

# ANATOMY OF A CONNECTED GROCERY

## IN-STORE PICKUP



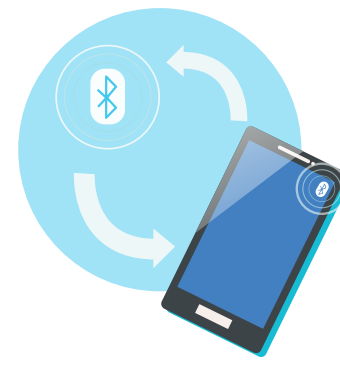
### Front-of-Store Inventory Holding Area

Convenience is king for pickup.

- ★ Locker systems and geofencing can be used to better stage and organize ecommerce orders.

### Entrances/Exits

Failure to deliver convenience, speed and relevance will cause shoppers to leave the store.

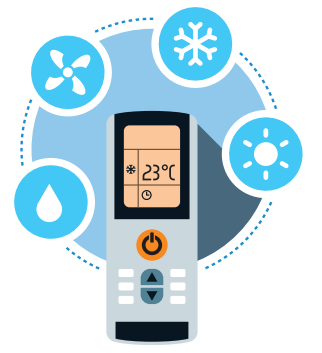


- ★ Use computer vision to understand volume of in-store traffic and ensure proper staff designation.

## STORE FLOOR

### Refrigerated Cases

Malfunctioning equipment can result in extensive product spoilage or loss of product integrity.



- ★ Deploy wireless temperature monitors to generate automatic alerts if conditions fall outside the acceptable range.

### Shelves

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



- ★ Deploy computer vision to identify low stock, trigger restocking and identify hazardous conditions in the aisles.

## OTHER AREAS



### Parking Lots

Protect customers on your property.

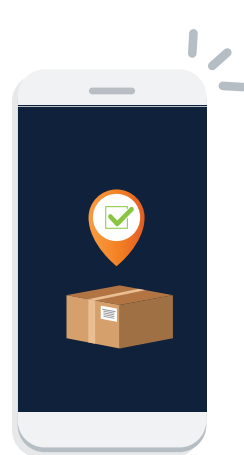
- ★ Leverage computer vision to flag unwanted behaviors and enable license plate recognition.

### Pushouts

Thieves intentionally push unpaid merchandise out exit doors.



- ★ Cart systems can identify and halt push-outs by locking cart wheels.



### Receiving - Labor Hours & DSD

Receiving is mostly managed on paper and inventories are highly adjustable in this space.

- ★ Build a custom solution using key cards, AI, computer vision, RFID and robotics to identify and track inventory, reducing loss and inaccuracy.



### IoT Devices

IoT systems are monitored separately, creating a data disconnect and reducing efficiency.

- ★ Deploy OpsTech solution that harmonizes all IoT sensors and data for greater visibility and ROI.

### Fresh Product Waste

Fresh product waste has traditionally been written off as uncontrollable shrink.



- ★ Leverage a combination of computer vision and AI to calculate food waste and adjust ordering.

## CHECKOUT

### Checkout

Self checkout presents new loss challenges.



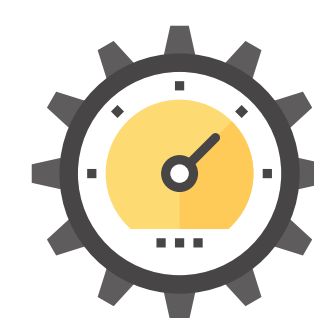
- ★ Use computer vision or weight verification stations to reduce sweethearting, missed scans or underage product purchases.

### Smart Scales

Manual PLU code entry slows checkout and miskeys can result in loss.



- ★ Deploy computer vision to identify produce and eliminate the need for PLU code entry.



### Infrastructure

Optimize performance of advanced technologies across the location.

- ★ Ensure optimal performance with scalable, properly deployed low voltage and wireless infrastructure.

