



# THE FUTURE IS NOW:

A SPECIAL REPORT ON  
WHAT THE DIGITAL PAYMENTS  
REVOLUTION MEANS FOR  
INDEPENDENT RETAILERS

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# WELCOME

**Iain McLean**, Head of Retail Development  
Mastercard UK & Ireland

Consumer behaviour and shopping in the UK has forever changed thanks to the internet and the power of mobile phones.

Yet the way we buy things now was enabled half a century ago when payment cards were first introduced. And as we're seeing with the continued growth of e-commerce, their influence is as profound as it was then, if not more so.

The explosion of contactless payments is just the start. We're about to see even greater change in the next five years than we've had in the last 50. Linking a phone to your cards in a digital wallet is now a reality, and soon you will be able to use your device to authorise a

payment through facial recognition as well as your thumb print.

We have built encryption technology that allows payment credentials to be securely digitised, without the need for retailers to keep card details on file. Whether it's wearable technology, data analytics or one-touch payments in-app, there is a huge amount of innovation taking place and it is set to transform shopping.

This supplement aims to simplify this for you, the independent retailer. Understanding the changes taking place will help you give your customers the shopping experience they will demand.

## FOREWORD: THE FUTURE IS NOW

Retailers of all sizes and sectors know that the industry is facing unprecedented change. This change is being brought about by what is called the "digital revolution" – the rise of the internet and its rapid adoption by consumers.

Whilst much of the focus has been on the physical channels of interaction between a retailer and the consumer, there is now growing interest and excitement around the move towards digital payments. The development of new digital payment methods such as contactless and Apple Pay are already transforming the point of sale and attitudes towards cash. Many industry experts now predict that this is one of the most important areas of retail in the foreseeable future. It will transform that vital point of purchase wherever it may take place but particularly in-store. Massive investment and innovation is now taking place to ensure that there will be a stream of new ideas and disruptive change.

This special Inside Retail report, produced in conjunction with Mastercard is designed specifically to help independent retailers understand this major trend that will only escalate in pace. We hope that you find it valuable in providing the context for this dramatic change both today and what could happen tomorrow.

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## A WORLD OF CHANGE

The UK is leading the world in the move towards an omnichannel retail world argues **Ian McGarrigle**, Chairman of the World Retail Congress

The World Retail Congress brings together retail leaders from right across the globe. Despite the countless differences of geography, culture, regional tastes and language, what unites all retailers is their recognition that it is moving to a multichannel industry model.

Consumers, and in particular the younger, millennial consumers, are shopping in a different way. Powered and enabled by the internet, consumers around the world are now looking to buy goods and services either directly from the physical store or increasingly via an online channel such as mobile.

What is striking is that amongst this global retail revolution, UK retailing is not just holding its own, but in many respects is becoming a world-leader. The proportion of retail sales now happening online in the UK is the highest of anywhere in the world. Consumer adoption has been extraordinary. And this is extending rapidly into the next big area that will drive digital commerce and that is electronic payments. Contactless payments in the UK have shown huge adoption across most age demographics.



The Future is Now report has been written by retail journalist and editor, Glynn Davis

The focus at recent meetings of the World Retail Congress is no longer about understanding the meaning of multichannel retailing but instead on the "what's next". Retailing by its very nature is fast-moving, dynamic and innovative. It has to be to survive and today's rapidly changing retail world is demanding even bolder thinking and ideas. Stores will become more exciting destinations and online sites will also embrace new technologies.

It is no surprise that so much energy and expertise is invested in electronic payments. Consumers around the world and particularly in the UK will increasingly come to expect the ability to make fast and secure payments whether on or offline. It will be the new driver of retail change.



**Ian McGarrigle**  
Chairman,  
World Retail Congress

"CONTACTLESS  
PAYMENT IN THE UK  
HAS SHOWN  
MASSIVE ACCEPTANCE  
ACROSS MOST  
AGE DEMOGRAPHICS"

# THE RE-INVENTION OF RETAIL

UK retailing is undergoing the most dramatic change that has ever been seen. What is driving this change and how will retailing look in the next few years?

**“RETAIL SPACE WILL BE REINVENTED AND REMODELLED TO INCORPORATE NEW TECHNOLOGIES THAT ENHANCE THE CUSTOMER EXPERIENCE, MAKING STORES MORE INTERACTIVE AND EXCITING TO SHOP IN”**

The art of selling goods to customers has barely changed over hundreds, even thousands, of years. Shopkeepers would stock products that their customers wanted and sold them from a market stall, a shop then a larger store, supermarket or hypermarket. Whatever the format, the transaction process remained the same. Until today.

