

INTEL POWERING RETAIL TRANSFORMATION

VISUAL RETAIL SEGMENT MARKETING MANAGER
INTEL CORPORATION







AMAZON RETURNS

Kohl's Expands Amazon Returns to All 1,150 Stores in the Lower 48. Kohl's benefits from the ramped-up partnership with increased foot traffic and incremental sales. Amazon wins by consolidating its returns at Kohl's locations, saving on reverse logistics costs, and perhaps additional purchases as well since some Kohl's locations feature Amazon boutiques.



- UNDERSTAND CUSTOMER JOURNEY
- REDEFINE EXPERIENCE BASED ON CUSTOMER INSIGHTS
- PERSONALIZED RECOMMENDATIONS
- AUTOMATIC DISCOUNTS FOR RETURN CUSTOMER



IOT TECHNOLOGIES HELPING PHYSICAL LOCATIONS ACT MORE LIKE ONLINE CHANNELS

COLLECT DATA FROM PHYSICAL STORES

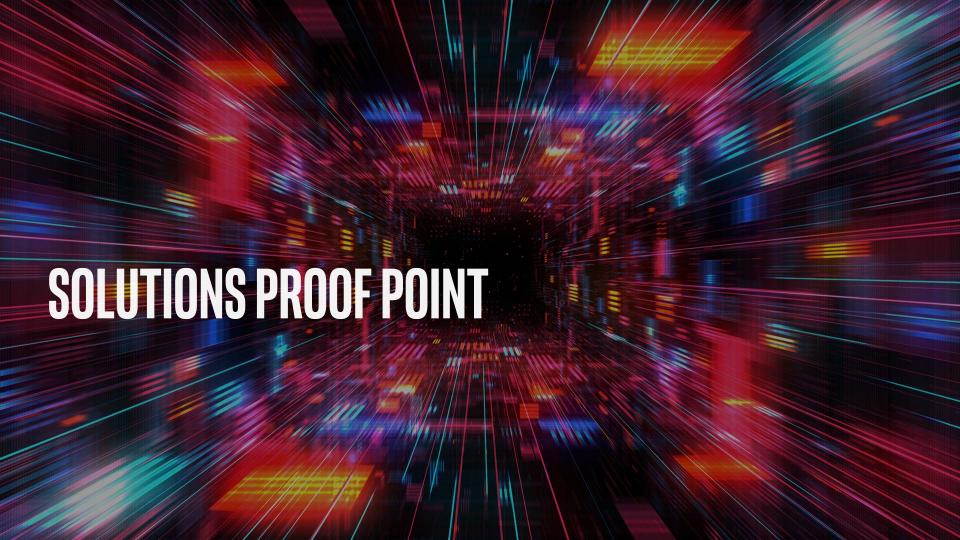
APPLY ADVANCED ANALAYTICS AND AI TO DATA

CREATE EXPERIENCES MORE IMMSERIVE, PERSONALZIED, AND FRICTIONLESS











FRICTIONLESS SHOPPING

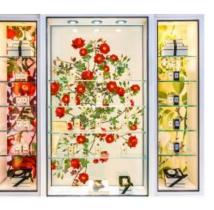
Fun and one-click payment shopping experience

No lines for checkout

Walkout instant checkout cashier-free payment

Technology: Intel® Xeon based Edge Computing + Intel® Core i3 based PC/Media Player + Intel® OPENVINO

Source: Cloudpick









IN-STORE EXPERIENCE

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

Shoppers who touch products are 40-60% more likely to buy them
University of Ohio

Technology: Intel® NUC + Intel® Real Sense

Source: Perch Interactive



ECOMMERCE FULFILLMENT

Reduce last-mile delivery cost

Support Secure E-Commerce fulfillment

Increases foot traffic to store

Source: Walmart / Bell Howell; Kiosk Information Systems



BROADER ECOSYSTEM OF SOLUTION BUILDERS

(NOT COMPREHENSIVE)

ECOMMERCE FULFILLMENT









ORDER IN-STORE













IN-STORE EXPERIENCE





























CURBSIDE PICKUP KIOSKS













SMART SHELVING









INTEL POWERED SOLUTIONS

BEST
PERFORMANCE/
WATT/
\$

BEST VISUAL EXPERIENCE

LOWER TCO



Intel® Processors power Visual Solutions



Intel® RealSense offers depth sensing and object detection



Intel® Graphics drive Visual Experience

Intel® Platforms offers holistic security

OpenVINO®

Intel® Distribution of OpenVINO™ Toolkit offers Visual analytics

Intel® vPro™ Technology offers hardware based remote management

EDGE COMPUTING

We think Retail environment just got better with Edge Computing:

- Improved Consumer Experience
- Improved Operational Efficiency

Potential Use cases:

- In-Store Consumer analytics
- Object/Product Al-Inferencing
- In-Store Inventory Control
- In-Store Device management
- In-Store Content repository





DEVICES IN-STORE

EDGE COMPUTING

CLOUD Data center





