INTEL
POWERING
RETAIL TRANSFORMATION

NAREN KUMAR
INTEL CORPORATION

AGENDA

Retail Transformation Inflight

Investments are made in People and Technology

Intel and ecosystem solving the right problems

"Retailers come and go," McMillon said. "It's really simple: If you're not meeting the wants and needs of the customer, you're done. There's not a lot of loyalty here."
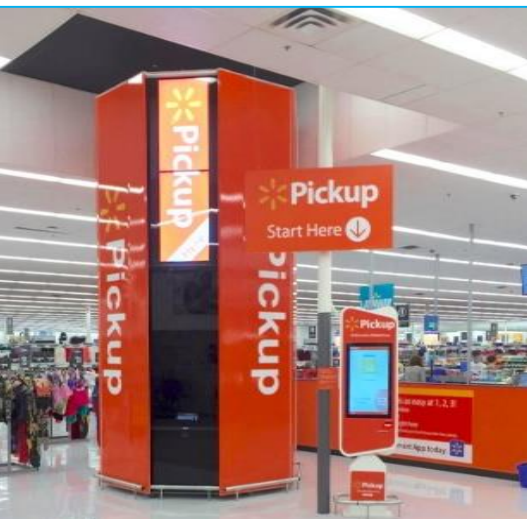
"I didn't understand how much of a digital transformation was needed [when I first started]," McMillon said. "That is still underway."

