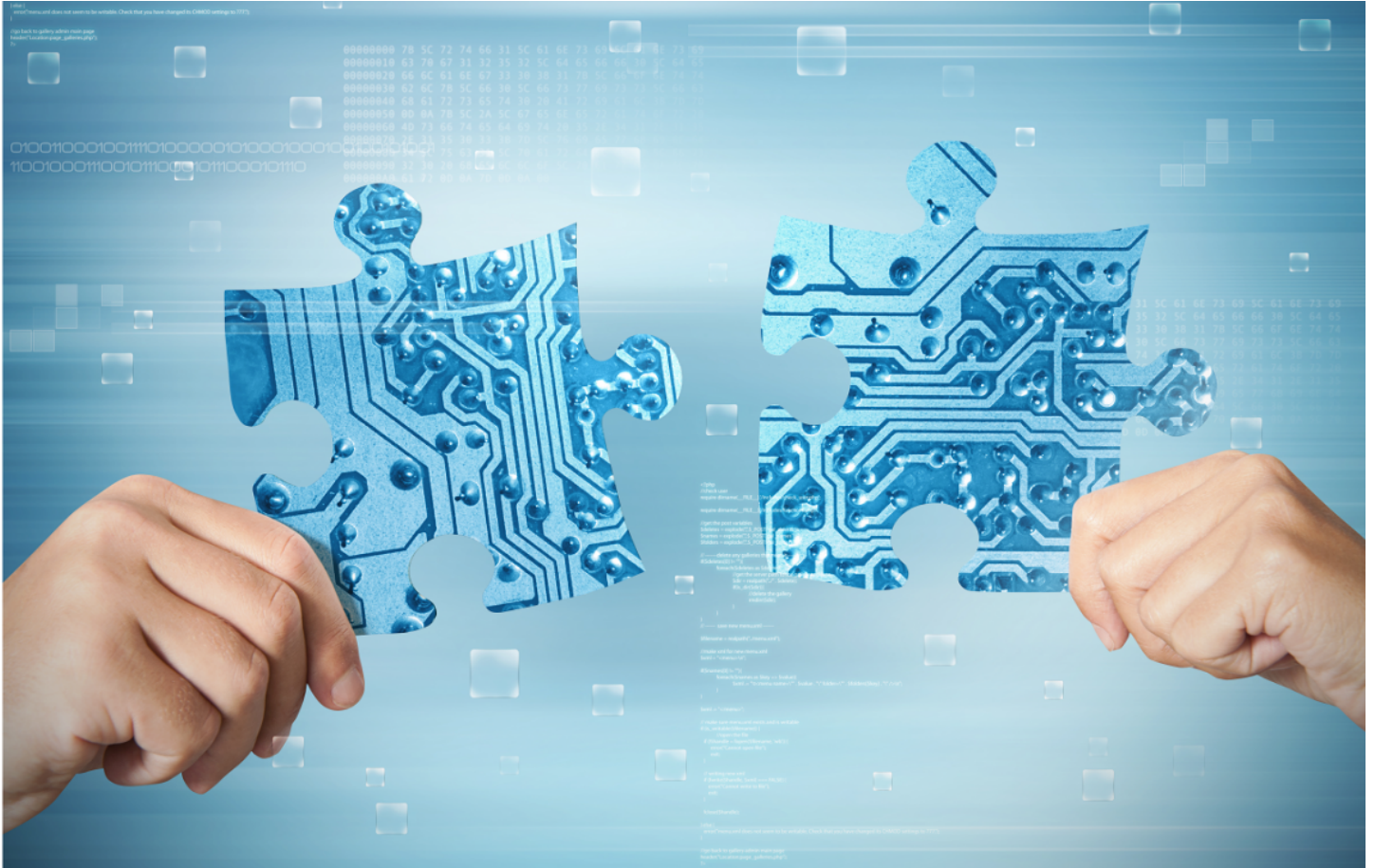


De explosieve groei van technologie in retail

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Wie herinnert zich nog de introductie van de streepjescode? In 1974 werd de eerste barcode gescand, op een pakje kauwgom in een supermarkt van Marsh in Troy, Ohio. In de daaropvolgende decennia bleven nieuwe technologische oplossingen beperkt met onder meer de introductie van track & trace en het webwinkelen. De laatste jaren volgen de innovaties elkaar echter in rap tempo op, zo blijkt uit deze infographic van het Amerikaanse online inkoopplatform RangeMe.