★ Leverage technology to deliver the optimal retail customer experience. TelaId can help you get started. [www.telaId.com](http://www.telaId.com)

**TELAID**



# TELAID: YOUR TRUSTED TECHNOLOGY PARTNER

Telaid works with some of the largest, most respected brands worldwide to accelerate their technology adoption for better business outcomes. Our track record speaks for itself.

## RAPIDLY EXPANDING QSR

Support  
**2,000+**  
LOCATIONS NATIONWIDE

SLA  
delivers **72** HOUR  
response on system failures

**Telaid client since 2019**

### WORK PERFORMED

- Warehouse, stage, configure and ship critical devices to support 800-1,000 site projects on a consistent basis.
- Serve as end-to-end technology partner, working with virtually all critical technologies in 2,000+ locations nationwide.
- Address any system failures to get locations back online within 72 hours, regardless of the issue.

## LEADING BIG BOX RETAILER

**51** distribution  
facilities in  
**23** STATES  
OPERATES MORE THAN  
**1,900** stores across  
U.S.

**Telaid client  
since 2010**

### WORK PERFORMED

- Offered complete low voltage design and engineering services
- Modeled infrastructure plan in Revit to identify challenges prior to on-site installation
- Identified repair hindrance and selected camera housings that will save time and money during field repairs by offering easy camera access

## GROCERY LEADER, KROGER

**Telaid client  
since 2008**

Handled  
deployment  
of **750,000** IoT DEVICES  
**2,700+** STORES

### WORK PERFORMED

- Deployed innovative 750,000-device Internet of Things temperature monitoring system.
- Upgraded wireless infrastructure with approximately 17 access points per store required to support the system.
- Handled nationwide rollout, which achieved an ROI of millions of dollars in fewer than 12 months.

## LEADING HOME AND GARDEN RETAILER

**15** regional distribution  
centers serving more  
than **1,700** STORES

NEWEST FACILITY  
more than **1 million ft<sup>2</sup>**

**Telaid client  
since 2012**

### WORK PERFORMED

- Installed and tested hundreds of devices including speakers, access points, printers, workstations, telephone
- Provided complete MDF/IDF build-outs
- Provided terminations and testing certifications of all Cat6 and fiber optic cabling

## WHY TELAID ✓

**OVER 40 YEARS**  
BEST PRACTICES  
Expertise with an IT  
focused Approach

HYBRID  
SERVICE DELIVERY  
ORGANIZATION

W-2 and Proven Partner  
Field Resources balancing  
quality and cost.

**1600+**  
STRATEGIC  
PARTNERS  
in our  
technician  
network

**5 Office**   
locations across the U.S.

**OVER 3000**  
Technicians across  
our expanded  
network

ACCREDITED  
PMP & BICSI  
Certifications

### OUR CLIENTS:

**14** OUT OF THE TOP  
**50** retailers  
along with leaders in Logistics,  
Financial Services and Healthcare.

**7** companies earning  
**\$50 billion dollars or more**  
depend on us for their  
IT integrations.

### INDUSTRIES SERVED:

  
RETAIL &  
ENTERTAINMENT

  
GROCERY

  
QUICK SERVICE  
RESTAURANTS

  
LOGISTICS

  
FINANCE

  
HEALTHCARE

### TECHNOLOGY & IT FOCUS:

**24x7** PMO  
(PROJECT MANAGEMENT OFFICE)  
and  
**Contact  
Center**

 **250,000** sq.  
ft.  
(OF RACKABLE SPACE)  
**IoT Staging Facility**  
in Norcross | GA  
Specializations that  
span physical, network  
and application layers.

Approximately  
**380,000** technology  
devices processed  
& shipped  
through our **Technology Solution  
Center (TSC)** each year.

**95%**  
on time delivery  
of projects.

### OUR OPERATIONS:

★ **98%** ★  
Service Level Agreement  
(SLA) Attainment

★ **95%** ★  
1st Visit Resolution

**TELAID** 