Today, it is the consumer that is in control. No longer is it enough for retailers to offer their ranges and then expect consumers to buy without question. Consumers are now empowered through choice, accessibility and value. What has enabled this sense of empowerment is the internet and then overlaid by the effects of the global recession of 2008.

## ACCESS TO ALL

The internet has multiplied consumer choice. No longer do they have to buy from their nearest fashion, food or home stores. The internet suddenly gave everyone access to retailers around the world if they had the products people wanted but also and more importantly at the lowest possible price. What the recession did was to tighten peoples' budgets and force them to make choices around what they really needed or wanted.

## SMART PHONE ADDICTION

It is not yet 10 years since Apple launched the very first iPhone – in 2007 – but the arrival of the smart phone and the tablet has further accelerated the digital revolution. According to Deloitte, 76% of UK adults owned a smart phone in 2015. The power of a smart phone gives people unprecedented access to the internet at anytime, anyplace and anywhere they are. And UK consumers have taken to the online channel like no other nation on earth. Currently, 13.9% of total retail sales are made online according to analysts at Planet Retail. This is forecast to rise to 20.7% in 2021. By contrast, US online sales currently stand at 7.9%.

The convenience and speed that the digital channels deliver to consumers is driving these dramatic behavioural changes. Retailers are now truly open all hours in the UK.

## MOBILE PAYMENTS BOOM

New technology breakthroughs in areas such as online payments are adding to this desire for easy access and convenience to buy. Deloitte's study of the Mobile Consumer says that in 2014 just 3% of UK adults used their mobile phones to make a purchase in-store. But by mid-2015, this figure had risen to 13%. The Interactive Media in Retail Group (IMRG) also says that the UK reached a tipping point in the last three months of 2015, with 50% of online sales made by mobile.

## REBALANCING RETAIL CHANNELS

This massive shift is undoubtedly leading to a rebalancing of retail channels with many of the UK's largest retailers closing their bricks and mortar stores as their online business grows. But many experts do not believe that physical retailing in the UK's towns and cities will disappear. Far from it. Instead, retail space will be reinvented and remodelled to incorporate new technologies that enhance the customer experience, making stores more interactive and exciting to shop in. This is a growing focus for retailers as they look for ways to deploy technology alongside their own business skills to deliver a fast, engaging and exciting retail destination.

## KEY TAKEAWAYS

- Mobile is driving online sales
- The internet is empowering consumers
- Choice, accessibility and value are key
- The role of the store is being reinvented



# THE DIGITAL PAYMENTS REVOLUTION

Consumer adoption of electronic payments has been extraordinary and is already revolutionising the point of purchase. What has been fuelling this change and what are the technologies that look set to drive the momentum

Mastercard recently celebrated its 50th birthday, which is proof of the longevity of credit cards but it also highlights how long plastic has been competing with cash in the payments marketplace.

Cheques have now almost disappeared from the scene but cash still remains a major presence in society. However, things have begun to change dramatically over the past 10 to 15 years.

There has been a revolution in the world of payments as the desire by consumers to use different forms of payment has accelerated at an unprecedented rate – fuelled by the rise of digital technologies.

## PAYMENTS MILESTONE

The UK has historically been an adventurous retail market and it led the way with the move from signature to Chip and PIN in 2005, which was a major milestone in payments and preceded the emergence of contactless in the mid-2000s.

Although contactless had a slow uptake there has been an explosion in its use in the past two years, which has pushed the number of non-cash transactions to over 50% of total payments for the first time.

## ACCEPTING CONTACTLESS

Retailers have found themselves in the position where they need to at least investigate accepting contactless because consumers are increasingly

demanding making payments in this extremely convenient way. The adoption of contactless by consumers is being helped by its security: fraudulent contactless activity is extremely low compared to other payment methods according to the UK Cards Association.

## CONTACTLESS ADOPTION

The explosion in contactless and digital commerce – which now accounts for £110 billion of annual expenditure – has been aided by the development of electronic payments by providers like Mastercard.

As smart-phones become ever more prevalent in society consumers will further push up the volume of electronic payments as they power the emerging mobile payment solutions including digital wallets, such as Masterpass, along with Apple Pay and Android Pay.

