



Truis

Success. Together



Retail, Reimagined

Trends, technology and the real-world
retailers leading the way.

Featuring case studies and industry insights from our trusted
partners:

Best&Less



MICHAEL HILL
FINE JEWELLERS



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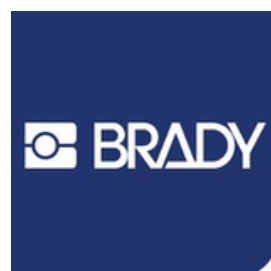
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A huge thanks to our partners



Truis' Retail Story



Truis is a privately owned Technology Solutions Partner supporting retail and consumer businesses across Australia and neighbouring regions.

Leveraging 45 years of expertise to bring you innovative retail solutions driving value, reducing complexity, and enhancing the customer experience in-store.

We work alongside your internal IT team, filling in the gaps across co-managed services, professional services, and lifecycle management, helping to support everything from product procurement and deployment through to the infrastructure, systems, and environments that keep both your backend operations and frontline teams running safely and smoothly.

- Privately owned and operated
- Operating since 1979
- 80 staff, all based in Australia
- 8-year average employee tenure - experience retailers can rely on during peak trading periods
- Multi-vendor, outcome-focused approach
- Proven Experience supporting multi-site retail



The Store of Tomorrow



At Truist, the Store of Tomorrow isn't a concept—it's a working retail environment.

After many years of working with retailers around Australia, in late 2024 Truist built The Store of Tomorrow, the only state-of-the-art retail IT pilot in the country. The Store of Tomorrow is a physical space designed to give both our team and our clients hands-on experience with emerging in-store technologies in a setting that mirrors real retail operations.

Built from extensive consultation with retailers, store teams, IT leaders and technology partners, the Store of Tomorrow brings together leading solutions from vendors including HP and Brady in a setting that mirrors real retail operations. Rather than simply showcasing products, it demonstrates how technologies work together across the entire retail ecosystem, from the storefront through to the IT infrastructure that powers it.

The space exists to solve a challenge we heard consistently: not a lack of technology, but uncertainty about which solutions deliver real value and how to implement them successfully at scale.



As a people-first technology partner, Truist built the Store of Tomorrow to be more than a demonstration centre. It is a place where our teams can test, integrate and support technologies before recommending them to customers. By understanding the challenges, opportunities and practical realities firsthand, we're able to help retailers make smarter technology decisions with greater confidence.

From mobility and scanning through to AI, automation and future retail concepts, every solution is evaluated through a simple lens: will it improve the experience for customers, store teams and IT leaders alike? Because great retail technology doesn't just solve technical problems. It helps people work better, serve customers more effectively and prepare confidently for what's next.



The Store of Tomorrow



A conversation with Lachlan Jefferies Retail Team Lead, Truist

Why was the Store of Tomorrow created?

The idea originated from a simple observation gathered through conversations with retailers around Australia.

Retailers consistently told Truist they needed more practical guidance around the technology that directly impacts customers and frontline staff every day.

"They feel like the industry talks about the technology in silos and don't consider the wider business operations. The value Truist brings is that we can talk about the support office, data centre, cyber security, and most importantly, the entire storefront technology stack and how they all work hand in hand."

The Store of Tomorrow was designed around the concept of Truist being Customer Zero.



"If I'm advising my clients on it, I want to believe that I'm actually advising on something that I believe in."

Why HP and Honeywell?

For Lachlan, the decision was based on extensive consultation with retailers, IT leaders and business decision-makers.

HP stood out as a trusted provider with a broad ecosystem.

"HP have always been very consistent and reliable with enterprise-grade technology."

Brady's reputation was built on its strong retail heritage, local support capabilities, and availability, which made it a natural fit.

What challenges are retailers facing today?

Today's retailers need to balance customer experience, operational efficiency, staff engagement, security and growth, often across hundreds of locations.

"If we can find the problems now and carry the burden of them, hopefully we can save these retailers, their IT departments and their customers from it all later."



The Store of Tomorrow



A conversation with Lachlan Jefferies, Truis Retail Team Lead.

What challenges are retailers facing today?

The Store of Tomorrow is a working environment where Truis teams can test, deploy, support and learn the realities of retail technology before recommending it to customers.

"Being able to walk into that space, see the technology, come up with ideas and solution-design things to go and implement."

"It gives the teams the ability to test it and learn it. We're finding out what the common problems are, and building Co-Managed Services around these issues that we know a lot of these IT departments aren't going to want to manage on their own."

That experience directly shapes the solutions and services Truis delivers to retailers.

"If we're now going to go and do this across 200 stores, what are the different problems that came up that we need to be prepared for?"

It also shapes our co-managed services approach, allowing Truis to work alongside internal IT teams as an extension of their capability.

