

Biz-Insider



NEWSLETTER

MARCH, 2013

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INSIDER INTRODUCTION

Reflecting on the eclectic and seemingly vulnerable and economically depressed world of retail, it struck me that full recovery may not be something we can realistically expect. What I mean by this is that the landscape has potentially irrevocably changed and what's more is still changing. Holding out for a return to 'the good old days' is probably folly. In fact, it could be argued that the most impactful agent of change is actually the consumer.

The 'eyes-wide' consumer of today has been influenced by online research including price comparisons, wide ranging opinions voiced on social media platforms and is often driven by an abundance of mobile apps and other emerging technology tools. The customer is certainly king and retail brands must fight for, rather than expect, his or her patronage.

The fight may be at street level but it's hearts and minds we are trying to win. I believe consumers will continue to make emotional connections with brands and this is where we can work to deepen the relationship with customers to enhance loyalty and compete effectively.



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Embracing social media and other technology like mobile apps and interactive media may be an opportunity too good to miss. I've found these technologies to be less disruptive and actually a lot more fun than they might at first seem. A good place to start to make sense of it all might be to check out our Social Media Platforms, see the links further down in this newsletter.

Enjoy the read and yes we would love to get your feedback on the content.

Teresa Hooper
Partner

GREENTREE DEVELOPMENT GOES FASTER

Greentree International will receive \$2.65 million towards its research & development programme over three years.

Science and Innovation Minister Steven Joyce says the grants go to business that have "a strong history of investment in research and development".

"The successful commercialisation of innovative ideas is critical to the success of the New Zealand economy," Joyce says. "Some of our most successful businesses in recent times have been the most innovative ones. We need more innovative businesses to compete successfully on the global stage."

This achievement was no walk in the park for us – there was a rigorous qualification process, as we expected, and it was focused on results and innovation.

In the end, the strength of our case proved to be a winner, and as a result, our research programme will be stepped up another notch. Greentree is totally focused on developing market-leading business software that in turn drives export success and has created a strong Australasian presence, as well as growing communities in the UK and USA.

"Our R&D programme is huge and always expanding, and this grant will definitely help," says Greentree's CEO, Peter Dickinson.

The Greentree announcement regarding them being the beneficiaries of a massive NZ Government grant will ultimately also benefit customers. Greentree have historically heavily invested revenue back into the company to aid their ambitious R&D plans.

Whether it be for new product development, existing product extensions or quicker delivery and support, Greentree have consistently shown commitment to a broader deeper solution - crystallised as 'making business easier'. For new customers, it looks like Greentree will come with even more value-add.

<http://www.greentree.com/latest-news/grant-funds-will-help-greentrees-development-plan>



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COMPELLING CUSTOMER EXPERIENCES

There is a growing relationship between experience-driven commerce, conversion and repeat business.

If the first wave of online commerce was about providing digital storefronts that were convenient, practical, and cost effective, then the second wave is about producing compelling, customer-focused, online experiences that accent the pleasures of shopping offline. In Australia's new retail frontier, the ability to create experiences that reinforce brand values and resonate with consumers has never been more critical to success.



Price was once assumed to be the primary catalyst for online shopping. However, retailers who use technology to drive brand narratives and weave compelling customer experiences are now holding the competitive edge. To turn online browsers into buyers, retailers need to cultivate experiences that spark sustained conversations with shoppers.

But, choosing the right tools and technology to achieve this is not without challenges. The digital savvy customer is highly connected, time poor and inundated with retail options. Securing their business calls for equal parts art and science as well as a commitment to delivering a brand message that is consistent across every consumer touch point ie mobile, internet, tablet, catalogue and instore.

Read More Here:

<http://www.insideretailing.com.au/IR/IRNews/Compelling-customer-experiences-7367.aspx>

SOCIAL MEDIA

Take a look at JR.bizlink's social media activity and sign up for alerts:



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AUSTRALIA AHEAD OF THE CLOUD

The worldwide public cloud services market is forecast to grow 18.5% in 2013 to total US\$131 billion worldwide. This is up from \$111 billion in 2012, according to analyst group Gartner. And Australia is ahead of the pack, growing by 23.1% to US\$3.2 billion this year.

Infrastructure as a service (IaaS), including cloud compute, storage and print services, continued as the fastest-growing segment of the market, growing 42.4% in 2012 to US\$6.1 billion globally. It is expected to grow another 47.3% in 2013, to US \$9 billion.



Gartner says cloud advertising continues to be the largest segment of the cloud services market, comprising 48% of the total market in 2012. Gartner predicts that from now to the end of 2016, S\$677 billion will be spent on cloud services worldwide, \$310 billion of which will be spent on cloud advertising.

"The continued growth of the cloud services market will result from the adoption of cloud services for production systems and workloads, in addition to the development and testing scenarios that have led as the most prominent use case for public cloud services to date," says Ed Anderson, research director at Gartner. "Evidence of this growth is found in the increasing demand for cloud services from end-user organisations, met by an increased supply of cloud services from suppliers."

Read More Here:

<http://www.itwire.com/features/browse/cloud-services/58959-australia-ahead-of-the-cloud>

QUOTABLES

**"The doors of wisdom
are never shut."**

- Benjamin Franklin



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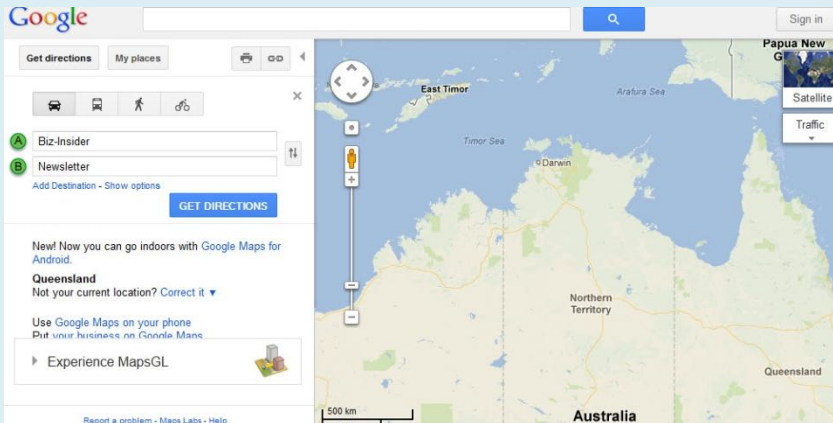
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INSIDER GOES ONLINE TO FIND SOME INTERESTING WEBSITES

GOOGLE MAPS



Google maps should be your one stop shop for all your free mapping needs. Google maps is available on all technology platforms. You should never get lost with mapping this good.

Read More Here:

<http://maps.google.com/help/maps/helloworld/>

ENTREPRENEUR

The Entrepreneur website is a great source of information for business. The articles will resonate with many types of audience. The content is fresh and engaging.

Read More Here:

<http://www.entrepreneur.com/>



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