



Una minería
para el siglo XXI

→ Codelco
Corporación Nacional
del Cobre | Chile

La industria del Retail Impacto de la tecnología

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Agenda

- Tecnologías Disruptivas
- Tecnología y el Poder del Cliente
- El Nuevo Cliente
- Tecnología y el 'Nuevo'
 - Cliente
 - Retailer
 - Proveedor
- Nuestra Visión
- Una mirada al Futuro

Tecnologías Disruptivas

Servicios en la Red/En la Nube

*El modelo
utilitario: paga por lo
que se usa*



Hardware y Almacenamiento

*Costo bajo & espacio
de disco virtualmente
ilimitado,*



Conectividad
*En cualquier lugar,
cualquier hora,
cualquier dispositivo*



Visión de Negocios

*Inteligencia
Empresarial*



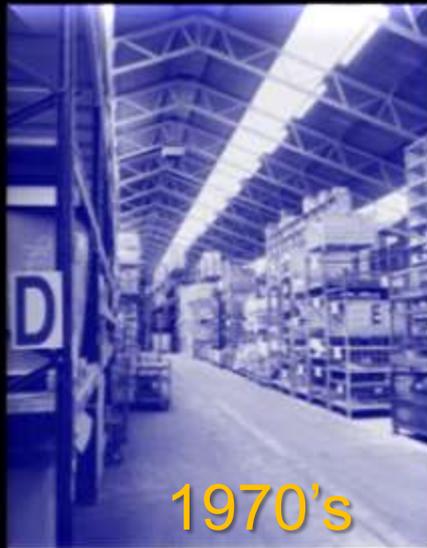
Comoditización de la tecnología

*Aumento de
funcionalidad &
Reducción constante
del factor precio,*



Tecnología y la transferencia del poder al Cliente

*Producir y empujar
Fabricantes*



El poder de compra de los retailers



Predecir y producir para el Consumidor



Cliente en 360 grados & centro



El Nuevo Cliente



A largo Plazo

Han habido cambios fundamentales en los valores del cliente?

Son estos cambios permanentes?

