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2014 Book of Innovation in Retail' summarises strategic focus

SONAE INVESTS 83 MILLION EUROS IN INNOVATION

Sonae strengthened its strategic focus in innovation in 2014, having created and implemented hundreds of innovations which contributed towards reinforcing the leadership position of its retail businesses in Portugal and increasing its international presence. The work carried out has been summarised in the '2014 Book of Innovation in Retail', a pioneering report in the international business sector now in its sixth consecutive year of publication.

In 2013, Sonae invested 83 million euros in research, innovation and development, counting on the direct participation of 600 employees in innovation tasks. Sonae's over 30,000 employees in the retail sector were also involved in the innovation processes, not only in the creation of ideas but also in the implementation of innovations, making Sonae one of the Portuguese companies that most invests in innovation.

Nuno Lopes Gama, Sonae's Head of Innovation and Future Tech, states that: "The investment in innovation plays a vital role in differentiating and creating lasting competitive advantages, allowing Sonae to offer products and services which go after customers' needs and which contribute towards improving their quality of life. This focus is also facilitating the development of our businesses on an international level, by offering lasting solutions to compete in an ever more global market".

Some of the innovations that Sonae has developed and implemented include, in the food sector, the new Continente app, the Yämmi kitchen robot, service centres in the Maia and Azambuja logistics plants to centralise the management of logistics support, and the SIM Cliente project focused on improving the shopping experience, which introduced 78 innovations in itself. In the specialised retail sector, innovations include the My Design By challenge to create and personalise thousands of items by customers, the internal innovation management programme ShineOn, Worten's sales force management project and the new Sport Zone store concept.

The hundreds of innovative ideas also include Lively Gifts personalised videos which use QR codes,

Sonae is a Retail company with two major partnerships in the areas of Shopping Centres (Sonae Sierra) and Software & Information Systems Media and Telecommunications (Sonaecom).
By the end of 2014, Sonae achieved a turnover of over 5 thousand million Euros. The company defined as its strategic objectives: the internationalisation and diversification of investment style and the leveraging and strengthening of core assets and competencies. Find out more at www.sonae.pt.

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Continente's Matured Meats, Zippy t-shirts with protection from UV rays, the Toy Factory concept for play areas in Continente, printing discount vouchers in Continente stores, Worten's Secret Code competition and the Agile Marathon programming challenge developed in partnership with universities in Portugal and Spain.

Innovation partnerships with institutions in 17 countries and 4 continents

Sonae focuses on an open innovation strategy which includes universities, research centres, technological transfer units, business partners, start-ups and businesses from the most varied sectors. Sonae's retail businesses currently have over 70 innovation partners across the world, including institutions from 17 countries over four continents.

In addition, Sonae receives dozens of visits every year from international retailers, universities and other entities within the sector, who come to learn about the best practices and innovations implemented by Sonae in its activities. By doing this, Sonae aims to encourage the sharing of knowledge and the development of initiatives through network cooperation.

The "Book of Innovation in Retail" is available at http://inovacaonoretalho.sonae.pt/