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OPTIMIZE STORE PROFITS AND CUSTOMER EXPERIENCES

JDA and Intel® take data-driven retail to the next level

At a glance:

• JDA Store Logistics Software and the Intel® Responsive Retail Platform have created an easy-to-use technology for fast retail insight

Intel and JDA have come together to combine the latest in sensor technology and next-gen analytics capabilities to provide pinpoint inventory insight for smarter merchandising. This combination uses near-real-time inventory to help deliver profitable and personalized in-store customer experiences that build brand loyalty.

Challenge

Intel and JDA wanted to carve a proven path to turn today's and tomorrow's data into real value for business, as well as provide best-in-class data security.

Solution

The solution uses near-real-time inventory data from the Intel® Responsive Retail Platform (Intel® RRP) sensor technology and combines it with the JDA Store Logistics solution. This powerful combination of hardware and software is easy to deploy and manage. Associates can view timely information and alerts on Intel®-based tablets and phones, as well as wearable devices like Android* and other watches.

• Intel Responsive Retail Sensor collects and sends data generated in store from RFID to the Intel® Responsive Retail Platform

• Near-real-time data from Intel® Responsive Retail Platform is ingested and analyzed by JDA software

• JDA software sends store associates alerts via Intel®-based tablets, smartphones and wearables.

• Data insight informs store optimization, inventory management, staffing and upsell

Result

1. Provide store associates with the real-time inventory visibility they need.
JDA software solution provides up-to-the-minute inventory visibility at the store level to decrease out of stocks and increase revenue. This allows retailers to close sales with their customers.
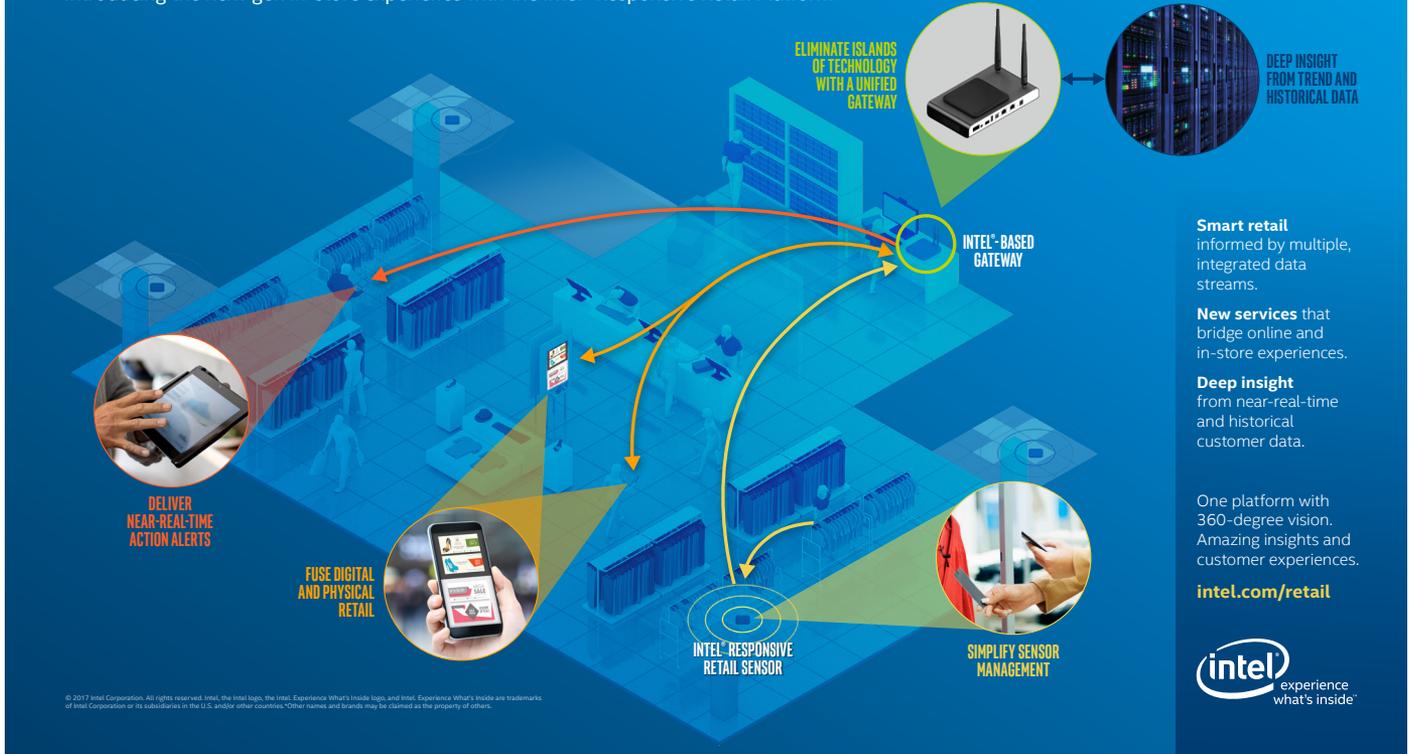
2. Delight customers while they're in the store.
JDA provides retailers with the tools to anticipate customer needs using near-real-time data—from fast location of items and inventory replenishment to providing the optimal store layout. Customers get what they want, when they want it and how they want it. This improves services, increases brand loyalty and provides the insight associates need to upsell.

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3. Increase store associate productivity and mobility.
This solution helps increase task efficiency, prioritizes the right tasks at the right time, and leverages multiple mobile devices. Data is used to right-size staffing at peak sales periods, which provides a better customer experience. The combined JDA and Intel solution prioritizes multiple data streams, including inventory, task management, and online data.

4. Improve inventory assortment and maximize store layout.
Near-real-time visibility into item location and movement allows for maximum efficiency of store space to save associates time, prioritize high-demand items and adds value to the customer experience.

Solution Summary

With JDA, Intel® Responsive Retail Platform, and Intel® Responsive Retail Sensor, retailers can deliver on the promise of omnichannel, while increasing profitability through near-real-time insight. Intel and JDA will continue to innovate together on the future of retail—from customer-centric assortments and store automation to smarter supply chains and associates.

Where to Get More Information

For more information, visit intel.com/retail.

To learn more about JDA software solutions for retail, visit jda.com.