The Masterpass wallet - loaded with a customer's card details of any brand - provides a tool that enables payment to be made in any setting – in-store with contactless, and using passwords for all online purchases, be they mobile or desktop. Such payment solutions, with biometric verification providing the security that consumers demand, undoubtedly bring frictionless payments a step closer.

## PAYMENTS ARE KEY

There is no doubt that retailers have to date expended most of their efforts on delivering a high quality shopping experience and today they recognise that payments are a key part of this for shoppers.

## GAINING TRACTION

As the payments revolution takes hold this could present an opportunity for smaller retailers who have the capacity to be more flexible and innovative than their larger rivals. By embracing the new digital payment methods that are gaining real traction they have the chance to differentiate themselves from the established players and take a lead in serving the customer in the digitally-focused way they increasingly desire.

## TERMINOLOGY

### CONTACTLESS

Consumers can purchase products or services via debit, credit or smartcards by using NFC (Near Field Communications) technology embedded in the card reader at the point of sale. To make a contactless payment the customer's card simply needs to be tapped near the reader.

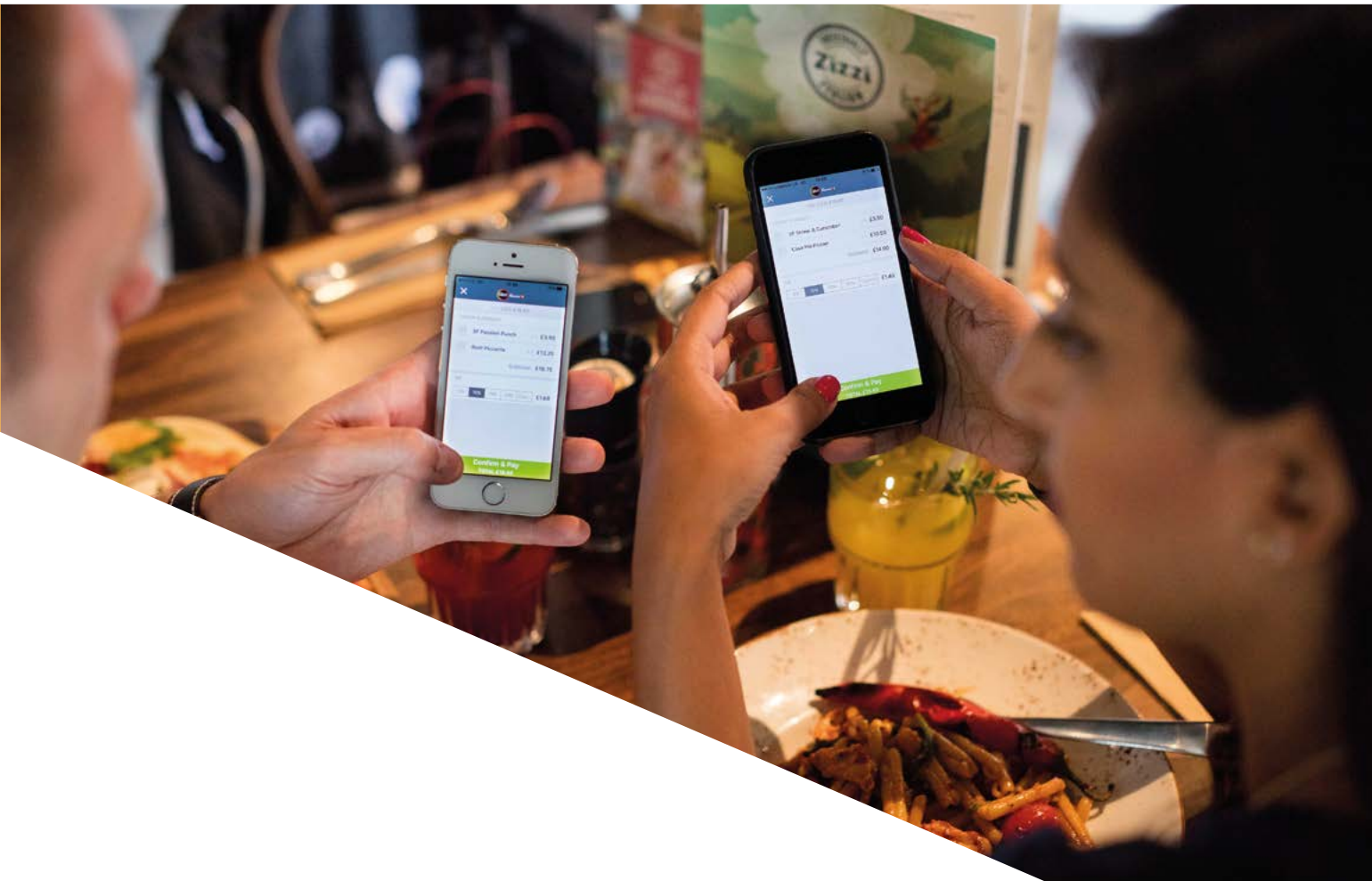
### DIGITAL WALLET

This serves as an electronic version of a physical wallet from which electronic payments can be made because the wallet is securely linked to the customers' credit, debit and prepaid cards via the internet.

### BIOMETRICS

Verification by biometrics is any means by which a person can be uniquely identified by evaluating one or more distinguishing biological traits. Unique identifiers include fingerprints, facial and voice recognition, heart rhythms, hand geometry, earlobe geometry, retina and iris patterns.

“AS THE PAYMENTS REVOLUTION TAKES HOLD THIS COULD PRESENT AN OPPORTUNITY FOR SMALLER RETAILERS”



# THE CASHLESS BOOST FOR RETAILERS

Cash in the till has driven retail for generations. The switch to electronic payments could end that but in turn brings a range of greater benefits.

It is a well-established fact that card payments offer many benefits to retailers – being a safe, simple and secure way for customers to pay for goods in-store – and that many millions of people each day choose to buy goods using this method.

Despite the advantages that electronic payments offer it is only recently that the number of transactions made by cash has been overtaken by the electronic equivalent. Part of the reason for the lengthy time it has taken for this switch-over to take place is the widely held belief of many retailers that cash handling is only about the activity around the point of sale.

### COST OF CASH

But for small merchants there is a much broader and costly aspect to accepting cash payments – which includes the need to securely hold the cash on the premises, having to physically take it to the bank, and the standard processing charges associated with cash-handling.

