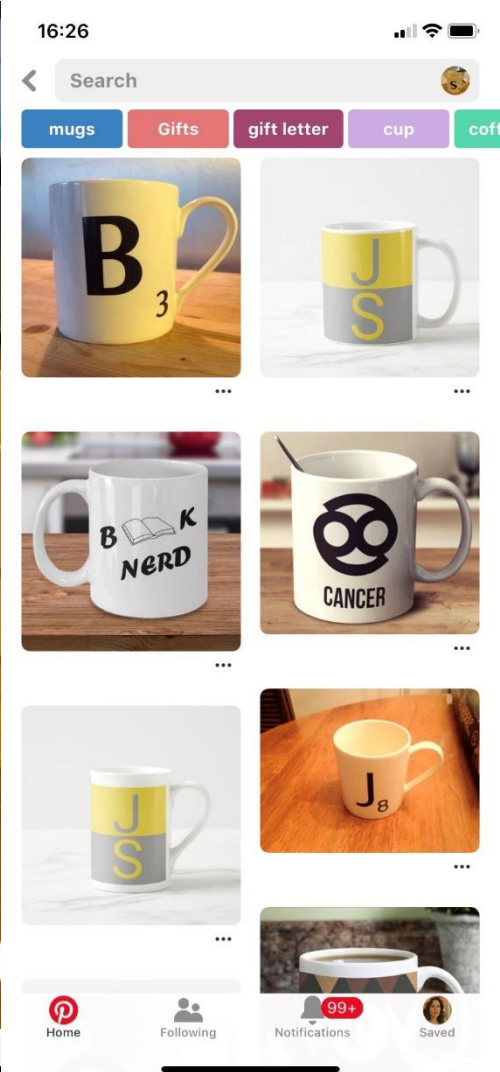
- Magento is the largest open source eCommerce platform in the world
- The Pentagon was hacked by one individual in his bedroom so it's not a stretch to assume that your store could be hacked
- Magento software support and/or security maintenance applies only to Magento software and does not apply to third party extension or customisations

“Right now almost all malicious activity is taking place on Magento 1 installs (95% vs 5% of store hacks).” Willem de Groot, Magento Forensics Investigator



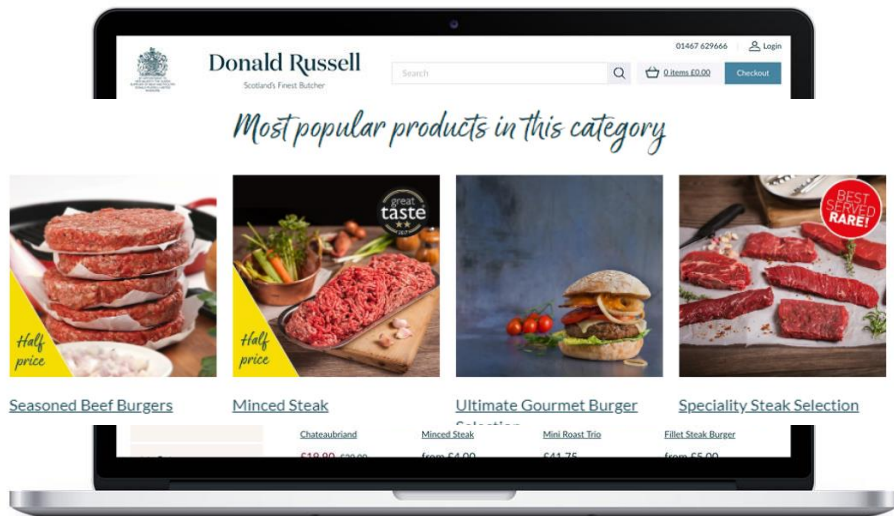
Improved Search

- Recent advancements in visual search technology from the likes of Pinterest, Target, and ASOS are making it easier for users to snap an image and either buy the product captured or search for similar items.