Retail Solutions Supported by Truis

- Retail Point of Sale
- Mobility & Scanning
- Digital Signage
- Retail Infrastructure & Networking
- Store Security Solutions
- Lifecycle & Asset Management
- AI & Emerging Technologies
- Managed & Co-Managed Services

By combining leading technologies, Truis helps retailers deploy solutions with greater confidence, less risk, and better outcomes for every stakeholder.

The Store of Tomorrow isn't just focused on today's challenges. It's an investment in helping Australian retailers adopt new technology with greater confidence and less risk.



Best & Less: Nationwide POS Transformation



At a glance:

Sector: Retail

Stores involved: 188

Equipment partner: HP

To modernise their retail operations, Best & Less embarked on an ambitious journey to overhaul their POS software and hardware across 188 stores. Collaborating with Truis as their trusted hardware solution partner, we successfully implemented a contemporary POS hardware refresh that not only enhanced the in-store experience but also provided a durable and future-ready path forward.



Best & Less was founded by Berel Ginges in May 1965 with the opening of the company's first store in the Sydney suburb of Parramatta.

Operating around 188 stores across Australia, Best & Less seeks to provide our target customers, 18–54 year old women with children, with everyday low prices, a high level of customer service, a convenient shopping experience and access to high-quality, affordable everyday basics and on-trend products under the proposition of “twice the quality at half the price”.

Best&Less

Best and Less Transformation with Truis



Business challenge

Best & Less was facing significant challenges due to its outdated point of sale (POS) system, which included both hardware and software components. Beyond the cosmetic concerns of the legacy system no longer aligning with the modern Best & Less in-store experience, the ageing technology posed continuous risks to both the company's operations and cybersecurity.

Operationally, the ageing devices were failing more frequently, leading to situations that took POS stations offline and disrupted back office operations. This impacted the stores' ability to provide customers with a seamless purchasing experience and staff with an efficient way of working.

Additionally, the old POS operating system and POS software presented various business challenges. These varied from non-immediate, yet continual cybersecurity vulnerabilities, to limitations of the POS software providing contemporary options to our customers and back-end systems.

Although the Best & Less team was proactive and creative in addressing these challenges, the solutions were not viable long-term strategies.

The persistent risk of exposing business data, coupled with the potential for extended offline periods due to compromised or failing store devices, highlighted the urgent need for a sustainable and modern solution to replace the legacy POS system.

Transformation

Having already built a strong relationship with Best & Less, when the POS refresh project came up, we were engaged as the natural first choice for the job.

“[for technology projects], we gravitate to Truis first. We have a long-standing relationship and time and time again, Truis have demonstrated their ability to execute,” said Craig Nobbs, Head of IT.

For a retailer with 188 stores, all of which are heavily reliant on transaction volume and speed, refreshing the POS software and hardware at the same time is a daunting task. Before jumping into hardware procurement, we worked closely with Best & Less to strategise the optimal approach for a technology refresh of this scale, keeping the project's objectives central to every decision along the way.

Best and Less Transformation with Truis



Key project objectives:

- Ensure the POS refresh is rolled out to all stores without disrupting any of the customer experience.
- All new systems must embody the essence of Best & Less as a brand, today. Aesthetically, they must support the Best & Less brand positioning as a modern Australian retailer.
- For a resilient future, all critical hardware must have strong maintenance programs, robust rapid recovery measures, and be easily replaceable.

On-site installation

The execution of the project began with Truis conducting an initial on-site installation. This step was crucial in establishing a Standard Operating Procedure (SOP), which set the benchmark for the nationwide rollout.

During the pilot phase at select stores, Truis' Project Managers provided insightful suggestions to further improve the experience for Best & Less staff and customers, thereby setting clear, targeted outcomes for all subsequent on-site installations. Following this pilot phase, Truis efficiently managed the logistics for national distribution and coordinated with on-site engineers to ensure seamless installation across all 188 stores.

Preparing the hardware

In collaboration with HP, we determined the ideal specifications for the new POS systems. To guarantee that each device was reliable, uniform, and immediately operational upon arrival at the stores, we undertook pre-imaging at our staging facility.

During this phase, our partnership with Best & Less was integral in developing a migration strategy that aimed to minimise any impact on their business operations.



A photograph of the interior of a Best & Less retail store. The store is brightly lit with overhead fluorescent lights. In the foreground, there are racks of clothing, including white shirts. In the background, there are more racks and a sign that says "GIRLS". A large, dark, out-of-focus object is in the center of the frame, possibly a person or a large plant. The Best & Less logo is visible on a dark sign above the entrance.

Best&Less

“This was the largest technology refresh project at Best & Less in a long time and many different teams pulled together to make it happen. Truis’ contribution to this project was exceptional. Managing the procurement, set up, distribution, reverse logistics, and providing general support throughout, they were key to the success of this project.”