There is no doubt that cash continues to play a huge part in the UK economy but with the emergence of mobile payments and the increased

acceptance of contactless it is inevitable that we are on the cusp of the shift away from cash towards a future predominantly based on digital payments.

As the two diverge there will likely be a trend emerging of an increasing cost associated with cash handling in contrast with a reduction in the cost of the processing of digital transactions.

### PREPARE FOR CHANGE

This is a serious incentive to retailers and is a further imperative to smaller merchants in particular to prepare for this momentous change in the world of payments. The installation of terminals for contactless payments is the obvious step they need to take and it would make enormous sense because all payment terminals will be contactless by 2020.

### LOOKING FOR OPTIONS

However, expectations are that most retailers will have made the move well ahead of this date. This is because there are a growing number of consumers who expect retailers to give them the option of paying by contactless card.

### THE NEXT STEPS

By adopting such technology in-store smaller retailers are positioning themselves for the next step in the payments revolution – mobile payments. These are being driven by Masterpass along with Apple Pay and Android Pay.

Making the switch now to contactless terminals can be done in the knowledge that this ensures the technology is in place for the fast following mobile payments wave. By keeping the PoS up to the latest standard absolutely enables merchants to take advantage of the payment trends that are now taking hold in the marketplace.

### DRIVEN BY CUSTOMERS

These are ultimately being driven by customer demand and so by providing these digital-first individuals with their preferred method of payment retailers will be in a strong position to deliver a level of service that sets them apart from the competition and helps to drive extra sales.

## MOBILE PAYMENT GROWTH

Payments with mobile devices are predicted to grow significantly, **57 million** people expected to pay this way by 2018 – three-times the level in 2014. And in the US those consumers who use a digital wallet spend six-times more than digitally inactive people.

Mastercard figures show that **25%** of British consumers intend to use their mobile to make contactless payments in the next 12 months.

“WE ARE ON THE CUSP OF THE SHIFT AWAY FROM CASH TOWARDS A FUTURE PREDOMINANTLY BASED ON DIGITAL PAYMENTS”



# EASY STEPS TO COMBAT CYBER-CRIME

Cyber-crime and online fraud are unpleasant facts and worrying off-shoots of our digital age. But there are a range of actions retailers can take to fight back to protect their customers and their businesses.

Retailers of all sizes are vulnerable to cyber-crime. It is not just the large merchants that are targeted by criminals because smaller retailers are just as much in the sight lines of international cybercriminals looking to exploit any vulnerability in merchants' infrastructures.