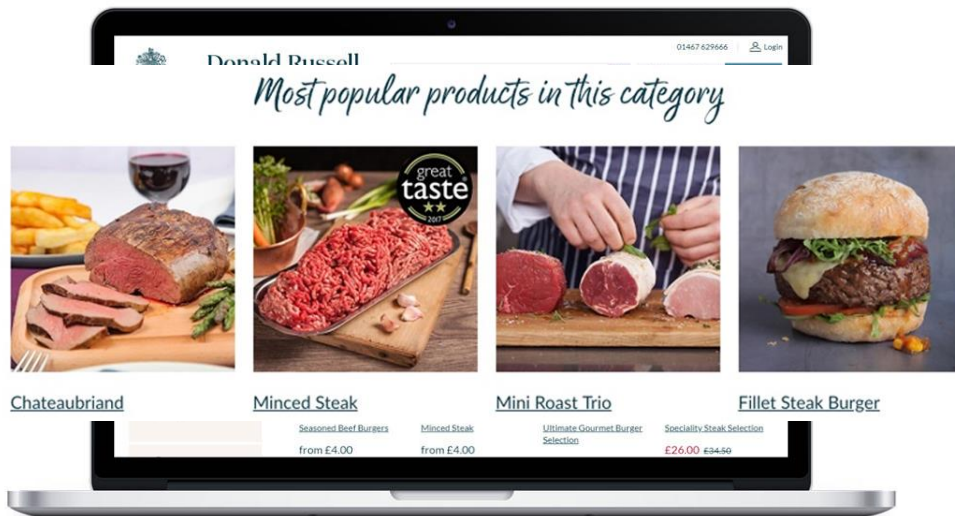


Personalisation

Me ...



Tom (my colleague) ...





amazon.com[®]

Latest Magento 2 Developments

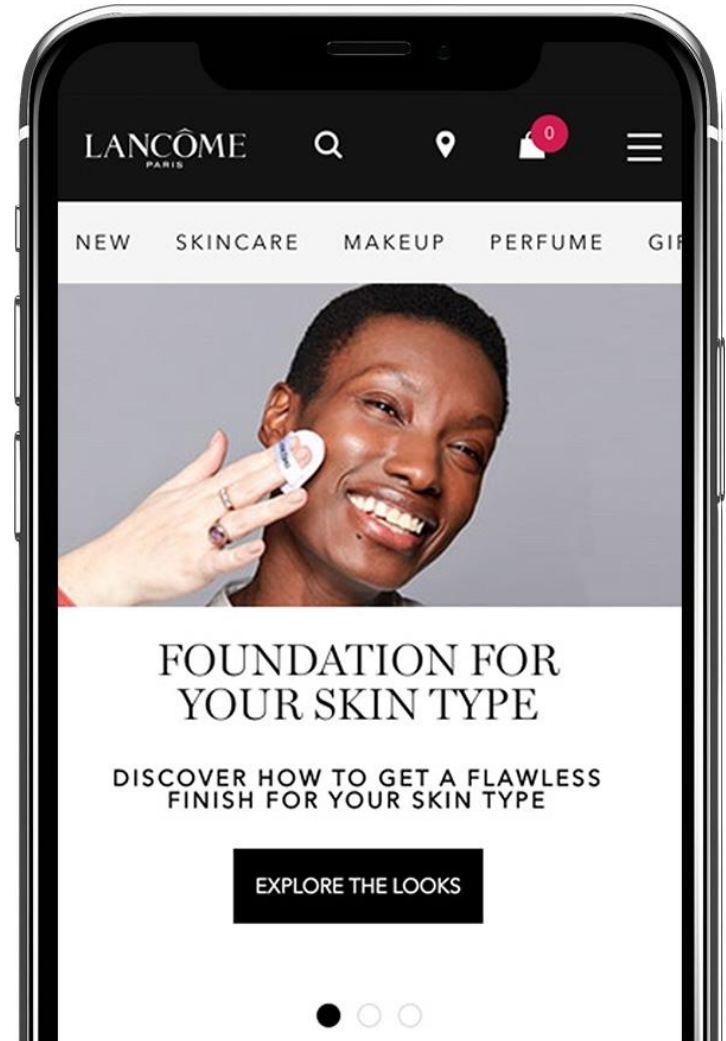
- Improved checkout
- Improved site speed
- Improved security
- Improved merchandising features
- Improved VAT management
- Support for Cloud
- Support for B2B eCommerce
- Improved API for easier integration with back office
- Introduction of PWA Studio

Progressive Web Apps

- Progressive web applications (PWAs) are web applications that load like regular web pages or websites but can offer the user functionality such as working offline and push notifications, traditionally available only to native applications.

wikipedia.org/wiki/Progressive_web_applications

- Originally proposed by Google in 2015, they have already attracted a lot of attention because of ease of development and benefits to end users



Panel



Sof Michaels
PhotoSlurp



Lizzie Lee
Mention Me



Tom Day
Screen Pages



Andrew Norman
ShipStation



Chris White
Styla



Benjamin Hosack
Foregenix



Fred Potter
Adyen



Thank you



Screen Pages