

Best Buy: Big Retail Opens Up

The Business of APIs Conference 11-3-08

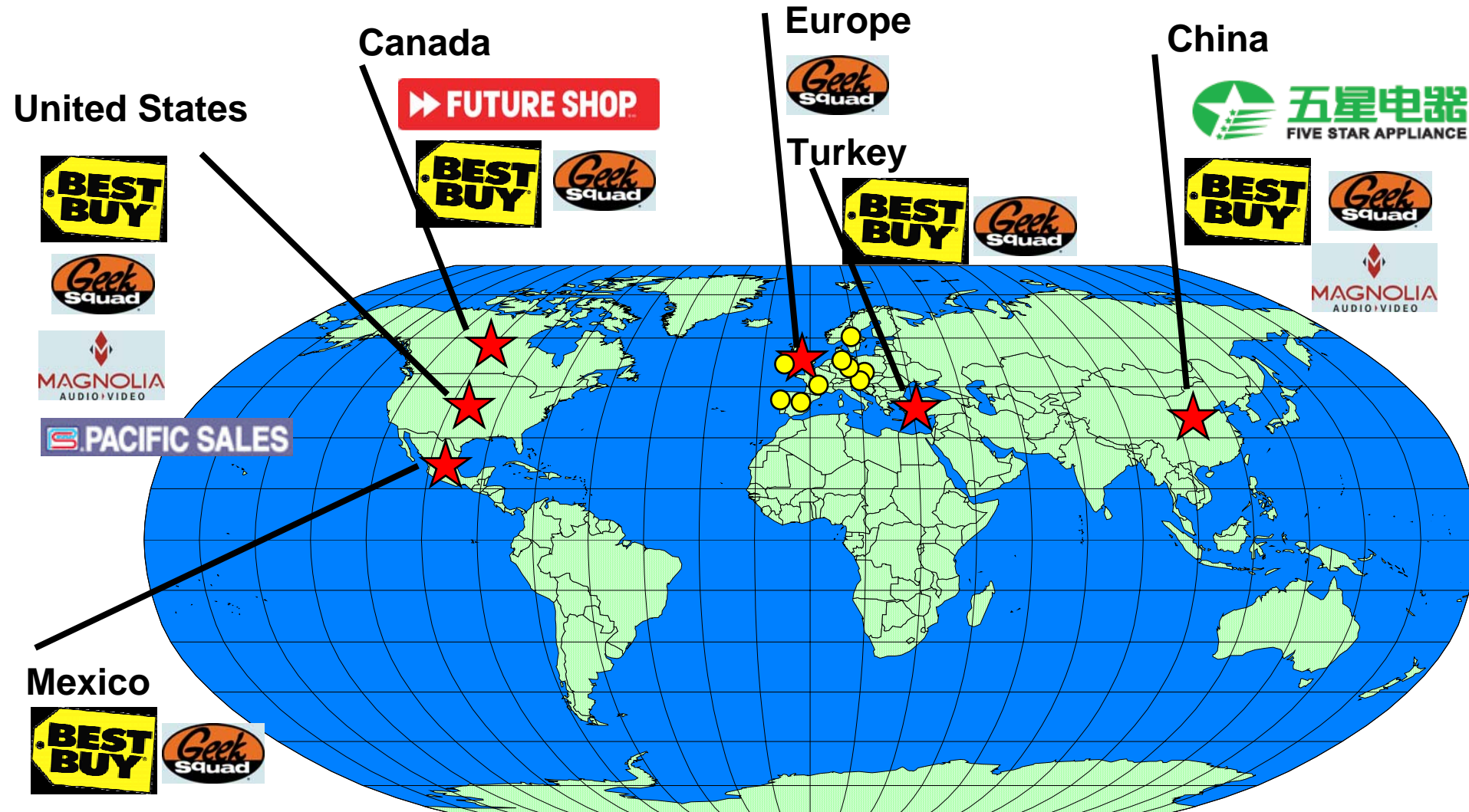
Michele Azar

Vice President, Emerging Channels



Best Buy

1330 stores in US, Puerto Rico, Canada, and China





Employee Developers+ External Developers + REMIX= BUSINESS INNOVATION

150,000 smart, connected, technically wise associates is a unique asset in American business.

