This course uniquely covers the exciting transformations that will reshape the Retail channel which is now both digital and physical wrapping around the whole consumer experience. The impact of Internet of Things, mobile devices, cyber security, pervasive monitoring, privacy and machine learning on the Retail channel will be discussed. How Retailers must urgently take a big “leap forward” in attaining higher productivity through capturing consumer demand efficiently as well as how best to counter the numerous cost pressures, coming from high rentals, sales cost and inventory management costs that have been trending upwards dramatically.

Today, progressively challenged by the Internet giants like Amazon, Alibaba and Lazada, the traditional Retail channel will steadily lose customers and will need to reinvent themselves urgently. The Retail Industry will need to exploit new technologies like AI and personalised services, innovate just like the new eCommerce companies, in order to stay competitive and relevant. After all, the Smart Nation is coming, and this will bring about a new generation of highly nimble Smart Retail outlets that will showcase the “Future of Retail”. Those who do not change, will face inevitable extinction.

- AI will revolutionise your shopping experience! Amazon marches on. Who will Amazon crush, next?
- Attention to all banks, telcos and IT product companies, your future is linked to the Future of Retail

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Programme Benefits

- A key benefit is to distill the massive amount of innovation possibilities and to highlight those with the best potential and the shortfalls of what may appear to be most promising in media hype. Indeed, the technical challenges are considerable, since there are not enough good designers and architects globally to handle the onslaught of disruptions that are emerging.

- Besides the technical assessments, the course will also provide non-technical insights that are based on the shopping experience and psychology, which will be strategic for the planning of new transformation initiatives. This will help retail leaders to develop successful re-designs; as the choices will be explained deeply by comparing the core strengths and benefits of various technologies, hence eliminating what has been tested and known to be problematic. Importantly, the focus will be on practical deployments and the costs associated with their respective investments.

- In addition, the course will also cover downside risks from cyber security and privacy breaches, due to the use of new technologies, like IoT, robots, AI, smart cameras etc. As the new technologies are quite difficult, this course will help leaders by offering quick and sharp consultancy in an easily digestible manner for fast decision-making.

Topics

- Disruption in the Retail Industry by non-retail players
- Challenges facing Multi-brand and Mono-brand retailers
- Trend of Product manufacturers becoming Retailers
- Trend of e-commerce players becoming Retailers
- Impact of how products are distributed and consumed
- How autonomous Retail is possible with new innovations in computer vision, gesture and object detection
- How shopper behaviour can be tracked from when they research the product to purchasing it in stores or online
- How retail signages can be personalised and dynamic using IOT
- The use of Beacons (iBeacons and Eddystone)
- Mobile First applications: cardless loyalty (virtual cards), highlighting the impact of National Digital Identity (NDI) and Smart Nation backend consolidation
- Robots and drones offering shopper assistance, disrupting the traditional warehouse and supply chain
- Case Studies for agile and low cost operations, exploiting Cloud Computing, thin clients, AI etc.
- The Future Mall – virtual show rooms, experience centres, integration with product pickup, transport and vending machines, future ePayment, future parking
- Safety monitoring at public spaces - anti-crime, managing open areas, making escalators and stair wells safer, exploiting accessibility technologies to help the handicapped
- The challenges of maintaining Cyber Security and Privacy, securing Smart Buildings, Green projects, IoT and the Retail transactions, plus other downside issues
The Gig Economy needs retail services too! So, half of all workers must develop their own micro brands.

Recommended Participants

- The course is for senior managers and executives in the retail business.
- C-level executives in the following industries:
  1. Brand owner of products sold to end consumers through wholesale or retail stores
  2. E-commerce operators who are looking to break into the brick and mortar retail
  3. Building developers and shopping center owners interested to transform their business
  4. Technology providers who are looking for the insider knowledge of the needs of the new retail industry
  5. Service providers to end users in the retail channel who would like to understand new retail (Banks, insurance, medical, ride sharing)

Mr Herman Tan

Faculty Profile

Herman has been involved in many aspects of the retail business across different retail formats over the last 30 years. He has been an entrepreneur as well as a professional manager. His passion has always been in the convergence between technology, database and how businesses can harness insights from technology to generate higher returns. He has worked with companies in South East Asia which include Department Stores, Grocery Supermarkets, Specialty boutiques, Restaurants and Banking.

He has hands-on expertise in data warehouse design and development, business intelligence, Predictive analytics, Customer and loyalty analytics, Big Data, Supply chain and POS devices.

Herman is currently a visiting research fellow at National University of Singapore, Institute of Operations Research under the Smart Nation Initiative in Singapore. Herman is a follower of Christ, is married and blessed with 4 wonderful children.

Next Gen Branding demands high touch mindshare, powered by Next Gen Tech!
Adjunct Professor Yu Chien Siang

Faculty Profile

As the ex-Chief Innovation Officer at Certis CISCO, Professor Yu was responsible for cultural transformation, strategic problem solving and innovations in areas such as Big Data, video and cognitive processing, Smart Nation, Internet of Things (IoT), robotics, drones and high security solutioning. He also led Quann Labs, focusing on cyber security innovation and anti-malware research.

Previously, Professor Yu held a similar role with the Ministry of Home Affairs. He has worked in the Civil Service since 1981 and was awarded National Day Honours, The Public Administration Medal (Silver) in 1993 and The Public Administration Medal (Silver) Bar in 2004.

Prior to being part of the Civil Service, he was awarded the Carl Duisberg Gesellschaft Scholarship, a Public Service Commission Scholarship, to pursue his studies at Fachhochschule Munchen, where he graduated as a Data Systems Engineer. During his studies, he received training at the Siemens Research Laboratory and IBM R&D Laboratory in Boblingen.

Professor Yu has been active in the fields of IT management and IT security for more than 20 years. He has led numerous national-level projects in IT security and homeland security and has been instrumental in evolving their architecture and fundamental mechanisms.

Professor Yu, a pioneer in the exploitation of microcomputers, is a former President of the Singapore Microcomputer Society. He is the inventor of cost-efficient and unique smart card readers, cryptography systems, more efficient protocols and fault tolerant systems.

He is also an Adjunct Associate Professor at the Department of Mathematics at the National University of Singapore where he teaches an introductory course on cyber security.