

A smiling woman with long dark hair is the central focus, looking towards the camera. The background is a bright, modern office with glass partitions and a large screen displaying a person's face. The overall aesthetic is clean and professional, with a blue and white color palette.

Intel Connected Retail

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Retailer Challenges

Inventory Distortion
Where is it?



Inventory distortion is >\$818B problem (44% overstock; 56% out of stock)

Brand Awareness
Social / Advertising



Over 40% of Facebook users mention brands both positively and negatively. ½ Ad revenue is effective, just not sure what ½

Customer Relationship
Who's in control?
How do we use CRM?



Customers are more knowledgeable today than ever. CRM = "Texas Tea" of retail.

Online in "Amazon Time"
How do we not lose sales?



53% of consumers have stopped an in-store purchase as a result of using their smartphone (38% of these found better price at another store; 30% found better price online).

Economic Pressure
Capex/Opex, New Tech?



Retail Up 6.4% YOY.
7B Sq Feet retail space
Tech 2.6% and 3.1% increase over 2011

Retailer Responses

1. Improved Product Range

Our value proposition to our customer is that we offer larger product range.

Retailer



2. Cater for Informed Customer

Very often our customers know more product details than our sales staff.

Retailer



3. Improve In-Store Experience

Lower foot traffic means reduced sales, we need to bring some fun back into shopping.

Retailer



4. I need help to evolve my business

How do I maximize on-line retailing channel to evolve my overall business?

Retailer



5. Centralized Logistics

Any help is driving logistical efficiencies and better floor space use is welcome.

Retailer



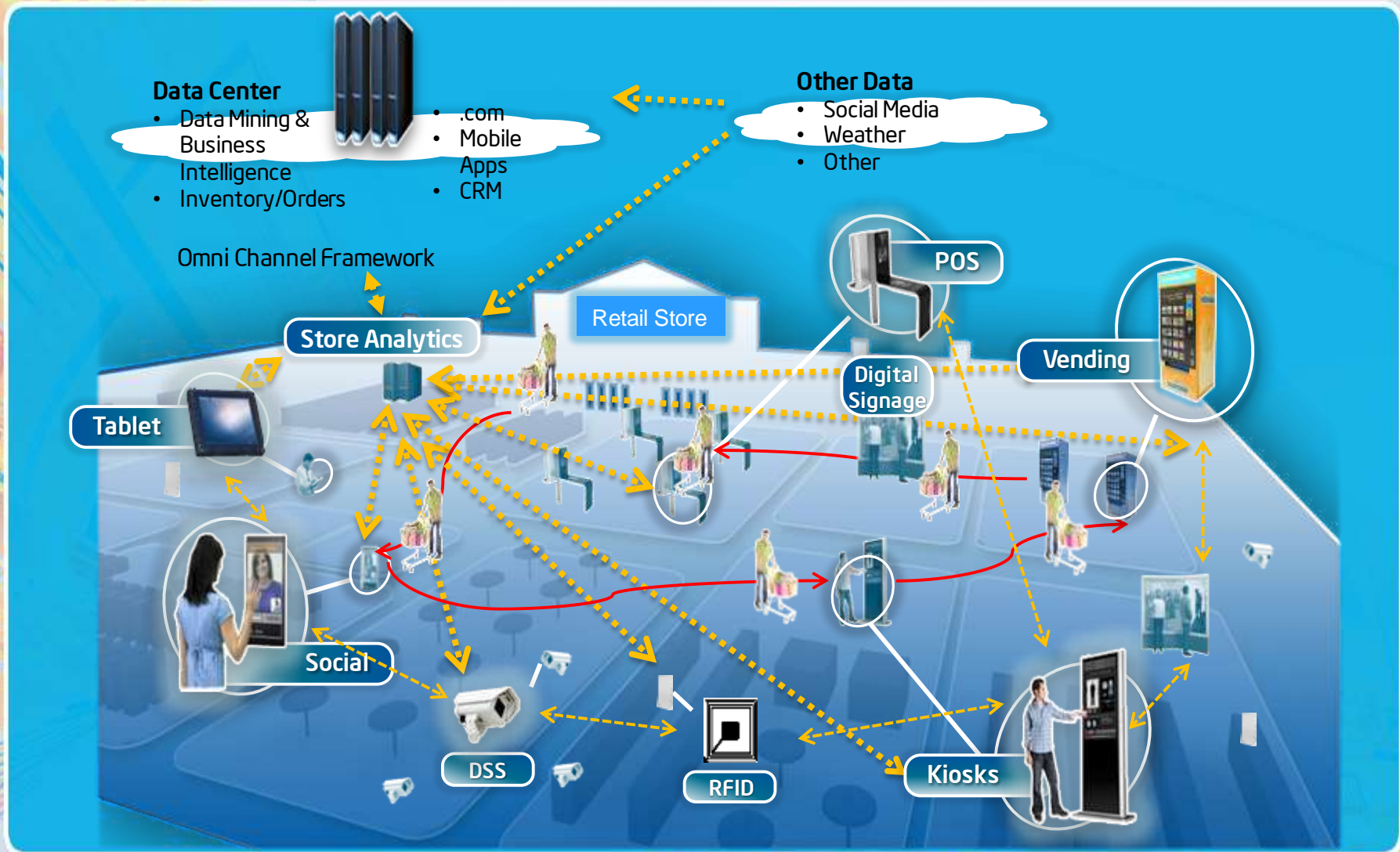
Omnichannel Experience Continuum



Connected Retail



Connected Retail



Intel Architecture – a scalable platform



Security



Engaging Graphics



Customer Interactions



Business Analytics



Total Cost of Ownership

All based on STANDARDS



Driving next generation graphics:

- Intel HD Graphics
- Intel® Wireless Display
- 3D Rich Videos
- Touch Screens

Multiple platforms to engage customers:

- Product info
- Promotions
- Transactions
- In & Out of Store

Intel® Site
• SAP HANA
• Hadoop

Optimize
& Lower Costs

Intel® Active Management Technology

Effective and Efficient Digital Promotions



Dynamic, Interactive



Personalised



Relevant

Intel® Retail Client Manager



Securely manage content on multiple screens.



Deliver captivating customer experiences across multiple touch points.



Increase uptime and lower costs with integrated Intel® Active Management Technology.



Compose campaigns and deliver customized content in minutes.



Improve advertising effectiveness with optional Intel® AIM Suite.

Right Audience

Right Time

Right Message



Thank You

Visit us: www.intel.com/retail

Further Information

- Solutions shown at NRF 2014
 - http://www.solutionprovidersforretail.com/author.asp?section_id=2904&doc_id=270317&pidl_msgid=1240438#msg_1240438
- Information on Intel Retail Solutions
 - www.intel.com/retail
 - www.intel.com/retailsolutions
- Intel® Retail Client Manager (Intel® RCM) Software
 - <http://www.intel.com/rcm>
 - <http://www.intel.com/content/www/us/en/retail/rcm-demo-video.html>
- Videos
 - [adidas Virtual Footwear Wall* Increases Sales](#)
 - [Connected Retail Platform Encourages Consumer Interaction](#)
 - [Grocery Display Showcases Intelligent Product Labels](#)
 - [In-Store Virtual Display is Ideal for Limited Retail Space](#)
 - [Costa Enterprises Makes Coffee Vending a Sensory Experience](#)
 - [Retail Demo Showcase: Intelligent In-Store Digital Destination](#)