Best Buy is the “go-to” example of employee empowerment and value creation where employees self-organize to solve problems and create innovation.

The real magic happens at the employee-customer interface. That is where the customer experience can be delightfully enhanced.





New Paradigm

Don Tapscott Paradigm Shift

“Success in the old becomes the
inertia of the new.”



Virtual Densification...more than 1 big website!

The world has changed and we need to keep up

We need to participate in customer conversations

And we need to share all that we know by breaking down the walls around our data



Social nature of shopping



Clay Shirky – Author of “Here Comes Everybody”



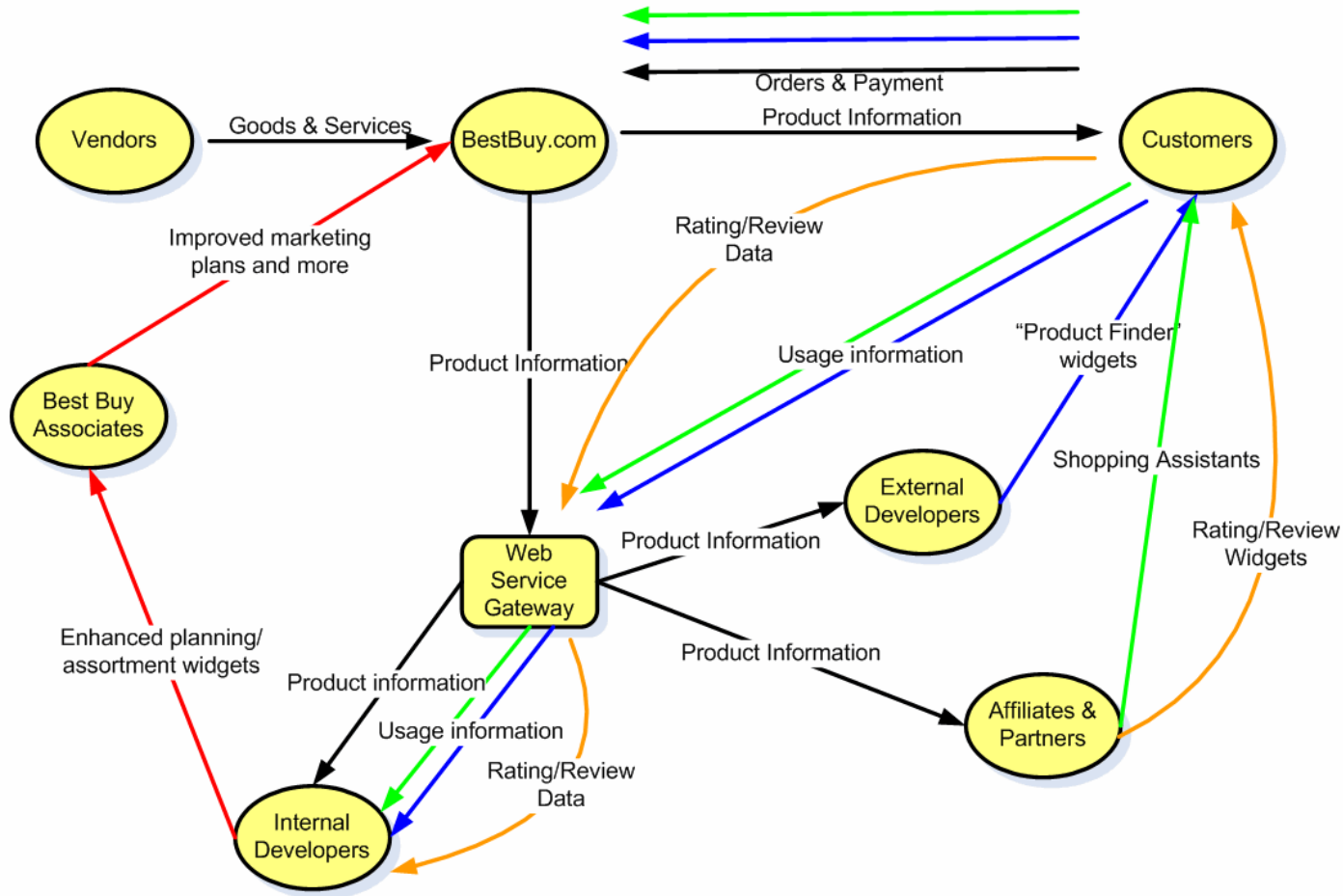
Why did we remix Best Buy?



