



# BE RELEVANT IN THE DIGITAL TRANSFORMATION

December 3, 2019

Christie Rice – Director Business Development

# WHAT IS DIGITAL TRANSFORMATION?

*Digital transformation is the process of using digital technologies to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements.*

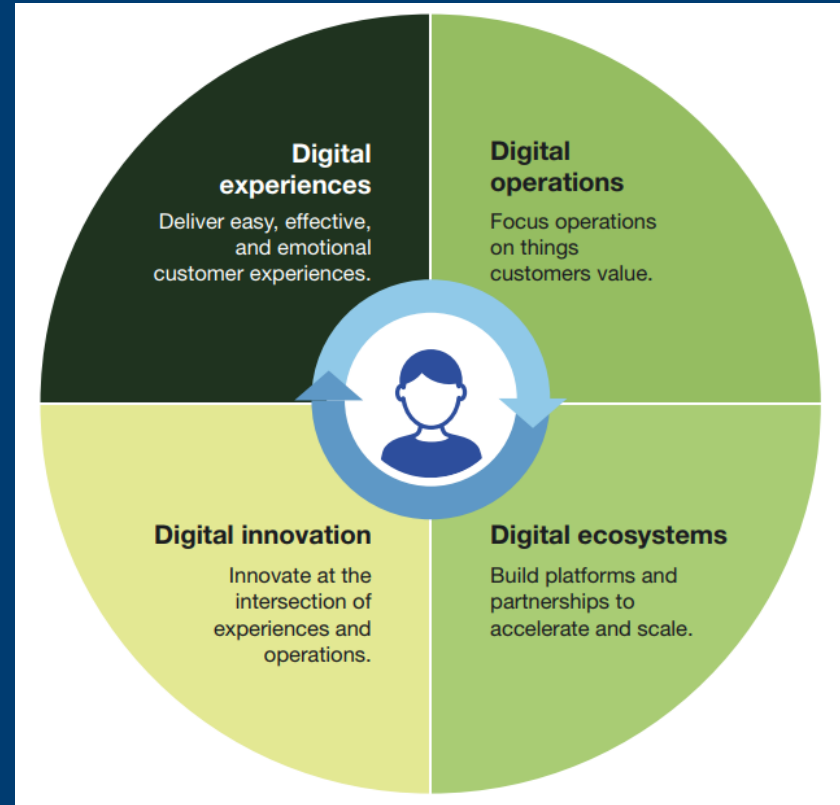
*It transcends traditional roles like sales, marketing, and customer service. Instead, digital transformation begins and ends with how you think about, and engage with, customers.*

*[It answers] “Can we change our processes in a way that will enable better decision-making, game-changing efficiencies, or a better customer experience with more personalization?”*

*-- Salesforce “What is Digital Transformation”*

# FORRESTER ON DIGITAL TRANSFORMATION

*Harnessing digital assets and ecosystems to continually improve customer outcomes and, simultaneously, increase operational effectiveness*



# DIGITAL EXPERIENCES

*Deliver easy, effective, and emotional customer experiences*





# DIGITAL OPERATIONS

*Focus operations on things customers value*



## ***Build platforms and partnerships to accelerate and scale***



Other names and brands may be claimed as the property of others.,  
Brands depicted are members of the Intel® IoT Solutions Alliance, an ecosystem of industry leaders, the Intel® IoT Solutions Alliance helps OEMs, ISVs, and service providers accelerate deployment of best-in-class solutions including Intel® Market Ready Solutions

# THE OPEN RETAIL INITIATIVE

<http://bit.ly/IntelOpenRetail>

A retail-focused Open Source initiative featuring Intel and top technology companies focused on:

- Removing barriers—connecting technologies and data through common, open-source frameworks
- Exchanging ideas—driving creative and technological advancement

We believe ORI will:

- Accelerate solution development
- Maximize business value from accessible in-store data
- Drive down technology costs improving ROI



# DIGITAL INNOVATION

*Innovate at the intersection of experiences and operations*





# EXAMPLES OF DIGITAL TRANSFORMATION IN MULTIPLE INDUSTRIES



CITIES • STATE • FEDERAL

Public Safety & Surveillance  
Traffic, Parking and LPR  
Emergency Response



FINANCE • BANKING

People Counting Customer  
(i.e. Gender, Wait Time)  
ATM Facial Recognition



INDUSTRIAL

Machine Vision Asset Inspection  
(i.e. Pipeline)  
Augmented Reality



CASINO GAMING

Public Safety & Surveillance  
Facial Recognition



TRANSPORTATION

Autonomous Vehicles  
Public Safety (i.e. Bus/Rail)  
Traffic & People Counting



HOME • RETAIL • SURVEILLANCE

Security & Surveillance  
Responsive Retail Advertising  
Digital Home Assistant



ROBOTICS

Manufacturing Automation  
Industrial (i.e. Pipeline Welding)



DRONES

Emergency Response  
Asset Inspection (i.e. Windmill)

**STAY RELEVANT**

**THE FUTURE DOESN'T  
JUST HAPPEN...**

**TOGETHER  
WE INVENT THE FUTURE!**



# THANK YOU FOR YOUR PARTNERSHIP

YESTERDAY | TODAY | TOMORROW  
WE WIN TOGETHER

## Enjoy the Summit!