

ANATOMY OF A CONNECTED STORE

IN-STORE PICK-UP



Front-of-Store Inventory Holding Area

Convenience is king for pick-up. Mixing pick-up customers with in-store shopping queues is disastrous.

- ★ Outfit employees with mobile devices for no-line checkout and instant inventory scanning.



Warehouse/DCs

A surge in omnichannel orders demands larger, more efficient warehouses and DCs.

Entrances/Exits

Fail to deliver convenience, speed and relevance and shoppers will walk out your door.

- ★ Use sensor technology to identify customers as they enter the store and start delivering custom info, promotions and alerts for a personal shopping experience.



Inventory

To keep inventory expenses in check, it's important to know exactly what you have and where.

- ★ Deploy RFID for individual item, real-time inventory tracking.

OTHER AREAS

In-Store Pharmacies and Clinics

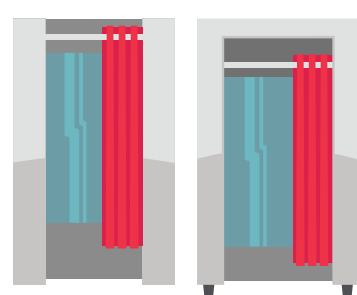
In-store health facilities subject to HIPAA compliance.



- ★ Use sound masking technology to protect sensitive health data, ensure HIPAA compliance.

Dressing Rooms

Site of critical shopper evaluations and purchase decisions.



- ★ Increase conversion rates with smart dressing room technology that lets customers compare outfits, suggests accessories, other outfits based on customer preferences.



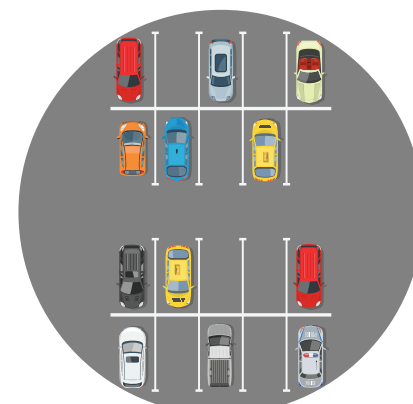
Curbside Pick-Up

Enhance the customer experience with curbside pick-up for Click and Collect shoppers.

- ★ Detect customers' mobile devices at collection point to speed order delivery – use handheld scanners and sensors to optimize the pick-up experience.

Parking Lots

The customer experience begins before entering the store. Protect customers on your property.



- ★ Deploy cameras in the parking lot to protect customers while on site.

Shelves

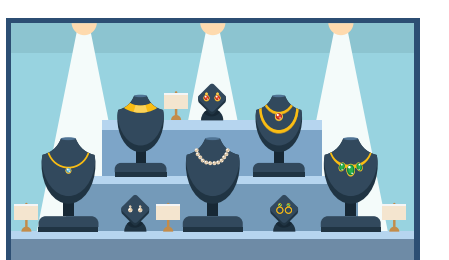
Low inventory on the shelf can result in lost sales, frustrated customers.

- ★ Digital shelving enables instant price changes and generates auto-notifications when inventory is low.



High-Value Product

Rates of shrink and theft increase with high value specialty products and electronics.



- ★ Enhance asset protection with smart merchandise displays and cases that promote security and interactivity.



Customer Wi-Fi

Customers now consider their phone an essential part of their shopping experience.

- ★ Provide secure in-store customer Wi-Fi with scalable, cloud-managed wireless infrastructure.

- ★ Deploy Video Management Systems with IP cameras and/or queuing technology to provide insight into traffic patterns, bottlenecks and merchandising effectiveness.



Store Layout/Traffic Patterns

Need to translate customer behaviors in-store into meaningful data for marketing/merchandising.

★ Leverage technology to deliver the optimal retail customer experience. TELAID can help you get started. www.telaid.com

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