It is undoubtedly the case that many small retailers may lack the resource and cyber security

knowledge surrounding the issues that relate to cyber-crime and cyber attackers and that this may lead to less vigilance than perhaps for a larger businesses with greater resources. Therefore, the need to be more cyber aware is vital.

## UNDERSTANDING CYBER SECURITY

This should not be seen as an insurmountable problem because addressing cyber security requires retailers to undertake some relatively straightforward actions. Keeping your website and payment system software secure is crucially important. One of the main reasons why retailers are hacked by cybercriminals is because they have not kept their payment software up to date and this includes regular vulnerability or exploit 'patching'. Your payment software is like a car it needs regular MOT's and fixes to ensure it continues to work securely. Therefore, it is important to regularly check the website of your software provider for security updates.

The reality is that businesses with a digital footprint accepting electronic payments have a responsibility to their customers to keep their online stores secure and their customer data safe to avoid theft of data. PCI compliance is vitally important. The PCI standards are there to guide retailers as to what is necessary to protect your business and customer environment. Cybercriminals are usually only successful in attacking businesses when the PCI standards are not implemented correctly.

It is important to remember that PCI compliance is still your responsibility even if you outsource your payment services to a 'third party' provider. (Consider providing links to PCI and Mastercard practices)

Ongoing digital housekeeping is absolutely essential if retailers are to stay ahead of the cyber criminals.

## SECURITY AWARENESS

Today's digitally savvy customers are much more aware of security issues online and recognise weaker operators. Many are likely to only give their details to those websites they believe to be more secure. Any retailer who may be deficient in their commitment to protecting their business and their customers' information will inevitably suffer from weaker footfall flows and reduced volumes of transactions.

Retailers of all sizes therefore need to take cyber security seriously in order to ensure they thrive in today's buoyant online market and do not present any vulnerability that will inevitably be exploited by opportunistic criminals.

## CYBERCRIMINALS

It is a sad fact but there are a small number of very successful cybercriminals who are actively targeting UK retailers at present. Their methodologies are straight forward and they absolutely rely on poor digital housekeeping to maintain their success.

Their tools are out of the box, off the shelf, point and click kits that are extremely simple to use and cheap to buy. The degree of difficulty required is minimal if a retailer assists them by running an insecure environment.

Unfortunately, the sale of consumer credit data by successful cybercriminals is subject to the market forces of supply and demand. The greater the supply of card data in the market the lower the price and vice versa. Mastercard advocate a multi layered approach to security and we have a vision to see card data become worthless to the cybercriminal on the black market by driving and leading tokenisation and strong encryption thereby rendering the card numbers valueless.

It is hugely important that every retailer big or small plays their part in preventing cyber-crime.

## FACTS & FIGURES

Online fraud for UK cardholders reached a level of

**£217.4 million**

in 2014 (up 14% on the previous year), accounting for 45% of all card-related fraud (Source: Financial Fraud ActionUK)

Using Mastercard fraud prevention tools has been shown to increase sales by 1-2% and reduced fraud on average

**25%**

(Source: EMS Fraud Scoring Savings Model)

Safety and security of mobile payments has become less of a worry to customers with

**91%** having positive conversations around the topic on social media in 2014 versus 44% in 2013 and only 20% in 2012

(Source: Prime Research for Mastercard)





# CUSTOMER **INSIGHT** AT YOUR **FINGERTIPS**

Data is now seen as one of the greatest assets a retailer can possess. It can tell a retailer more about their customers than ever before. But even independent retailers can access this critical data to provide powerful and business-critical insights into their customers.

Most small independent retailers rely solely on sources such as industry reports and trade magazines to gain insight on their marketplace and competitors, which places them at a disadvantage to the larger operators that are using rich data and analytics in real-time.

It could be argued that retailers of any size will not be able to compete effectively in the digital marketplace without using advanced analytic capabilities. This is a worry for independent merchants that cannot call on head office resources to access data and customer insights.

### USING TRANSACTION DATA

Recognising this situation, Mastercard is utilising the huge amount of transaction data it holds on customers to the benefit of the smaller merchants through the creation of its Local Market Intelligence (LMI) solution.

This interactive platform provides retailers with a

myriad of relevant Key Performance Indicators (KPIs) – including the average purchase size of its customers, number of visits per customer, and their average spend over a monthly period.

