



Phygital experience, omni-channel, and Artificial Intelligence revolutionise retailing

Disruptive technologies, the expansion of e-commerce and new shopping habits are transforming sales models and logistics processes

Dimas Gimeno, founding partner and CEO of WOW Concept shopping centre, and Manuel Estébanez, CIO of GOfit, will share their success stories focused on business digitalisation

Madrid, 09 June 2023. –The retail, logistics and ecommerce sectors are undergoing a major evolution driven by digitisation and exponential technologies. The latest trends suggest that the industry will take a big step forward in the phygital experience; that is, the combination of the physical and digital environment, where the barriers between the two universes are blurred. In fact, 75% of companies already want the in-store and online experiences to be unified, according to market reports. The aim is to offer customers an optimal shopping experience and to meet new consumer behaviours and needs.

[DES – Digital Enterprise Show 2023](#), the largest European event on exponential technologies to be held in Malaga from 13 to 15 June with the attendance of more than 17,000 executives, will present at the **Retail & Logistic Forum** how the disruptions arising from Artificial Intelligence, the data economy and new consumer habits are transforming the entire retail value chain.

Consumers in 2023 seek omnichannel experiences

One of the biggest revolutions that technology is enabling is the hybrid shopping experience. To this end, **Dimas Gimeno**, founding partner and CEO of the WOW Concept shopping centre and former president of El Corte Inglés, will contribute his knowledge of the phygital environment and explain how this concept, which he has put into practice for the first time in Madrid, works. Together with Gimeno, **Sonia Paz**, Business Transformation Officer at Havas Media Group, will offer her vision on the construction of spaces in which the benefits of presence are combined with the opportunities of the virtual world in order to offer a complete "customer experience".

With the evolution of retail, as a result of the massive irruption of e-commerce and omnichannel models, the industry faces the challenge of integrating new disruptive technologies to grow in competitiveness and efficiency. In this regard, the combination of data with Artificial Intelligence will allow new steps to be taken and optimise decision-making. **Emma Galindo**, Head Advanced Analytics & Artificial Intelligence at T-Systems, and **Fernando Pareja**, Head of Sales, Services & Logistics Business Unit at the same company, will analyse the role that technologies really play in the constant innovation in which retail is immersed, where digital native customers are increasing.

Moreover, on the road to becoming more efficient, agility has become a lever for business economic growth. **Gonzalo Martínez**, IT Global Director at the logistics operator, Logisfashion, will give the keys to adapting the company to the speed required by today's



processes, due to the expansion of e-commerce. **David Colomo**, Channel Field Sales Engineer at Intel Corporation, will delve into how to accelerate and simplify the digital transformation of retail.

Artificial Intelligence applied to welfare

Artificial Intelligence is being introduced in multiple sectors, also reaching the world of wellness. **Manuel Estébanez**, CIO of GOfit, together with **Esther Cardenal**, Senior Product Manager of Telefónica Tech AI of Things, will discuss how AI technology solutions implemented in sports centres have allowed them to optimise facilities, maximise investments and improve the service offered to customers. Among others, the system provides flow information, heat maps, route sequences and demographic profiles to enrich the user experience and guide business decisions thanks to the data.

Finally, the summit will also explore the special role that payment gateways have acquired in the online commerce universe in order to facilitate transactions. **Francisco de Asís Vicente**, eCommerce Manager at Getnet by Santander, will highlight the competitive advantage that ecommerce has become and the importance of payment gateways, which simplify management and contribute to increased sales thanks to their technology.