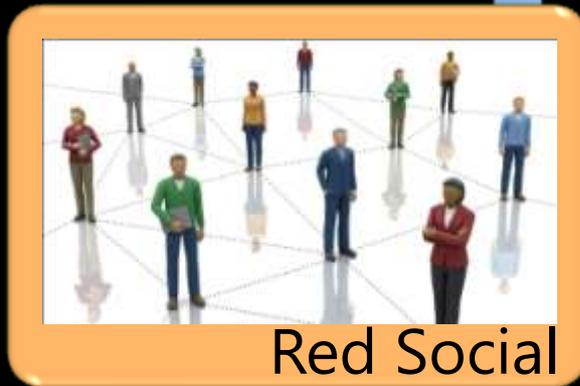
Tecnología: el Nuevo Cliente



Conectado



Informado



Red Social



Capacitado

Tecnología: el Cliente/Usuario móvil



Búsqueda



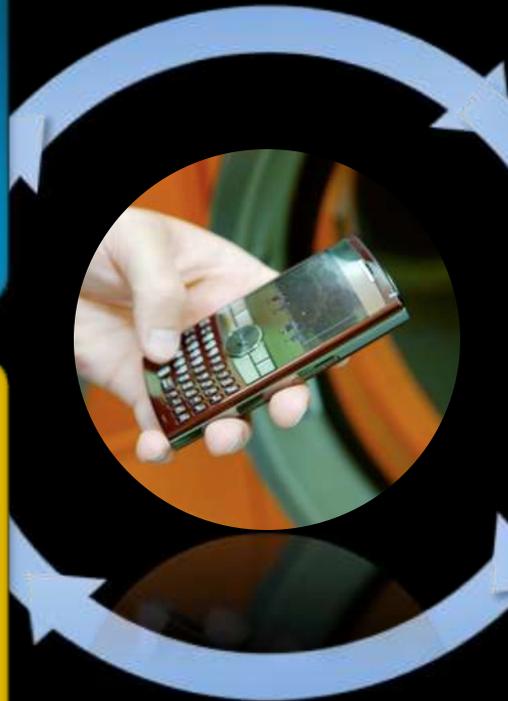
Mapas



Conversiones



Localizar -local



Tecnología: El nuevo Retailer

La experiencia de compra del cliente



Tecnología: Cliente, Retailer & Proveedor

La Necesidad de ajustar la red de suministros



Choose an avatar as a starting point

Suministro de 1 y de muchos



Inventario en el CD y la Tienda



Proveedores - Colaboracion Online



Informacion movil
Usuario/Empresa

Eficiencia en Compras, Inventario y Distribucion

Tecnología: Nuevas soluciones

COUNTRY COMPARISON :: TELEPHONES - MOBILE CELL

This entry gives the total number of mobile cellular teleph

RANK	COUNTRY	TELEPHO CELLULAR
1	China	
2	India	
3	United States	
4	Russia	187,500,000 2008
5	Brazil	150,641,000 2008
6	Indonesia	140,578,000 2008
7	Japan	110,395,000 2008
8	Germany	107,245,000 2008
9	Pakistan	91,440,000 2009
10	Italy	88,580,000 2008
11	Mexico	79,400,000 2009
12	United Kingdom	75,565,000 2008
13	Vietnam	70,000,000 2008
14	Philippines	68,102,000 2008
15	Turkey	65,824,000 2008
16	Nigeria	62,988,000 2008
17	Thailand	62,000,000 2008
18	France	59,259,000 2008
19	Ukraine	55,695,000 2008
20	Egypt	55,350,000 2010

Bookselling industry is in a digital sea change

The growth of online booksellers led by Amazon served to shake up brick-and-mortar bookstores; now, the rapid adoption of e-books is likely to spark a new round of changes. The Wall Street Journal takes a comprehensive look at the current state of the retail book business and the factors -- and players -- likely to shape its future. [The Wall Street Journal](#) (5/21) [Share:](#)



Invasion of the Full-Body Scanners

Article

Comments (3)

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By ROBERT P. CREASE

My wife and I often experience the same things differently, but few as strikingly as the 3-D body scans we had in New York clothing stores.

Mine took place in the Brooks Brothers flagship store on Madison Avenue. I undressed in a fitting room, donned a colored undergarment called scanwear, entered a dark booth, and grasped handles that fixed my position. When I pressed a button, patterns of light from 16 sensors played around my body for almost a minute, producing 600,000 to 700,000 data points accurate to two-tenths of a millimeter. By the time I had dressed and emerged, a computer had smoothed, filtered and compressed the data into a 3-D body image. I got a printout, along with lists of measurements.

These were only numbers, but they were mine, and I could use them to virtually try on and order suits and other clothes sewn to fit my particular shape. The experience was Disney-like: comfortable, smooth, dazzling, and leaving me feeling entertained and even special.

The technology is astounding, and partly your government-sponsored basic research at work. In 1980, a nonprofit R&D organization was created to help the garment industry stay competitive. The Tailored Clothing Technology Corp., or [TC]2, was funded by government and industry, and its first major quest was to deflect the flow of apparel-production jobs to low-wage countries by developing equipment to robotically manufacture men's suits. That attempt ultimately failed, although it did help automate things like sewing T-shirt sleeves. But [TC]2 kept up research, and by the end of the 1990s its 3-D body technology wound up in retail stores. The first scanner was installed in a San Francisco Levi Strauss store in 1999. Buying jeans went (potentially) high-tech.

Tecnología: Nuestra Visión

Servicios y la Nube

PC

Celular

TV



INTERFACES NATURALES

Tecnología: “Mirando al Futuro”



What got you here will not get you there

GRACIAS

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