These figures really come to life when compared with the data that LMI provides on retailers’ local competition. The KPIs provided include the average customer spend between these businesses, the number of days between visits to each of them, and the percentage of new customers they all have. The latter is a very good measure of loyalty.

### BETTER PLANNING

It can also analyse transactions by time of day throughout a given week and how this compares with competitors. This spending data enables retailers to better plan their employee work schedules and address any issues with the warehousing function because losing sales to

rivals at certain times could be a result of out-of-stocks.

Since LMI works across multiple points of sale and retailer branches, it is possible to easily track comparative performances of both.

### HELPING PLAN MARKETING

Another useful tool is a map function that highlights the postcodes of customers visiting the stores. This provides a valuable insight into the areas that would be most suitable for communications and marketing campaigns.

LMI is empowering smaller merchants by enabling them to measure their success based on real drivers of performance within their businesses – and comparing these with their direct competitors. From this it becomes possible for them to prioritise areas of the business that demand strategic focus.

“**MASTERCARD IS UTILISING THE HUGE AMOUNT OF TRANSACTION DATA IT HOLDS ON CUSTOMERS TO THE BENEFIT OF THE SMALLER MERCHANTS**”

## RETAILERS NEED TO USE DATA

More than **50%** of mid-sized merchants are not even using their own point of sale systems as a source of customer data

As many as **48%** of retailers have stated that translating data into actionable insights is their highest priority  
(Source: Mastercard LMI report)

# LOOKING TO THE FUTURE

The payments revolution is being driven by technology and what is clear is that the pace of new technological change grows ever faster. So what do experts see as the next developments that will affect electronic payments?

Payment technology has always been about convenience but it is increasingly being tailored to customers' needs in order to enhance their overall shopping experience.

The emergence of start-up technology providers – placed under the 'fintech' umbrella – is driving the pace of change with their customer-friendly agile models helping them carve out niches in the payments eco-system.

Larger providers like Mastercard are increasingly working with such companies, as well as developing their own solutions through accelerated R&D programmes, which are making the future of payments for retailers and consumers particularly exciting.

Already we are seeing self-scan-and-pay solutions including QuickCheck that can be used in some Waitrose stores, which enabled shoppers to use their own devices to scan and pay for goods. These solutions are not particularly revolutionary but they are solving a pain-point for shoppers.

## RETAIL DEVELOPMENTS INVOLVING PAYMENTS

- **SMARTER CHECKOUT EXPERIENCES** – Pay-at-Table apps. Order ahead and checkout-in-aisle
- **PERSONALISED SHOPPING EXPERIENCES** – purchase direct from tailored digital media
- **IMMERSIVE SHOPPING EXPERIENCES** – using AI and VR technology
- **INTELLIGENT DRESSING ROOMS AND VIRTUAL BUYING ASSISTANTS**
- **SMART VENDING MACHINES**
- **FRICTIONLESS ORDERING AND BUYING** – through voice recognition solutions

### ENHANCING EXPERIENCES

Rather than creating new technology for the sake of it, the objective for Mastercard is to develop solutions that help shoppers by enhancing their experience in-store. These developments are part of the move towards making payments frictionless.

Care has to be taken because shoppers feel much safer and secure using devices and software that they are comfortable with – hence their own smart-phones are the obvious early example through which shoppers will most likely want to undertake transactions.

However, there is no doubt that one of the most noticeable ways payments are changing is through the expansion of the types of device that people will be able to use to make payments. These include wearables and connected devices in the home, which are just beginning to appear.

### EXCITING DEVELOPMENTS

There are also exciting developments with immersive shopping experiences involving artificial intelligence (AI) and virtual reality (VR) technology. Wearing a headset that displays products, which can then be placed into a virtual basket and seamlessly paid for through the device are being developed and will undoubtedly find a place in customer's homes or ahead of that as an enhancement to the in-store experience.

While exciting developments take place the initial leveraging of trusted platforms will be the easiest way to introduce new payment methods – especially when they are linked to familiar guaranteed payment rails such as Mastercard. It is clear that whatever new payment experiences are being put forward to customers it ultimately hinges on something very old school - trust and security.