- Craig Nobbs Head of IT Best & Less

Best and Less Transformation with Truis



Reverse logistics

Supporting Best & Less with the lifecycle management of decommissioned assets, we coordinated a process for gathering all outdated store hardware and transporting it to our warehouse.

From there, the equipment underwent an extensive audit and sort process.

Depending on each item's condition and potential for reuse, we either recycled it; repurposed it for further use; engaged in sustainable e-waste disposal; or if it was an item of value, we returned it to the Best & Less head office.

However, the sheer influx of returned equipment posed a significant logistical challenge for Truis to navigate. To manage the enormous and ongoing deliveries of decommissioned assets, we immediately implemented measures to ensure every item could be processed promptly. We also increased our engagement with partners and programs that specialise in circular asset management. This approach enabled us to fulfil the project's demands without disrupting the flow of other client shipments.



Together with Best & Less, we successfully deployed a new POS infrastructure across 188 stores, completed ahead of the anticipated schedule and with minimal disruption. This achievement marks a significant milestone in the retailer's journey towards modernising its operations.

“This project was delivered ahead of schedule, on budget, and with no negative impacts on customers or staff. Truis was a key part of that,” Craig Nobbs said.

Aligning with the company's position as a modern Australian retailer, the newly implemented system offers features which prior to the refresh, were not available to Best & Less. Now, the retailer has the capability to provide its customers with an experience fitting a modern-day value retailer.



"Truist was always accommodating. They were always more concerned with supporting our requests than the impacts these changes would have on them."

- Craig Nobbs, Head of IT, Best & Less

Best and Less Transformation with Truis: Results



Built by HP, the system also offers significant improvements for staff, who now have the support of faster transaction times, stronger device performance and stability, and touch screen interfaces.

The enhanced safety and dependability of the new system marks a substantial improvement from the legacy system, where vulnerabilities and failure rates posed operational and security challenges. The new systems are supported by comprehensive maintenance programs and robust rapid recovery protocols, ensuring their longevity and adaptability to future advancements.

Best & Less appreciates the partnership with Truis and since the successful delivery of this project, our collaborative relationship has continued as we work together to achieve strategic goals.

Since its launch, feedback from staff has been overwhelmingly positive.

“Across the board, all the general managers and assistant managers feel that this project has been a fantastic success. They haven’t felt that the change has caused heavy disruption to how they work, which is the goal from a change management perspective,” said Craig.

“There have been some improvements to the system—different ways of working that have been made available to staff. They embraced all of it and loved all of it,” he said.

HP and Truis have a strategic alliance poised to redefine the retail technological landscape. Together, we aim to deliver superior and cutting edge products, while also promising world class customer service. Join us in bringing your retail experiences into the modern age.



Retail Expertise That Delivers



How Michael Hill Simplified Device Management and Enhanced Customer Experience

MICHAEL HILL
FINE JEWELLERS

For more than seven years, Michael Hill has partnered with Truis to help support and optimise its technology operations across Australia and New Zealand.

As a leading jewellery retailer operating across a large multi-site network, Michael Hill relies on trusted technology solutions partners to extend the capabilities of its internal IT team and provide specialist retail expertise.

When Dave Byrne, a near 20-year Michael Hill veteran, transitioned from software engineering into infrastructure, technology services and security management, he quickly discovered the value of having a technology solutions partner that understood both the business and the realities of retail.

This case study explores how Truis acts as an extension of the Michael Hill team, providing expert guidance, lifecycle management services and ongoing operational support that help the business reduce costs, improve efficiency and enhance the customer experience.

About Michael Hill

Founded in 1979 in Whangarei, New Zealand, Michael Hill has grown from a single jewellery store into a market-leading retailer with 281 locations across Australia, New Zealand and Canada. Built on the vision of founders Sir Michael and Lady Christine Hill to make fine jewellery accessible to more people, the business has continued to evolve while remaining focused on creating meaningful customer experiences.

In recent years, Michael Hill has undertaken a significant business transformation, focused on elevating its brand, enhancing digital and omni-channel experiences, strengthening retail operations and maintaining a cost-conscious culture. Sustainability also remains a core priority, with a commitment to operating responsibly and creating positive outcomes for customers, communities and the environment.





"The biggest benefit from working with Truis is expertise. The ability to pick up the phone and ask, 'What do you recommend here?' is invaluable. Those open and frank conversations- that's not written in any statement of work or MSA agreement with the Truis team. That just comes out of the box with how the team works. That expertise is difficult really to put a price on."

- Dave Byrne, Infrastructure, Technology Services and Security Manager at Michael Hill.



Retail Expertise That Delivers: The Challenge



As Michael Hill evolved its retail operations across Australia and New Zealand, the technology team faced increasing pressure to balance operational efficiency, cost management and customer experience improvements. At the same time, a lean internal IT team needed access to specialist hardware and retail technology expertise to support strategic decision-making.

