



# INTEL POWERING RETAIL TRANSFORMATION

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**“PHYSICAL RETAIL ISN’T DEAD.  
BORING RETAIL IS.”**

*- Steven Dennis, Forbes*

**IT'S TRANSFORMING!**





**ONLINE RETAILERS ARE  
MOVING TO BRICK AND  
MORTAR ALSO**

**91% OF CONSUMERS  
PREFER TO SHOP  
IN PHYSICAL STORES<sup>1</sup>**





# 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.



# LESSONS LEARNED FROM ONLINE CHANNEL



**UNDERSTAND CUSTOMER JOURNEY**



**REDEFINE EXPERIENCE BASED ON CUSTOMER  
INSIGHTS**



**PERSONALIZED RECOMMENDATIONS**



**AUTOMATIC DISCOUNTS FOR RETURN  
CUSTOMER**



# THE NEW BRICK AND MORTAR BRINGS ONLINE EXPERIENCE TO IN-STORE



**IOT TECHNOLOGIES HELPING PHYSICAL  
LOCATIONS ACT MORE LIKE ONLINE  
CHANNELS**



**COLLECT DATA FROM PHYSICAL STORES**



**APPLY ADVANCED ANALYTICS AND AI  
TO DATA**



**CREATE EXPERIENCES MORE IMMERSIVE,  
PERSONALIZED, AND FRICTIONLESS**



The background is a complex, abstract digital composition. It features a dense network of glowing lines in various colors, including red, orange, yellow, green, and blue. These lines appear to be data streams or fiber optic paths, creating a sense of depth and movement. The overall effect is reminiscent of a high-speed data center or a futuristic digital landscape. The text is overlaid on the left side of this background.

**COST OF TECHNOLOGY  
HAS  
DROPPED**



# RETAIL CONCEPT





# STORE AS MEDIA



**TURN PHYSICAL STORE INTO DIGITAL ADVERTISEMENT PLATFORM**



The background is a complex, abstract digital composition. It features a central perspective that draws the eye into a dark, tunnel-like space. This central area is flanked by vibrant, multi-colored streaks of light in shades of red, orange, yellow, green, and blue. These streaks appear to be moving rapidly, creating a sense of high speed and dynamic energy. The overall effect is reminiscent of a high-tech data center or a futuristic digital landscape.

**SOLUTIONS PROOF POINT**





# 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





# ECOMMERCE FULFILLMENT

Reduce last-mile delivery cost

Support Secure E-Commerce fulfillment

Increases foot traffic to store





# SMART STORE

Improved customer experience

Personalized shopping experience

Consumer behavior analysis

Technology: Advantech Foot Traffic Analysis + Dynasign Digital Signage + Videowall + Zivelo Kiosk



# BROADER ECOSYSTEM OF SOLUTION BUILDERS

(NOT COMPREHENSIVE)

## ECOMMERCE FULFILLMENT



## ORDER IN-STORE



## IN-STORE EXPERIENCE



END  
USER

## DIGITAL AD NETWORK



## CURBSIDE PICKUP KIOSKS



## SMART SHELVEING





# INTEL POWERED SOLUTIONS

**BEST  
PERFORMANCE/  
WATT/  
\$**

**BEST  
VISUAL  
EXPERIENCE**

**LOWER  
TCO**



Intel® Processors power Visual Solutions



Intel® Graphics drive Visual Experience



Intel® Distribution of OpenVINO™ Toolkit offers Visual analytics



Intel® RealSense offers depth sensing and object detection



Intel® Platforms offers holistic security

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 AI Inferencing
- In-Store Inventory Control
- In-Store Device management
- In-Store Content repository



DEVICES  
IN-STORE

EDGE COMPUTING

CLOUD  
DATA CENTER



# **SUMMARY**

**STRONG GLOBAL ECOSYSTEM PARTNERS**

**INTEL BASED SOLUTIONS BRING BEST VALUE**

**CAN WE PARTNER?**





Thank you!