Walmart CEO Doug McMillon

(intel)
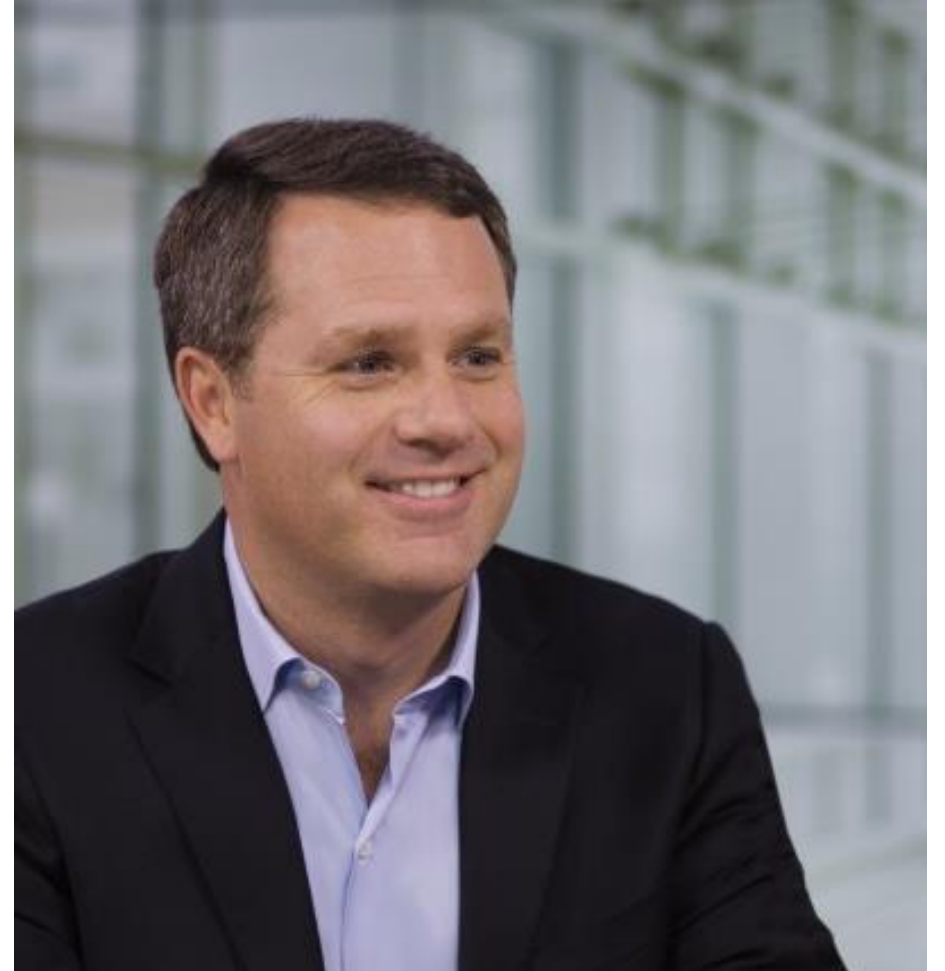
TOP RETAIL FOCUS AREAS

ECOMMERCE FULLFILLMENT

PERSONALIZED SHOPPING EXPERIENCE

ASSOCIATE ENGAGEMENT

INVENTORY MANAGEMENT

STORE AS MEDIA

**BOPIS
CURBSIDE DELIVERY**

**INTERACTIVE EXPERIENCE
FICTIONLESS CHECKOUT
INSTORE SHOPPER ANALYTS**

**KNOWLEDGEABLE
WORKFORCE**

**OUT OF STOCK
INSTORE ORDERING**

**ADVERTISEMENT
INFORMATIONAL**

EVERY USE CASE REQUIRES ANALYTICS

Internet of Things Group

(intel)

ECOMMERCE
FULFILLMENT

PERSONALIZED
SHOPPING EXPERIENCE

ASSOCIATE
ENGAGEMENT

INVENTORY
MANAGEMENT

STORE
AS MEDIA

SOLUTIONS DEPLOYED

Internet of Things Group

ECOMMERCE FULFILLMENT

Swyft

Bell Howell

PHARMACY FULFILLMENT

Bell Howell

ENABLE 24/7 RX PICKUP

ELIMINATE CUSTOMER WAIT TIME

ON (VIDEO)CALL ASSISTANCE

Spot Rx Pharmacy

INTERACTIVE RETAIL EXPERIENCE

PERCH unites PHYSICAL PRODUCTS with DIGITAL CONTENT to engage shoppers, analyze behavior and drive **30-80%** sales lift

Perch physically-aware software powers displays that sense when shoppers APPROACH, TOUCH and PICK UP products and respond with dynamic media

Perch Interactive

AHOLD DELHAIZE USA PILOTS FRICTIONLESS STORE

"Lunchbox is an easy, fresh shopping alternative," said Paul Scorza, EVP, IT and CIO for Retail Business Services. "Once registered, shoppers simply scan in, shop and walk out. It's that easy. And it offers fresh, healthy options 24/7. You can grab a snack, a salad, fresh fruit or even a carton of milk on your way home."

Frictionless Store powered by Intel!
AI running on Intel Core i5 and i7 processors-based systems optimized with the Intel Distribution of OpenVINO toolkit detects which products are being taken from shelves in the store and anonymous body skeletal tracking connects the correct products to the correct shopper.

Source: Progressivegrocer.com

UST Global

intel

GOODWILL STORE STORY

For Shoppers:
Communicate mission statement
Impact from donated goods
Discounts for the day

For Store Associates:
Store performance to corporate bottom-line
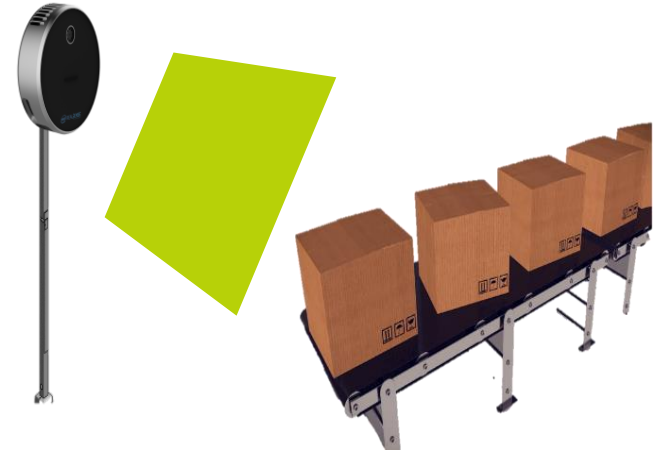Recognize employee
News | weather | events