Because we want to go from adding value along a single axis...



More ways to engage customers, developers and business partners



...to multiplying value across many dimensions and creating new business models



Business Objectives

BBY Remix extends Best Buy's reach, allowing us to interact with customers in new ways. We are breaking down the walls around our information and insights, letting our customers know all that we know and empowering them to decide when, where and how they want to experience Best Buy. This will result in:

Increased brand presence
(more customers will have more
Best Buy-fueled experiences)

Increased site traffic and sell-through
(customer-driven experiences
will result in increased sales)



Measuring Success

- Things we *can* measure
 - Net revenue
 - Developer engagement
 - API usage
 - Traffic to commerce sites

- Things we *can't* measure (but still look for)
 - Enabling customer value
 - Brand value
 - SEO benefits



SUPPORT-OPEDIA PRODUCT Q&A

Apple Airport Express Questions : Question Detail

questions

specifications

Q: Yesterday at 10:00am CST **SteveRules** Asked:
Can you play music through AirPort Express and AppleTV at the same time?

POST AN ANSWER

SteveRules
From: CA
Registered: 01/21/2008
Questions: 1,200
Answers: 1,001
Answer Rating: 6.5/10

This question has 12 answers, 1 answer rated good.

A: Yesterday at 12:00pm CST **AgentMike** Replied:
Most definately, but you'll need some horsepower in your wireless set up. If you don't have an AirPort Extreme base station, you may not have enough bandwidth to get it done. Also, you should make sure that you're within a comfortable range.
The instructions for how to set up AirTunes can be found [here](#)



AgentMike
From: MN
Registered: 01/21/2008
Answers: 1,001
Answer Rating: 10/10

COMMENTS

This answer has 2 comments

Yesterday at 1:30pm CST **SteveRules** Commented:
Thanks Agent Mike! You're the best!

Yesterday at 2:30pm CST **AgentMike** Commented:
@SteveRules - not a problem, let me know if you have any more questions!!!

POST A COMMENT

RATE THIS ANSWER

A: Yesterday at 11:00am CST **ClueLessJoe** Replied:
What's an Airport Express?

ClueLessJoe
From: MN
Registered: 01/21/2008
Answers: 1,001
Answer Rating: 10/10

COMMENTS

This answer has 0 comments

POST A COMMENT

RATE THIS ANSWER

A: Yesterday at 11:00am CST **LukeWarmAppleFan** Replied:
I know it's possible, but I don't know how to do it - I don't have an AppleTV

LukeWarmAppleFan
From: MN
Registered: 01/21/2008
Answers: 1,001
Answer Rating: 8/10

COMMENTS

This answer has 0 comments

POST A COMMENT

RATE THIS ANSWER

SELECTED PRODUCT



Apple AirPort Express Wireless-N Base Station

Best Buy Model: MB321LL/A SKU: 8791319
Functions as a wireless access point, wireless print server or wireless range extender; compatible with Mac, PC, Apple® iPhone, Apple TV™ and other Wireless-N Wi-Fi devices.

more from Apple >

ADD TO MY PRODUCTS

BUY NOW

SUBSCRIBE TO THIS PRODUCT

POST A QUESTION

SEARCH AGAIN

AirPort

SIGN IN OR CREATE AN ACCOUNT

E-mail address

Password

SIGN IN

Create an Account >



Coming soon for iPhone





The Movement to “Open” Flips the Role of Leaders



“Leaders need to have the curiosity to do the right kind of listening...”

- Brad Anderson

CEO Best Buy



Continuing the conversation...

<http://remix.bestbuy.com>

@bestbuyremix on Twitter

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