Dave Byrne spent the first 18 years working in software and data engineering. Then about two years ago, he moved into his current role as the Technology Services Infrastructure Security Manager. The move brought a new set of challenges, particularly around hardware strategy, procurement and lifecycle management.

After spending most of his career at Michael working a software-focused job, working with and managing the hardware was a shift that had a “steep learning curve”; however, working with Truist, he found the team “very supportive and very educational.”

“My role was flipped, where hardware became everything,” Dave said.

“The trust that we have built on our expertise, familiarity with their environment, process & people is extremely valuable. I believe that has been a massive help for Dave to be able to take comfort and confidence in the company’s direction moving forward, knowing that he’s still got the same people here at Truist looking after Michael Hill,” Cale Millward, Truist Account Manager said.

Like many organisations, Michael Hill was navigating rising hardware costs, and the challenge of supporting a large multi-site retail environment across Australia and New Zealand.

The internal technology team is highly capable, but intentionally lean, making access to trusted external expertise essential.

“We have a relatively small team here, a fantastic, high-performing team. The team punches above their weight. But the reality is there is only so much we can do,” Dave said.

For Dave, having a partner with deep retail technology expertise was perfect.

“We don’t have as much internal expertise as we’d like to have when it comes to hardware selection. But guess what the Truist team do? They work with other customers who are also in the retail industry. So again, we have lent on the guys quite extensively in the last 18 months to educate us and explain what good looks like and what good can look like,” Dave said.



Retail Expertise That Delivers: The Challenge



“When I moved into this role, I quickly found Truis to be a very engaged partner. And the reason I say that is because they fully appreciate us and respect

US.” - Dave Byrne, Infrastructure, Technology Services and Security Manager at Michael Hill.



Retail Expertise That Delivers: The Solution



Over the past seven years, Truis has grown from a deployment and support partner into an extension of the Michael Hill technology team.

By combining retail expertise, lifecycle management services and ongoing strategic guidance, Truis helps Michael Hill make better technology decisions, manage costs and support stores across Australia and New Zealand.

Retail Expertise and Strategic Guidance

One of the most valuable aspects of the partnership has been Truis' ability to combine technical expertise with a deep understanding of retail operations.

"What gives me confidence that Truis has a good understanding of our environment is it's more the questions that the Truis team ask and specifically trying to understand what our retail strategy is," Dave said.

By understanding Michael Hill's retail strategy and broader business objectives, Truis is able to provide guidance that aligns technology investments with operational, customer experience and financial goals.

"They appreciate our level of expertise with retail and our ability to help them upskill their own staff and processes. We can highlight areas that could be improved, whether that be through guidance as to how others may solve challenges, advise on best practise approaches, updating documentation or just identifying opportunities for incremental improvement.

"Whether that's just streamlining what the techs could be doing on site or advising as to how best to standardise each store. That sort of feedback reminds them they're in good hands," Cale said.

"We know that the Truis team care, and that just speaks volumes to the service that they provide," Dave said.

According to Cale, this understanding has been built through years of working closely with the Michael Hill team.

"It's more grown into more of an extension of their team. We know their environment very well and can help identify opportunities for improvement and better ways of doing things," Cale said.



Retail Expertise That Delivers: The Solution



Cost Optimisation and Continuous Improvement

With hardware costs continuing to rise, Truis works closely with Michael Hill to ensure the business receives the greatest possible value from every technology investment.

Through hardware selection guidance, bulk purchasing opportunities, vendor negotiations and ongoing market insights, the partnership helps maximise value from every technology investment. Through this approach, Michael Hill has been able to avoid over-engineering solutions while ensuring stores receive fit-for-purpose technology

“The highlight of the last six to 12 months has been cost reduction. Being able to ensure they get the most for their dollar has probably been key for us,” Cale said.

“Working with the Truis team who understand the cost challenges, the volatility around prices. It was really helpful in the last 12 months that they sent us so much market research explaining the cost challenges, the difficulty and the scarcity of some of the components that go into hardware.

“And what I did with that information was share it not only with our group executive, but also our board members. And it just helps to give them a fuller picture as to why some of the costs are increasing and also why some of the lead times are increasing. It came from a really trusted brand, which really helps bring credibility to those conversations,” Dave said.

Truis Project Manager Ola works closely on Michael Hill's store projects, identifying opportunities to reduce time onsite and ultimately lower costs during new store openings and refits.

“He has identified several opportunities where he thinks we can reduce costs. We’ve implemented a few of those changes. Truis are the experts, and we really put a premium on the feedback that comes through from the team, because it all comes back to care,” Dave said.



Retail Expertise That Delivers: The Solution



Lifecycle management services

While strategic advice and cost optimisation have delivered significant value, one of the biggest drivers of efficiency for Michael Hill has been Truis' lifecycle management service.