INDUSTRY WEAPON

Internet of Things Group

(intel)

WAREHOUSE AUTOMATION (POC)

Solve Warehouse Inventory Issues

- Incoming box counting

- Automate Inventory Counting on Shelves

Solutions developed with Intel® Real Sense, Intel® powered drone, Robot is helping solve this problem.
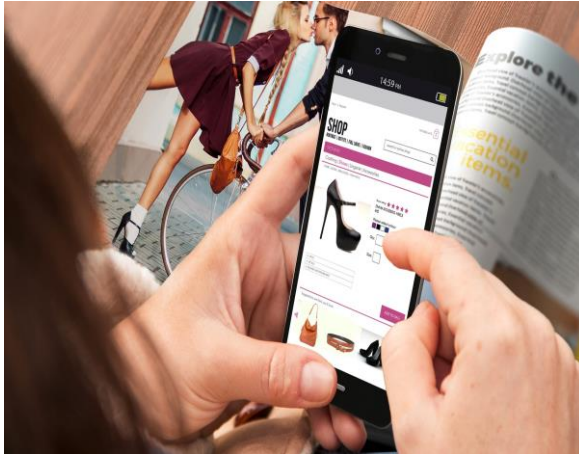
STORE AS MEDIA

RETAILERS TURNING PHYSICAL STORE INTO DIGITAL ADVERTISEMENT PLATFORM

POTENTIAL REVENUE SOURCE

3A READY RETAIL AD NETWORK

EU GDPR COMPLIANT

CALIFORNIA CONSUMER PRIVACY ACT

ADDRESSABLE

Addressable enables programmatic activation of digital advertisement

ACCOUNTABLE

Accountable measuring the effectiveness of advertisement

ATTRIBUTABLE

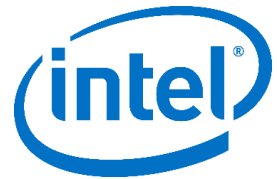Attributable measuring real business outcomes based on the advertisement