“THE OBJECTIVE FOR MASTERCARD IS TO DEVELOP SOLUTIONS THAT HELP SHOPPERS BY ENHANCING THEIR EXPERIENCE IN-STORE”





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# AUTUMNFAIR

4 - 7 SEPTEMBER 2016, NEC BIRMINGHAM UK

Inside Retail, in partnership with Mastercard, are pleased to announce a number of sessions confirmed to take place at **Autumn Fair 2016**, specifically designed for Independent Retailers. Attend a seminar session, or register your interest to take part in a masterclass, to gain valuable insights on the digital payments revolution, and what it means for your business.

## SEMINAR SESSIONS

Location: eCommerce Theatre, 5B90-C91

### SUNDAY 4TH SEPTEMBER

#### **15:30-16:00 THE PAYMENTS REVOLUTION: How it is boosting retailers' businesses and how to use it in yours**

- What has been fuelling this change?
- What are the technologies that look set to drive the momentum?
- How to embrace the new digital payment methods and differentiate your business from the established players.

### TUESDAY 6TH SEPTEMBER

#### **12:15-12:45 UNDERSTANDING NEW PAYMENTS OPTIONS: What developments are just over the horizon and how can you take advantage?**

- Hear about expansion of the types of devices, including wearables and connected devices in the home.
- Developments in immersive shopping experiences involving artificial intelligence (AI) and virtual reality (VR) technology.
- Learn how to leverage trusted platforms as an easy way to introduce the new payment methods.

#### **13:45-14:15 THE BENEFITS OF CUSTOMER ENGAGEMENT AND HOW TO USE YOUR DATA INSIGHTS**

- Learn how you can translate your data into actionable insights.
- Hear about how Mastercard are utilising the huge amount of transaction data it holds on customers to the benefit of smaller merchants, through the creation of its Local Market Intelligence (LMI) solution.
- Discover how this enables you can measure success based on real drivers of performance within your businesses, and prioritise areas of that demand strategic focus.

## MASTERCLASSES

Location: Inside Retail stand, 5A133

### SUNDAY 4TH SEPTEMBER

#### **10:00-11:00 RETAIL DETAIL:**

##### **The Real Benefits of Accepting Cards over Cash**

- The greater benefits of card payments for retailers – being a safe, simple and secure way for customers to pay.
- The trends emerging and how to take advantage – increased costs associated with cash handling, in contrast with a reduction in the cost of processing digital transactions.
- How to prepare for this momentous change in the world of payments, with all payment terminals switching to contactless by 2020.

#### **13:00-14:00 NEW WAYS TO PAY:**

##### **Get to grips with the latest technology that your customers will demand**

- What has been fuelling this change & what are the technologies that look set to drive the momentum?
- How to leverage trusted platforms as an easy way to introduce the new payment methods.
- In doing so, how to differentiate your business from the established players.

### MONDAY 5TH SEPTEMBER

#### **10:00-11:00 NEW WAYS TO PAY:**

##### **Get to grips with the latest technology that your customers will demand**

- What has been fuelling this change & what are the technologies that look set to drive the momentum?
- How to leverage trusted platforms as an easy way to introduce the new payment methods.
- In doing so, how to differentiate your business from the established players.

### MONDAY 5TH SEPTEMBER

#### **13:00-14:00 THE CUSTOMER IS KING:**

##### **how data can arm you with critical insights**

- More than half of mid-sized merchants are not using their own POS systems as a source of customer data
- Learn how you can translate this data into actionable insights.
- Learn about how Mastercard is utilising the huge amount of transaction data it holds on customers to the benefit of smaller merchants, through the creation of its Local Market Intelligence (LMI) solution.
- Discover how this enables you can measure success based on real drivers of performance within your businesses, and prioritise areas of that demand strategic focus.

### TUESDAY 6TH SEPTEMBER

#### **10:00-11:00 FIGHTING CYBERCRIME:**

##### **Hear from Mastercard's experts**

- Easy steps to combat cyber-crime.
- Key reasons that retailers are hacked by criminals, and how to avoid in future.
- The fundamentals to protect an online business and becoming PCI-compliant.

#### **13:00-14:00 RETAIL DETAIL:**

##### **The Real Benefits of Accepting Cards over Cash**

- The greater benefits of card payments for retailers – being a safe, simple and secure way for customers to pay.
- The trends emerging and how to take advantage – increased costs associated with cash handling, in contrast with a reduction in the cost of processing digital transactions.
- How to prepare for this momentous change in the world of payments, with all payment terminals switching to contactless by 2020.

*\*Limited places available. Register your interest today to avoid disappointment.*  
We look forward to meeting you at the show.

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