THE EXPLOSIVE GROWTH OF RETAIL TECHNOLOGY

It's not your imagination: The pace of innovation within retail has accelerated at a blistering pace in recent years. In this disruptive sector, companies that meet in retail technology to meet consumer expectations succeed by getting a competitive edge. Here is a report history of how retail technology has shaped how we shop...

Companies like FedEx begin using handheld bar code scanners to track packages?

Online shopping launches as Pizza Hut accepts the first online order?

Online auction site eBay debuts?

Web retail sales total \$700M?

Global e-commerce company PayPal launches?

Elmore releases the first smartphone the R380?

Palm releases the first phone capable of web browsing?

Social media reflects Facebook hits 100,000 business pages, including retail and CPG brands?

Sophomore adds in-store iPads to improve the customer experience?

Interactive touchscreen ad in a retail store let shoppers order items by choosing from?

Staples launches in-store 3D printing?

Starbucks launches national Mobile Order & Pay program?

Amazon announces beta for checkout-free shopping with Amazon Go artificial intelligence and mobile pay?

Whole Foods debuts a Facebook Messenger chatbot for finding recipes using emojis?

To deliver shoppes a commerce order, Amazon uses 45,000 robots across 25 fulfillment centers, up 50% from 2015?

Lowe's launches augmented reality for shopper-friendly in-store navigation?

First bar code scanned on Whigley's Java Perk gum at a Marsh supermarket in Troy, Ohio?

Price Chopper Supermarket in New York installs the first supermarket self-checkout system?

Amazon.com launches and sells its first book through e-commerce platform?

Mobile payment machine used by Coca-Cola vending machines?

Web retail sales total \$20 billion?

Amazon launches its first mobile commerce site?

Walmart begins an RFID trial with 8 suppliers for enhanced supply chain tracking?

QR codes gain prominence in America due to campaigns by retailers like Best Buy and Macy's?

Apple launches iBeacons to help retailers collect shopper data?

Facebook purchases Oculus Rift for virtual reality development for \$2 billion to compete with Amazon, Apple and Google?

Amazon launches 1-click ordering through the Internet of Things (IoT) with Amazon Dash buttons?

U.S. online sales hit \$395 billion?

Robotic Kiosk uses augmented reality for a 360-degree, interactive fashion show?

Walmart acquires Jet.com for \$3.3 billion to compete in e-commerce?

Walmart partners with Uber and Lyft for efficient grocery delivery?

Walmart's Jet.com opens its first physical store to expand its omnichannel presence?

Liz Anderson
Liz Anderson is a marketing and communications professional with over 20 years of experience in retail, consumer goods, B2B and technology companies. She has worked for some of the most innovative and successful companies in the world, including Amazon, Google, and Microsoft.

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RANGE me

Keynote:

- 1. Amazon's growth strategy: from a single product to a multi-product ecosystem
- 2. The power of data: how Amazon uses data to drive its business
- 3. The importance of customer experience: how Amazon focuses on the customer
- 4. The role of technology: how Amazon uses technology to improve its operations
- 5. The future of retail: how Amazon sees the future of the industry

Panel:

- 6. The importance of innovation: how companies can stay ahead of the competition
- 7. The role of marketing: how companies can build a strong brand
- 8. The importance of customer service: how companies can build a loyal customer base
- 9. The role of technology: how companies can improve their operations
- 10. The future of retail: how companies can see the future of the industry