As Michael Hill's retail footprint continues to evolve, managing the procurement, deployment, support and retirement of thousands of technology assets across multiple countries requires a streamlined and repeatable process. Truis helps simplify that complexity by managing the entire lifecycle, from procurement through to secure disposal and recycling.

What began as support for retail deployments has evolved into a comprehensive service spanning procurement, warehousing, staging, deployment, support, asset recovery and end-of-life management across Michael Hill's retail network.

"The relationship with Michael Hill started around remote support. From there, it's just grown and grown," Cale said.

These days they rely on us from the start - procurement, warehousing and staging, right through to logistics and onsite technicians deploy solutions in stores around Australia and New Zealand," said Cale.

Hardware can be procured, securely warehoused, pre-configured to Michael Hill's requirements and shipped to stores when required – either as break-fix or as part of a store rollout, ensuring stores remain functional and employees receive devices that are ready to use from day one.

This significantly reduces the workload on Michael Hill's internal service desk and ensures a consistent experience across stores and the Support Centre.

"There's a lot of operational savings that go on behind the scenes as well in terms of configuration of devices. So rather than one of our service desk analysts having to spend extensive time configuring devices and setting them up, we have found it far more cost-effective if that responsibility lives with Truis and you guys have some really good automated processes that make that more cost-effective," Dave said.



Retail Expertise That Delivers: The Solution



Lifecycle management services

The lifecycle management service also supports new store openings, refurbishments, hardware refreshes and store closures. Truis coordinates hardware deployment, freight logistics and on-site support, while also managing the return and assessment of retired devices.

"For a store opening, refurbishment or closure, we work closely with their Project team. We have worked with them on a process to allocate new hardware and configure for the site, provide logistics services to get everything to arrive when it needs to, and coordinate with remote technicians to get equipment installed and tested on time. When equipment comes back, we conduct an audit, then repurpose/redeploy, donate, e-waste and securely destroy data when required," Cale said.

Beyond operational efficiency, lifecycle management also supports Michael Hill's sustainability objectives.

Returned devices can be securely collected, audited and assessed for reuse wherever possible, helping minimise waste and extend the lifespan of technology assets.



Devices that reach end-of-life are securely destroyed and recycled, while suitable equipment can be donated to schools, charities and community organisations.

"We've got a sustainability team here at Michael Hill. Sustainability is very important to us and where possible, those devices that come back can be recycled and given to charities," Dave said.

Anything we can do with these devices, so they don't just end up in landfill, that's a positive, and we know that Truis are very like-minded in that respect. We have in the past, through partnering with Truis, donated devices to local schools, so that's something that we are really proud of and love to continue," Dave said.

Through lifecycle management, Michael Hill benefits from greater visibility, improved efficiency and a scalable framework that supports both day-to-day operations and future growth.



Retail Expertise That Delivers: The Solution



Enhancing the Customer Experience

The partnership has also helped Michael Hill improve the experience it delivers to customers.

One recent example was the rollout of mobile point-of-sale technology across stores.

Working closely with the Michael Hill team, Truist helped identify the right devices, procure them at scale and prepare them for deployment.

"We made a strategic switch about 18 months ago to allow our sales professionals to transact on the point of sale using a mobile device."

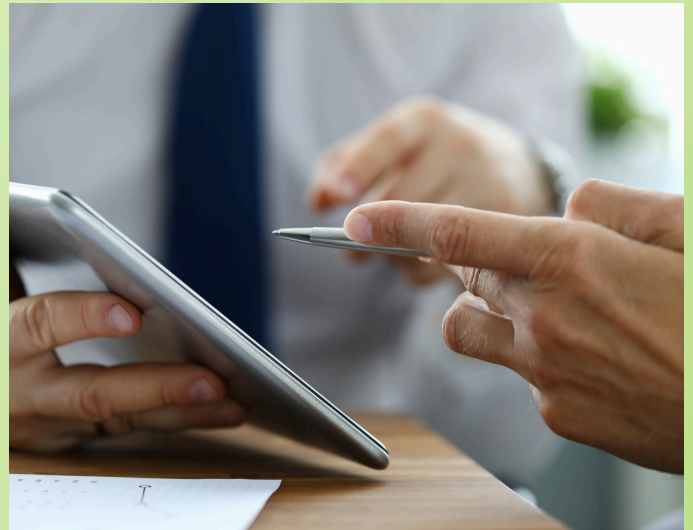
"We partnered with Caltex and Truist to understand what device would best align to our strategy. And we identified using iPads for that rollout would be most effective," Dave said.

"So, Caltex again was able to procure large volumes of iPad devices at a really competitive price for us. And showed great agility in configuring those devices, which means on my side, historically, I would have had to hire one or two more people just to configure and procure all those devices."

"But again, it was done at a really low-cost using the Truist team. That was a really effective, well-run project," Dave said.

The project created a more seamless shopping experience by allowing staff to remain alongside customers throughout the purchasing journey.

