

BUSINESS BRIEF

Intel® IoT Market Ready Solutions for Retail



How Data Is Redefining Retail

Retailers are investing in proven IoT technologies that boost efficiency, reduce complexity, increase sales, and provide a more personalized and relevant customer experience.

A 2017 industry study found that retailers plan to:¹

70%	Adopt IoT to improve customer experiences
78%	Install kiosks or stationary information terminals
74%	Deploy location-based services
72%	Reinvent their supply chain with automation, sensors, and analytics

In a survey conducted at NRF 2018: Retail's Big Show, 76% of respondents expressed strong interest in integrating Internet of Things (IoT) technology into their business.² Driving this response is the need to increase sales and efficiency, reduce complexity, and provide customers with highly curated experiences.

The Intel® IoT Market Ready Solutions (Intel® IMRS) were created to solve the challenges of modern retailers. Made possible by the Intel® Internet of Things (IoT) partner ecosystem, these end-to-end IoT solutions provide real benefits today and lay the foundation for a more intelligent tomorrow.

The solutions include:

- **Smart Digital Signage**, which helps retailers optimize relevant messaging to the appropriate target audience at the right time and customer engagement.
- **Self-Service Kiosks**, which can accelerate transactions and simplify business processes.
- **Remote Expert Kiosks**, which reduce wait times and streamline operations by enabling customers to interact with off-site specialists.

This business brief provides an overview of these technologies. It will help those responsible for managing operations, logistics, personnel, equipment, finance, technology, and other areas within a retail organization to become more knowledgeable about using the IoT technology to optimize systems and processes and enable highly curated experiences.

SMART DIGITAL SIGNAGE



Leverage intelligent interactive displays to transform storefronts and gain data-driven insights into customer behavior and preferences

SELF-SERVICE KIOSKS



Improve choice and streamline transactions at the point-of-sale—allowing customers to decide when, where, and how they buy

REMOTE EXPERT KIOSKS



Deploy remotely staffed kiosks to streamline operations, cut costs, and reduce customer wait times

Intelligent Retail, Exponential Value

Online and mobile commerce are reshaping the world of retail—almost beyond recognition. Consumers expect a highly curated shopping experience that seamlessly moves with them online, in-person, or on-the-go.

To stay competitive in this rapidly changing landscape, brick-and-mortar retailers need technology that will solve industry challenges—and new ways of doing business. They must find new ways to engage and delight shoppers. And of course they must streamline their operations to keep costs low and satisfaction high.

With the right mix of IoT technologies, retailers can meet all of these goals and more. By gathering actionable insights on factors like customer preferences and inventory, businesses can make better decisions about the three Ps of retail:

- People—customers and staff, so customers get what they want, where they want it, with less friction
- Process—communication, pricing, customer service, and sales incentives, with less complexity
- Physical environment—layout, ambience, design, location, and inventory levels that foster sales

To capture these benefits, retailers should look for proven, end-to-end solutions available for immediate deployment that bring together sensors, wireless connectivity, and analytics. These solutions enable retailers to combine data from multiple sources, rather than confine them to separate silos. This enables managers to gain a continuous, near real-time, holistic view of systems so they can make—and see the results of—data-driven decisions.

Retailers also need proven, scalable solutions that are easily deployable. Such solutions enable retailers to receive the benefits of the IoT today while also providing a path for future innovation that can lead to increased efficiencies, revenue, and customer service as well as accelerate overall ROI.

Intel® IoT Market Ready Solutions Accelerate ROI to Retailers

The key to success is turning data into actionable insights. “At Intel, we believe in the transformative power of data and that intelligent data management for real-time insights isn’t just a competitive advantage, but a strategic imperative,” says Joe Jensen, vice president and general manager, Retail Solutions Division at Intel. “Our goal is to help retailers—from brick-and-mortar to online—unify and connect every single shopping experience, respond more effectively to customers, and reinvent the retail experience.”

To fulfill this vision, Intel collaborates closely with its partners, who deliver IoT integration expertise and industry-specific knowledge. Together, Intel and its partners deliver holistic solutions that help empower retailers with end-to-end actionable intelligence. Now managers from the corporate office to the individual store can make informed decisions that improve the bottom line.

Real-World Results

Intel IoT Market Ready Solutions are already deployed by retailers across the globe, helping them become smarter, more efficient, and more profitable. Here are just a few examples of how the IoT technology is redefining retail today.

