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Startup Focus



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

Startup Focus with Game-Changers,
Presented by SAP
Archives Available
**April 3rd 2018: Digital Shopping Era Clicks vs.
Bricks: Rescuing Brick-and-Mortar**

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The buzz: "Retail is undergoing a massive change, and there is a chance for new leaders to emerge and older brands to reinvent themselves." (Kirsten Green) Retailers: Your in-store customer experience can account for up to 98% of total sales. Going digital shouldn't mean focusing on "clicks" instead of "bricks". To compete with online retailers, brick-and-mortar stores need to transform. How? Tesla acts strictly as a showroom, with no on-hand inventory and only online ordering. Apple, Microsoft, Target and Walmart adopt the latest technologies to bring the customer back to the retail floor.

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Featured Guests



Guillaume Waline

Guillaume Waline is the CEO and cofounder of Indigo Connected Retail, a startup specialized in the digital transformation of the retail industry.

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Steve Rietzke

Steve Rietzke is Director of Business Development for SAP Startup.Focus with responsibility for go to market programs in North America.

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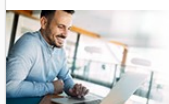
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