"Being able to sit beside the customer on a mobile device, show them the entire product range and complete the transaction without physically going behind the counter and over to a desktop device, created a far better customer experience," Dave said.





"I absolutely highly recommend Truis. Zero concerns and very, very few opportunities for improvement come to mind. And that's high praise coming from me, where I always find opportunity in everything. Just a fantastic partner. They really are. We are so fortunate to have Cale and Ola work so closely with us."

- Dave Byrne, Infrastructure, Technology Services and Security Manager at Michael Hill.



Retail Expertise That Delivers: The Outcome



“We really love using our partners as extensions of the team. And that's exactly what Truis is. Cale might as well be, we often joke, sitting with the team here because he is always available,” Dave Byrne said.

Through its partnership with Truis, Michael Hill has achieved significant operational and strategic benefits across its retail network.

By combining retail expertise, smarter procurement strategies and end-to-end lifecycle management services, the business has reduced costs, simplified technology management, improved asset visibility and freed its internal team to focus on higher-value strategic priorities.

“They are well and truly partners. It was about 12 months ago we made the decision; such was the success of partnering with Truis in Australia, to also replicate that across New Zealand,” Dave said.

“And what do Truis do? They ensure that our stock levels are kept up to date. They ensure that our hardware reaches stores and the support centre in a timely fashion,” Dave said.

“They are also always getting us the lowest possible price. In terms of strategy, they are always doing their best to align us to more modern retail hardware needs, so keeping us across what other retailers that they work with are doing in the hardware space,” Dave said.

Truis' support has also helped drive greater efficiency across stores in Australia and New Zealand, strengthened sustainability outcomes through device recycling and donation initiatives, and enhanced the customer experience through the rollout of mobile point-of-sale technology.

Together, these outcomes have given Michael Hill greater confidence in its technology decisions while enabling the team to focus on higher-value strategic priorities.

“The biggest benefit from working with Truis is expertise,” Dave said.



Retail Expertise That Delivers: Feedback



What began as support for retail deployments and remote services has grown into a strategic partnership built on trust, collaboration and a shared commitment to continuous improvement.

“We are starting to become a really well-oiled machine. I've seen the capability really increase on the Michael Hill side. The Truis team are just doing what they do best,” Dave said.

“What sets Truis apart from other vendors is I love continuous improvement. And I love the fact that the Truis team, most politely and respectfully, are not shy about communicating opportunities for improvement. And we hear about those on weekly calls. We've now got a section dedicated just to continuous improvement. And equally, I love the fact that they love when we send feedback back to Truis as well,” Dave said.

“That willingness to really care, to come into our offices here, or being invited down to your head office just to see what's in your Store of Tomorrow concept room, I always find those meetings really worthwhile because we're always learning something new,” Dave said.

“It has been really fabulous working with Cale for the last two years,” Dave said.

Conclusion

As Michael Hill continues to evolve its retail operations across Australia and New Zealand, technology remains a critical enabler of efficiency, innovation and customer experience. Through a combination of strategic guidance, cost optimisation initiatives and end-to-end lifecycle management services, Truis helps the business simplify technology management, maximise the value of its investments and support a consistent experience across its retail network. The result is reduced operational complexity, greater visibility and control of technology assets, and more time for Michael Hill's internal team to focus on strategic priorities.

Perhaps most importantly, the partnership gives Michael Hill confidence that its technology decisions are backed by people who understand both its environment and the realities of modern retail.

“It's just a really good partnership. I can't speak highly enough of it,” Dave concluded.



Seven retail IT trends shaping FY26/27



The first half of 2026 has reinforced a reality many retailers were already facing: technology priorities are no longer being shaped by innovation alone, but by growing operational pressures.

Rising safety concerns, evolving cyber threats, workforce constraints and increasing customer expectations continue to challenge retail organisations across Australia and New Zealand. At the same time, technologies like AI, computer vision and unified commerce are shifting from emerging concepts to practical tools businesses can use today.

Earlier this year, we highlighted seven retail technology trends gaining momentum across the industry. Six months on, many of those predictions have become reality. In this update, we revisit those trends, explore what we've seen throughout 2026, and look at where momentum is building next.



1. Rising focus on staff safety



At the beginning of the year, staff safety was shaping up to be one of retail's biggest concerns. Throughout 2026, that focus has only intensified.

Retailers continue to face rising levels of customer aggression, threatening behaviour and theft, prompting increased investment in technologies designed to protect frontline employees better. Wearable duress devices, discreet alert systems and smarter monitoring tools are becoming increasingly common as organisations look for ways to improve safety outcomes.

"The focus on staff safety hasn't slowed down," says Truist Retail Team Lead Lachlan Jefferies.

"Retailers are looking more closely at the tools and processes they have in place and whether they're giving staff the confidence and support they need when incidents occur."

