



## **SLI Systems Announces Fourth Annual E-Commerce Summit Will Gather Hundreds of UK Retail Industry Leaders to Advance All Things E-Commerce; BBC's Kate Russell Returns to Chair Conference**

*Invites UK E-Commerce Professionals To Attend SLI Connect 2017 Event in London on March 22*

**LONDON, UK. – March 10, 2017** – [SLI Systems \(SLI.NZ\)](http://SLI.NZ), a global leader and provider of e-commerce solutions and services for mid-to-large-size Internet retailers and B2B sites, announced it is hosting its fourth annual [SLI Connect](#) event at 195 Piccadilly in London on March 22, 2017. The popular event brings together the retail industry, including SLI customers and other e-commerce leaders, SLI partners, retail editors, and retail analysts, for a day of sharing best practices and insights in retail e-commerce.

The conference provides an opportunity to hear presentations by major retailers, including Oliver Sweeney, WHSmith and PetsPyjamas, and learn about the latest – and future – e-commerce innovations to personalise and optimise online retail sales.

“SLI Connect has grown into a don’t-miss conference for UK e-commerce pros. We are on track to see this year’s event draw more than 200 guests looking to advance their knowledge and expertise. Well-known retailers committed to engaging with their customers and delivering the best possible online shopping experience will share their lessons learned, best practices and results from using SLI solutions,” explained Ian Scarr, Regional Vice President, EMEA, SLI Systems.

### **WHO and WHAT**

SLI Connect is a day of learning and sharing techniques to accelerate e-commerce strategy and sales.

Agenda highlights include:

- Introduction and awards presented by Kate Russell, reporter and host on the **BBC World News** technology programme
- Keynote presentation by David Ironside, Senior Product Manager, **ASOS**
- Retailer best-practice e-commerce case study and results presentations by:
  - Alex Barbier, Digital marketing Director, **Oliver Sweeney**
  - Mark Hammond, COO, **PetsPyjamas**
  - Angus Hayman, Director of E-Commerce, **WHSmith**
- “*The Future of E-Commerce*” presented by Shaun Ryan, Co-Founder, **SLI Systems**
- Sneak peek into the SLI Systems Product Roadmap
- Networking reception with more than 200 e-commerce professionals
- After party with dancing, casino, karaoke, photo booth, and live music from **Freddy & the Freeloaders** and **DJ Mark Jannetta**

“An exciting addition to this year’s roster is award-winning journalist Mark Frary, a regular contributor to **The Times**, Sunday Times, and other business, technology and travel publications, who will speak about *The Evolution of Search*,” added Mr. Scarr.

#### **WHEN**

Wednesday, March 22, 2017 from 8:45 am – 7:00 pm (followed by a party not-to-be-missed)

#### **WHERE**

[195 Piccadilly](#) (home of BAFTA), London, W1J 9LN

#### **TO REGISTER**

E-commerce retailers and SLI customers can register at <http://www.sli-connect.co.uk/tickets>. Press and analysts may contact SLI to request a complimentary pass.

#### **About SLI Systems**

SLI Systems (SLI.NZ) accelerates e-commerce for the world’s top retailers by generating more traffic, converting shoppers into buyers and maximising order values. The [SLI Buyer Engine™](#) is a cloud-based, machine-learning platform that powers all SLI apps and predicts what shoppers are most likely to buy, through solutions that improve site search, navigation, mobile, merchandising, recommendations and SEO. The SLI Commerce Console™ organises key sales insight and tuning capabilities into one easy-to-use control centre.

For 15 years, established brands have trusted SLI Systems to deliver innovative features, knowledgeable service, and reliable SaaS-based infrastructure, that delights customers and increases revenue. SLI operates on five continents, in 20 languages and across more than 1,000 websites, and is the most chosen cloud-based site search provider to U.S. Internet Retailer Top 1000 retailers. For more information, visit [www.sli-systems.com](http://www.sli-systems.com).

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