



The Op Summit & Growing Global Review

SEKO

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OPERATIONS SUMMIT

powered by **MULTICHANNEL MERCHANT**



The newly combined Operations Summit and Growing Global conference, sponsored by SEKO Logistics, took place last week at the Duke Energy Center in Cincinnati. This was a fantastic exhibition for SEKO to share some of our expertise, with speaking spots across the two days and booths in both exhibition halls.



"The joining of the two conferences this year created an interesting dynamic, with a variety of speakers discussing topics pertinent to both sides. Cross-border ecommerce, omnichannel logistics, and the customer experience were explored from a fresh perspective, giving valuable insight into the changing expectations of the consumer."

- Brian Bourke, VP Marketing, SEKO Logistics

We were fortunate enough to have our sister company, creative ecommerce agency Red Hot Penny, in attendance with us to speak on aligning a global ecommerce strategy. Being our digital marketing provider and experts in the field, their insights on brand planning, localization, and expanding internationally were invaluable.



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Making 'Global' More 'Local'

Globalization was a topic that was at the forefront of both conferences. While expanding internationally is appealing to most companies, if they are not thorough and cognizant of the markets they are expanding into, they can permanently damage their own brand. There are subtle culture and language differences, not only in difference regions or continents, but also in the countries and states within those regions.



A company's messaging and branding must reflect the audience that it markets itself to. To localize a site requires translation not only of the language, but also of the customer experience, to match up to the differing cultural expectations – for example how a price will look when converted - £9.99 is an expected price in the UK, but customers in Germany may be put off with a product costing €12.68, preferring the more common pricing format of €12.90.



"Not all buyers want to buy exclusively online - savvy retailers embrace the benefits of online in the purchase cycle . Omni-channel exists because consumers differ, and want a mix of the best price, information, convenience and customer service . You can't just think about online or offline anymore - it's all connected."

Franco De Bonis, Head of Digital Solutions, Red Hot Penny

Omni-channel Demands

The purchasing experience and Omni-channel logistics were also widely discussed topics the conferences. The consumer has more choice and information than ever, and that doesn't just affect the decision of what brands they purchase. Customers have the power to shop and order from anywhere with the abundance of online and mobile ecommerce platforms available to them, granting them almost total control of when and how they receive the products they desire.

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THE HOME DELIVERY WORLD WRAP-UP

"The purchase and post-purchase process has become far more important than the shopping experience itself... Retailers must be able to sell, source, and fulfill seamlessly, anywhere"
-John Stelzer, IBM

Customers can now decide how quick they get their products, and a large number of these shoppers are becoming inclined to purchase online and pick the item up from the store. Having a logistics provider that can assist in everything from warehouse inventory management to digital ecommerce assistance was put at a premium in the conversations that took place last week.

About SEKO Logistics

We provide a suite of logistics services which enable you to use your supply chain as a competitive differentiator. As a customer centric organization, we are powered by the expertise of our people and our in-house-developed, best in class, customizable technology. It is this combination which gives SEKO its strength. With over 120 offices in 40 countries worldwide, SEKO's unique shareholder management model enables you to benefit from our specific industry sector expertise, coupled with vital in-country knowledge and unparalleled service at the local level. This unique model provides you with:

- Hands-on service and support
 - Personal relationships
- Creative, customized solutions
- Responsiveness and reliability
 - Flexibility and consistence

We have a flat management structure, with just three layers between you and the CEO, making us 'fast on our feet' in delivering solutions that can meet your exact requirements. This lean and nimble structure increases our decision-making speed and gives us an ability to implement customized solutions which far exceed those of our competitors. For more information visit our website www.sekologistics.com



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