Intelligent Digital Signage

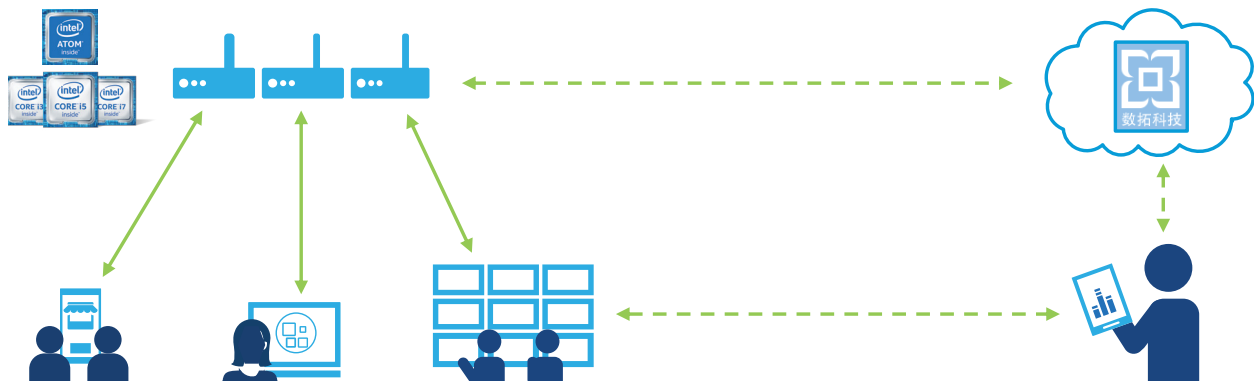
Digital signage has already proven its value in delivering immersive customer experiences and boosting sales. But when signage transforms into a two-way communications channel, the benefits can be so much greater.

The Giada/Shutuo Smart Digital Signage solution enables retailers to make displays that respond to customers. It accomplishes this by tracking and responding to data—including which aisles customers frequent and the amount of time they spend looking at products and signage—to boost sales.

SMART DIGITAL SIGNAGE

Giada Cloud Terminals securely transport signage, sensor, and mobile data to and from the cloud

Giada/Shutuo Smart DS cloud software lets you tap into customer, store, and device analytics anywhere



Digital displays, sensors, and other media send data to the Giada Cloud Terminals for edge processing

The cloud platform lets you update signage from desktop or mobile interfaces

The Giada/Shutuo solution is powered by scalable Intel technology, so it can run anything from a simple display to an interactive video wall. Its cloud-based portal keeps everything connected, providing decision-makers with near real-time data to quickly analyze customer, store, and display behavior. With these insights, shopkeepers can efficiently and effectively customize their advertisements, announcements, product coupons, and other messaging.

In one deployment, the WANDA Hospitality Group installed the Giada/Shutuo Smart Digital Signage solution in its movie theaters. After a three-month trial, the solution:³

- Boosted sales by 20%
- Increased customer satisfaction by 33%

The ability to rapidly adjust messaging is just one benefit of this interactive approach. For example, the solution can analyze customer foot traffic, empowering retailers to optimize store layout, shelf position, and displays.

Self-Service Kiosks

Self-service kiosks are a mainstay of high-traffic retail businesses like movie theaters and quick-service restaurants. It's easy to see why: These kiosks can significantly speed up ordering and checkout—and help retailers control costs.

One leading example is the Acrelec ADDIE kiosk. This smart and interactive touchscreen offers an intuitive, multilingual experience that meets the expectations of digital-savvy customers. Built on powerful Intel technology, the kiosk supports advanced features like facial detection for engaging, highly customized service.

A QSR company deployed four Acrelec ADDIE kiosks in a pilot program and, in two months:⁴

- Sales increased by 23%
- 89% of customers said they would use the kiosk again

Intel technology also provides a high-performance platform, which uses specialized technologies that consolidate multiple systems into one device, simplifying application development and remote management of kiosks at scale. The result is an amazing customer experience that can be centrally monitored and maintained to ensure efficient operations and high levels of operational uptime—all while increasing the bottom line.

