

Company

Boulanger

Retail experience

Smart digitized stores

Solution focus area

Omnichannel store

Usage models

- Omnichannel enablement
- Inventory management
- Endless aisle
- Sales force empowerment
- Add-on sales

Providers

Intel
Capgemini

Technologies and services

- **PC:** Windows* 8, Intel® Core™ i7 processor
- **Tablets:** Intel based
- **Analytics:** SAP HANA*, Intel Xeon® processors, .NET

More information

[capgemini.com/
smartdigitalstore](http://capgemini.com/smartdigitalstore)

Boulanger blends online and offline for better shopping

Intel helps Capgemini transform the French retailer's store experience

Solution overview

Boulanger, a French retailer of high-tech products, worked with Capgemini to bring new digital capabilities in store. The new retail spaces are now more interactive, engaging customers with virtual walls and kiosks that connect multiple sales channels. Meanwhile, seller tablets enhance the service advantages of personal contact.

The new content-rich, realistic environments reduce required space and inventory. Store employees are better able to sell additional high-value services, and stores perform better thanks to information derived from analytics at a local and central level.

Benefits

- Brings online content and capabilities to the physical environment
- Extends assortment in the physical store while reducing space and inventory
- Enhances employee knowledge for more personalized advice, turning them into store ambassadors
- Add-on sales on higher-margin products, and increased sales per square meter
- Supports local and central analytics to improve/optimize the content and interaction
- Supports local and central analytics for better kiosk content and interaction and sales-associate performance (conversion, add-on sales)

Market readiness

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