



Company

Levi's

Retail experience

Retail sensors provide inventory insight and tracking

Solution focus area

Data-driven decision making

Usage models

- Inventory accuracy
- Replenishment notification
- Misplaced item tracking
- Item consideration and path to purchase
- Layout optimization
- Smart fitting-room application

Providers

Intel, SATO, RetailNext, Smartrac

Technologies and services

Intel® Retail Sensor Platform, including:

- Intel® based gateway
- Intel® Quark™-based sensors plus applications/services from systems integrators

More information

smartrac-group.com
satoglobalsolutions.com

Levi Strauss & Co deploys inventory analytics to delight customers

Intel® Retail Sensor Platform enables near-100-percent on-shelf product availability

Solution overview

The Intel® Retail Sensor Platform is a simple, affordable way for retailers to gather actionable, near-real-time inventory intelligence—saving money and converting more sales. It tracks items through RFID tags, preserving customer privacy while keeping sales staff informed about inventory, stocking, customer traffic, and local demand. For Levi's, this reduces loss from misplaced or out-of-stock items and helps customers find exactly what they want.

In addition, a smart fitting-room application lets consumers view whatever item they bring into the fitting room on a screen. They can see recommended items that match what they have brought into the room and request different sizes from a sales associate.

Benefits

- Inventory accuracy near 100 percent.
- Understand what items are touched, tried on, and eventually sold in the store; gain insight into how inventory moves as part of the customer journey.
- Get replenishment alerts when inventories are low at a subcategory level (size, color, etc.) at designated locations in the store.
- Maintain inventory in the appropriate location according to the planned store layout.
- Future sensor capabilities with video analytics enable anonymous customer path mapping for layout optimization and improved product placement.

Market readiness

Units available late Q1 2016