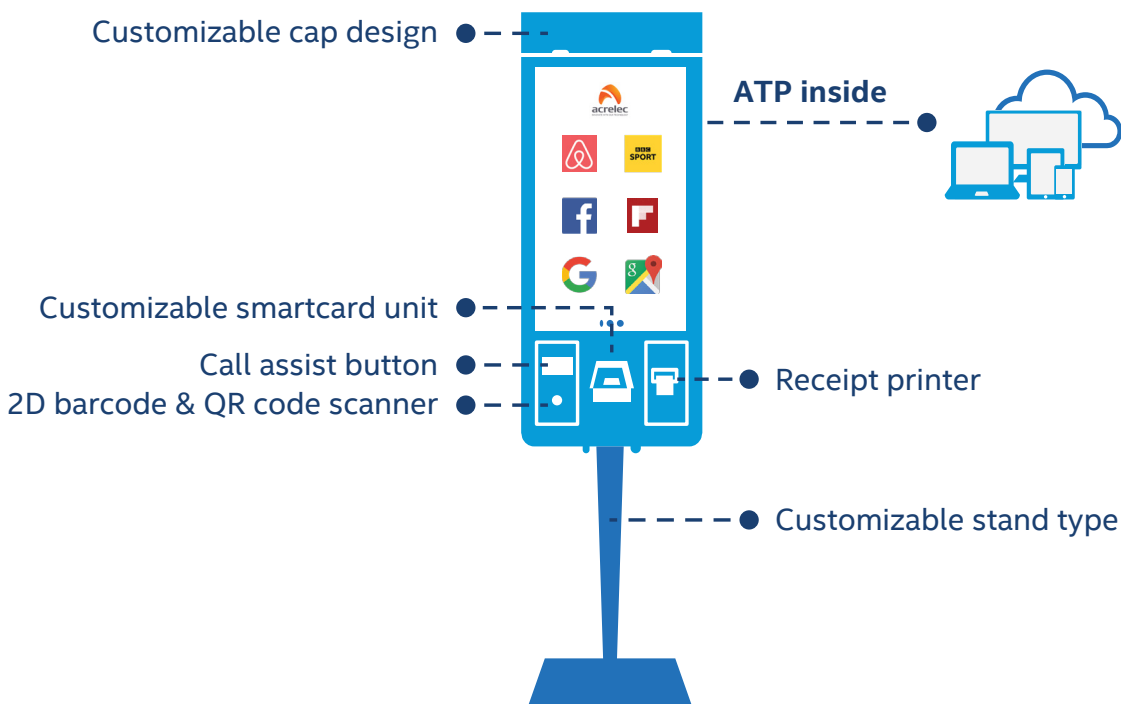
Remote-Expert Kiosks

Many retail sectors, including retail banking, rely on IoT solutions to cut costs, reduce wait times, and increase the efficiency of their operations. Remote-expert kiosks, for example, provide value to customers and banks by enabling customers to interact with a virtual banking expert, conveniently access information and financial advice, and even quickly pay bills or apply for a loan.

The kiosks, which are powered by Intel technology, provide security features through encrypted electronic signatures and biometrics. Intel® RealSense™ technology helps enable customers to experience natural interactions while using the kiosks. Other benefits include servicing multiple branches with banking experts, such as loan officers, from a centralized location; reducing overall branch footprint; and increasing the number of transactions performed per branch.

SELF-SERVICE KIOSKS

Acrelec ADDIE Kiosk



REMOTE-EXPERT KIOSKS

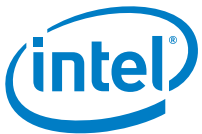


IoT Offers Retailers Short- and Long-term Benefits

Retailers around the world are adopting Intel IoT Market Ready Solutions to solve business problems and to improve their efficiency and competitiveness, as well as to deliver

highly curated customer experiences. These Solutions empower retailers to proactively address evolving customer demands. By extracting the right insights, in the right place, at the right time—retailers can reach their full potential.

For more information, visit the [Solutions Directory](#).



¹ http://online.zebra.com/Retail_Vision_Study_US

² <https://biztechmagazine.com/article/2018/01/nrf-2018-iot-analytics-can-enhance-retail-customer-experience>

³ Based on Shutuo internal estimates

⁴ Based on Acrelec internal estimates

Intel technologies' features and benefits depend on system configuration and may require enabled hardware, software or service activation. Performance varies depending on system configuration. No computer system can be absolutely secure. Check with your system manufacturer or retailer or learn more at intel.com.

Cost reduction scenarios described are intended as examples of how a given Intel-based product, in the specified circumstances and configurations, may affect future costs and provide cost savings. Circumstances will vary. Intel does not guarantee any costs or cost reduction.

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