BUSINESS IMPACT

Target the right audience

Create the right Impressions

Brand Lift,
Sales Lift,
Increase footfall

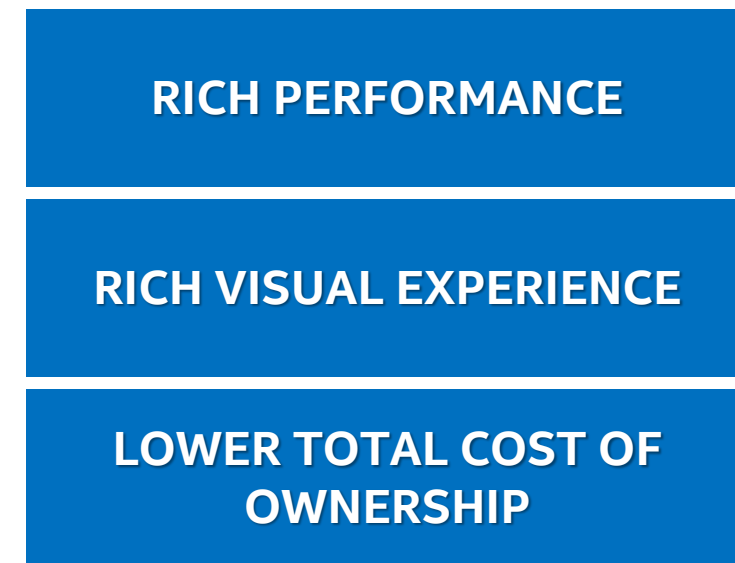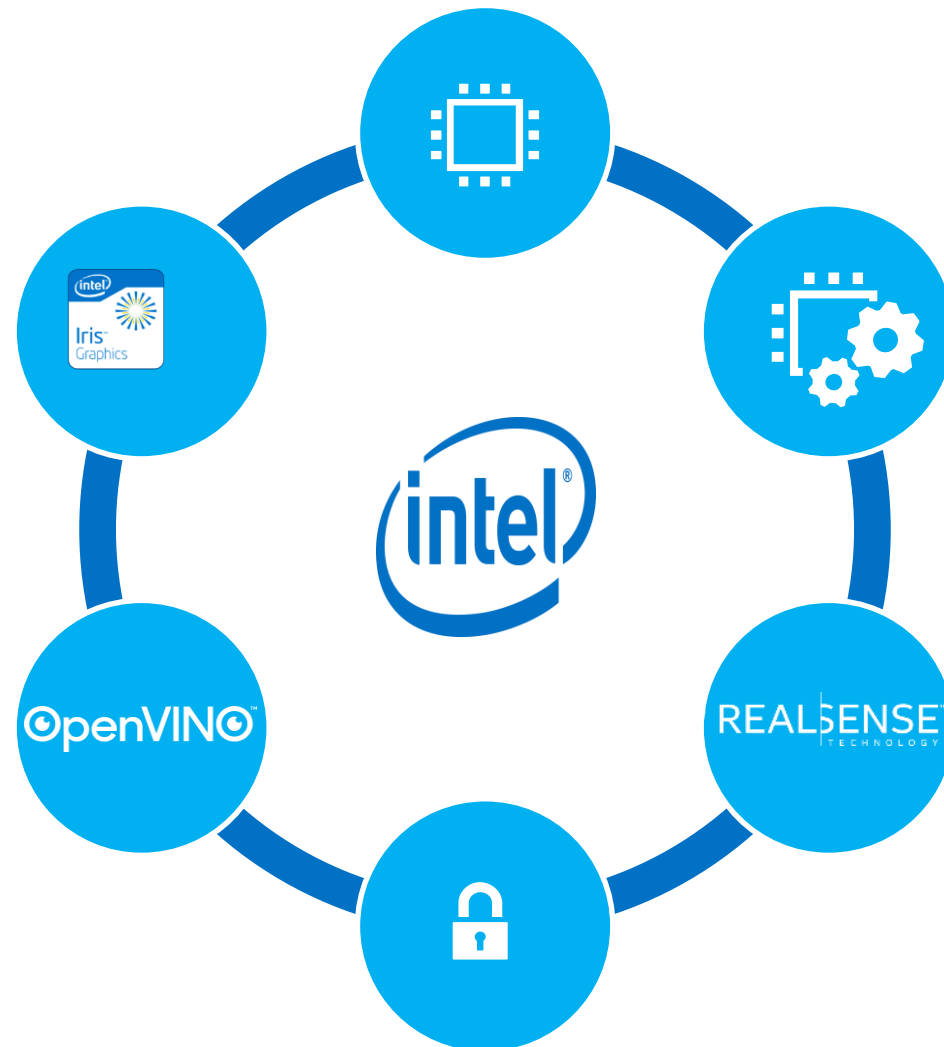(intel)

BROAD ECOSYSTEM OF SOLUTION BUILDERS

ECOMMERCE FULLFILLMENT

bell+howell · swyft · KIOSK Information Systems · SIGNIFI · SpotRx Pharmacy

ORDER IN-STORE

KIOSK Information Systems · MERIDIAN CONCEPT TO COMPLETION · ZIVELO · iQmetrix · swyft · OLEA kiosks inc. · peerless-AV · TOUCHSOURCE

IN-STORE EXPERIENCE

perch · iQmetrix · INHALIO · GLASS-MEDIA · dciArtform Retail Redefined A Marmon/Berkshire Hathaway Company · intuiface · industryweapon

DIGITAL AD NETWORK

Broadsign · CINEPLEX DIGITAL MEDIA · Quividi · VSBLTY · AD Mobilize · ARROW

CURBSIDE PICKUP KIOSKS

LG-MRI · KIOSK Information Systems · Advanced Kiosks · OLEA kiosks inc. · TOUCHSOURCE · peerless-AV