87%

of retail workers report experiencing verbal abuse.

The stats are sobering: 87% of retail workers report experiencing verbal abuse.

Around 800,000 retail crime incidents were reported across Australia in the 2025

Nationally, retailers recorded a 30 per cent increase in violent or serious events, as well as a 39 per cent increase in threatening events in 2024

Theft has reached a 21-year high, with retail theft making up 45% of all 2024 theft.

Looking ahead, retailers are beginning to explore how individual safety technologies can work together as part of a connected safety ecosystem.

Rather than standalone solutions, the focus is shifting towards integrating monitoring, communications, incident reporting and response tools to improve visibility and reduce response times when incidents occur.



Truist

2. Smarter store deployment



Operational efficiency remains a key priority for retail technology teams.

Throughout 2026, many retailers have continued looking for ways to reduce the burden placed on internal IT teams, particularly when it comes to store openings, refurbishments and rollout programs. As a result, more organisations are embracing flexible deployment models that leverage specialist field engineers and local support networks.

Rather than sending internal resources across the country, retailers are increasingly looking for ways to keep senior technical staff focused on strategic initiatives while rollout activity continues in parallel.

As economic pressures remain, efficient deployment models are likely to stay high on the retail agenda into 2027.

Lachlan explains:

“There are still plenty of retailers that fly their IT teams around the country to do store deployments. It’s very taxing on the senior leaders and managers, who are spending so much of their time travelling to do this work, and on the business, because the time your senior team is spending on store deployment is time not spent on the business’s strategic priorities.”

It’s not a problem you can solve by simply pushing the work down the org chart, either. Flying junior engineers around the country for deployments is just as expensive, just as disruptive, and just as detrimental to the day-to-day running of the business.

Lachlan notes that this is exactly why many retailers now lean on Truis for store deployments.

“We have Truis staff ready to go and a network of partners available to assist with interstate deployments further afield. Across ANZ, we have access to a network of over 1,000 field engineers and technicians. It’s a network we’ve been using for decades. This ultimately means that retailers don’t have to fly staff across the country for every single deployment,” Lachlan explains.

“This approach keeps costs down for businesses and lets their senior IT teams people stay focused on the strategic work they’re actually hired to do (and want to do).”



3. Stepping up cyber security



Cyber security was already a major priority at the start of 2026, but the rise of accessible AI tools has added a new layer of complexity to the threat landscape.

Throughout the year, retailers have become increasingly aware of AI-assisted phishing attacks, evolving social engineering tactics and the growing sophistication of cyber threats. In response, many organisations have expanded awareness training, strengthened testing programs and increased investment in proactive security measures.

Security conversations are no longer limited to IT teams, with cyber resilience becoming a broader business priority that spans operations, leadership and frontline employees.

We're also seeing a shift in mindset. Rather than focusing purely on prevention, retailers are paying greater attention to resilience, recovery and incident response capabilities.

Rapid7's Q2 2026 Threat Landscape Report found that vulnerabilities are being disclosed more frequently, proof-of-concept exploits are appearing sooner, and the time between disclosure and real-world exploitation continues to shrink.

As a result, many organisations are rethinking their approach to vulnerability management. Rather than relying solely on patch cycles and severity scores, the focus is shifting towards understanding which assets are exposed, which vulnerabilities are genuinely exploitable, and where security teams can detect and respond to threats before they escalate.

Looking ahead, this shift towards proactive and risk-based security is expected to accelerate, with organisations placing greater emphasis on visibility, prioritisation and cyber resilience rather than simply trying to patch everything, everywhere, all at once.

The retailers making the biggest strides continue to treat cyber security as an ongoing business-wide responsibility, not just an IT challenge.



4. Consumer-driven technology updates



As predicted earlier this year, customer expectations continue to drive technology investment across the retail sector.

Consumers are becoming increasingly familiar with smart retail technologies (SRTs), intelligent checkout experiences, self-service technologies and digitally enhanced shopping journeys. What once felt innovative is increasingly becoming expected, placing new pressure on retailers to reduce friction throughout the customer experience.

You only need to look so far as your local Uniqlo, now fitted with RFID-enabled checkouts that remove the need to scan items individually, or take a walk through an upmarket shopping district, where increasingly, luxury fashion brands are introducing augmented reality try-on tools.

Customer experience remains one of the strongest commercial levers available to retailers. As demonstrated in a [study from PwC](#):

43% of all consumers would pay more for greater convenience

42% would pay more for a friendly, welcoming experience. • 65% find a positive experience with a brand to be more influential than great advertising.

Experience doesn't just strengthen the emotional affinity consumers feel towards your brand, it has a tangible dollars-and-cents financial impact.

Throughout 2026, retailers have continued exploring technologies that improve convenience, simplify purchases and create more engaging in-store experiences.

Looking ahead, the focus is likely to remain on practical technologies that make shopping faster, easier and more enjoyable for customers.

5. AI agents supporting staff



Few technologies have generated as much conversation throughout 2026 as AI.

What began as experimentation has increasingly evolved into practical use cases, with retailers exploring how AI agents can support employees, surface information and streamline everyday processes. Early adoption has largely focused on helping staff access policies, procedures and operational guidance more quickly.

Lachlan noted earlier in the year, these tools can be particularly valuable for supporting frontline staff as they navigate common workplace scenarios.

According to [Deloitte's 2026 Global Retail Industry Outlook](#); AI in retail is quickly shifting from pilots to core operations.

Organisations increased activated agents by nearly 3x by the end of the 2025/26 fiscal year and reduced the average creation time by 53%.

Deploying agents resulted in 4x higher retail online sales growth.

Trust is deepening, with weekly employee usage tripling and customer escalation rates holding steady even at massive scale.

Most retailers are already deploying it or planning to within 12 months, and 68% expect agentic AI adoption in the next 12 to 24 months.

[Insider one](#) explored how pressure to integrate AI in retail stems from three key forces:

- **Surging consumer expectations:** Shoppers now expect personalised recommendations, seamless omnichannel experiences, and near-instant support.
- **eCommerce competition:** With digital sales still growing, there's naturally a ton of competition in the industry. Add to that the constantly rising acquisition costs and economic uncertainty and it's clear why many businesses must reinvent how they engage, convert, and retain customers online.
- **Supply chain strain:** Demand fluctuations and logistics challenges have made real-time forecasting, inventory optimisation, and cost reduction critical.

The next phase of adoption appears likely to focus on deeper integration, with AI agents playing a growing role across service desks, operations and business support functions.

6. Sharpened focus on unified commerce



Unified commerce continues to be a major focus for retailers seeking to deliver consistent customer experiences across every channel.

Throughout 2026, investment has remained strong as organisations work to better connect inventory, fulfilment, customer engagement and backend systems. The goal remains simple: ensuring customers receive the same experience regardless of where they interact with a brand.

As customer expectations continue to rise, disconnected systems are becoming increasingly difficult to justify. Retailers are recognising that connected information and real-time visibility are critical to both operational performance and customer satisfaction.

Momentum continues to build around creating fully integrated retail ecosystems that support both the customer journey and business performance.

For many retailers, the benefits of unifying their systems is an immediate priority.

“It’s absolutely a primary focus,” says Lachlan, noting that retailers are increasingly investing in the upgrades needed to close the gap between what customers expect and what legacy systems can deliver.

Data shows 81% of Australian consumers use digital platforms to research stores, while nearly all (98%) still shop in physical stores.

71% of consumers expect personalised interactions – and most get frustrated when retailers don’t deliver

48% of Australians already use AI for product searches online – rising to 66% for under-45s.



7. Expanding computer vision



Computer vision has been one of the most talked-about technologies in retail throughout 2026.

Retailers continue to explore how AI-powered camera systems can provide deeper insights into store operations, customer behaviour, stock management and loss prevention activities. While adoption varies across the market, interest has grown significantly over the past six months.

What we're increasingly seeing is a shift away from discussing the technology itself and towards the practical business outcomes it can deliver. Retailers want better visibility, stronger operational insights and more ways to optimise existing store environments.

"Where we're seeing major hype is around computer vision," Lachlan says.

"Cameras are seeing everything anyway. The question now is how we activate them to provide better shopping experiences or more data back to the business," he says, noting that at Truis, this activation comes with the ethical exclusion of facial recognition technology

As AI capabilities continue to advance, computer vision appears well positioned to become one of retail's most valuable sources of real-time operational intelligence.

Retailers are already exploring early use cases:

- Programmatic signage, where digital screens update based on the shopper in front of them.
- Optimised people-counting, moving beyond basic people-counting to understand age ranges, dwell time, gender mix, and shopper behaviour.
- Operational optimisation, using in-store insights to better roster staff, refine store layouts or identify mismatches between shopper demographics and marketing activity.
- Loss prevention and stock monitoring, used to detect everything from theft patterns and safety threats, to ageing stock or low inventory levels.

As Liz Buchanan of NielsenIQ notes: "The future of retail will be shaped by those who embrace the shift from data analytics to AI-retail intelligence. Not just collecting data, but operationalising it through intelligent systems that drive efficiency, agility, and growth."



Looking ahead



The first half of 2026 has largely validated the trends identified earlier in the year.

While technologies continue to evolve, the priorities driving retail investment remain consistent: protecting staff, strengthening security, improving customer experiences and helping teams achieve more with limited resources.

The remainder of 2026 and beyond is likely to be defined less by new technology categories and more by how effectively retailers integrate, optimise and operationalise the tools already available to them. The organisations finding success are combining innovation with practicality, focusing on technologies that deliver meaningful outcomes for both people and business performance.



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