SMART SHELVING

cloverleaf · AM SMART SHELF · WestRock

END USER

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SOLUTIONS BUILT WITH INTEL

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INTEL POWERED SOLUTIONS

ECOMMERCE
FULFILLMENT

PERSONALIZED
SHOPPING EXPERIENCE

ASSOCIATE
ENGAGEMENT

INVENTORY
MANAGEMENT

STORE
AS MEDIA

Iris Graphics

intel

OpenVINO

REALSENSE
TECHNOLOGY

RICH PERFORMANCE

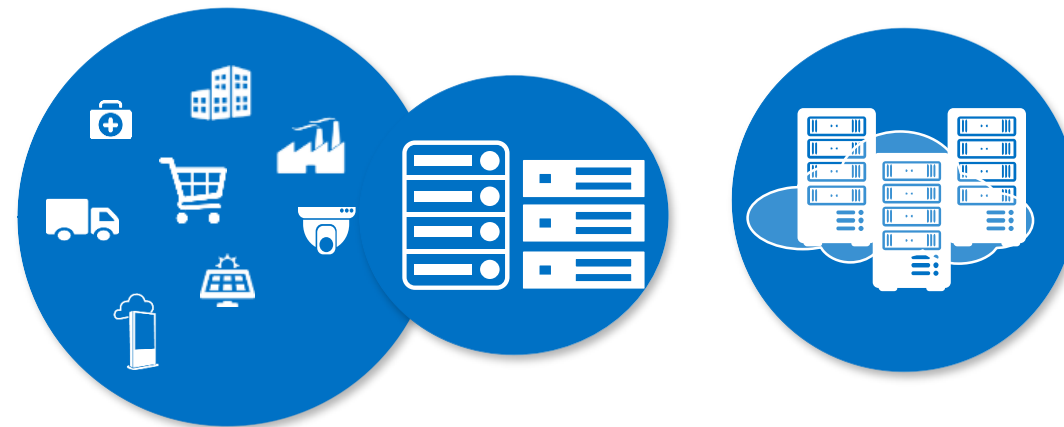**RICH VISUAL EXPERIENCE**

LOWER TOTAL COST OF OWNERSHIP

Internet of Things Group

EDGE COMPUTING

RETAIL ENVIRONMENT JUST GOT BETTER
WITH EDGE COMPUTING:

- Improved Consumer Experience

- Improved Operational Efficiency

IN-STORE DEVICES

EDGE COMPUTING

CLOUD DATA CENTER

POTENTIAL USE CASES:

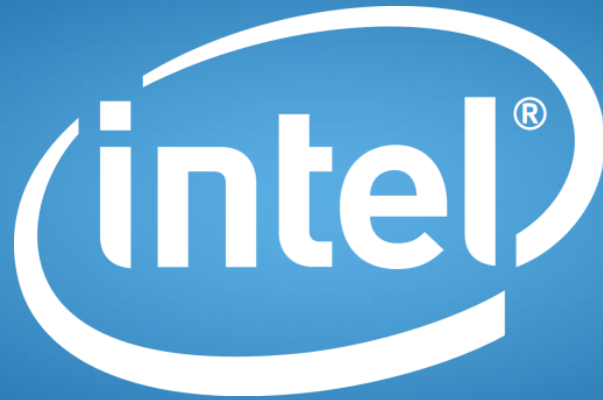| In-Store Consumer analytics	Object/Product AI Inferencing
In-Store Inventory Control	In-Store Device management

In-Store Content repository

(intel)

WRAP UP

INTEL ECOSYSTEM PARTNERS SOLVING RETAILER PROBLEMS

INTEL POWERED SOLUTIONS AFFORABLE/SCALABLE

CAN WE HELP?

Source

		LINK
1	Voices of Retail	https://netstorage.ringcentral.com/documents/voices_of_retail.pdf
2	The Power of Combining 5G and AI Retail example from Perch	https://www.wsj.com/articles/the-power-of-combining-5g-and-ai-11573234753
3	Walmart ecommerce Biz	https://www.cnbc.com/2019/11/14/walmart-ceo-doug-mcmillon-we-need-even-more-progress-on-walmartcom.html
4	3 retail turnaround success stories, and 3 turnarounds to watch	https://www.retaildive.com/news/3-retail-turnaround-success-stories-and-3-turnarounds-to-watch/567162/