

## Company

COOP

### Retail experience

An ecosystem of specialized services, software integration, the cloud, and hardware

### Solution focus area

Omnichannel store

### Providers

Accenture, Avanade, Intel, and Microsoft

### Technologies and services

**Accenture:** Integrated digital business, industry, and technology services

**Avanade:** Application development and cloud services for the Microsoft\* solution components

**Intel:** Intel® Core™ i5 vPro™ mini PCs (Dell\* OptiPlex\* 9020), Intel Core i5 2 in 1s (Microsoft Surface\* 3 Pro), Intel Xeon® E5 latest-gen processors, Intel LED screens and digital signage solutions, Intel IoT Gateway, Intel NUC

**Microsoft:** Microsoft SCCM, Microsoft Azure\* cloud-based platform, Microsoft Kinect sensors, Windows\* 8, Microsoft SQL Server\*

### More information

accenture.com  
intel.com  
microsoft.com  
avanade.com

# Italy's COOP reveals the supermarket of the future

Accenture and Avanade work with technology partners to transform the largest Italian supermarket cooperative

## Solution overview

The supermarket of the future is an “art of the possible” grocery store built by COOP. The concept was designed by Carlo Ratti Associati and brought to life through an innovative collaboration between Accenture, Avanade, Intel, and Microsoft.

The store re-creates the atmosphere of local open-air markets while providing innovative digital solutions that share information, facilitate store navigation, and improve staff communication.

## Benefits

- Interactive display tables and smart shelves provide information on allergens, nutritional data, carbon footprint, and more.
- Digital displays feature promotions, best sellers, and more.
- Second-screen technologies allow suppliers to provide product or promotional content and interact with shoppers.
- Communication tools facilitate communication between store staff and warehouse to replenish shelves.
- Cloud-based remote management and data security permit off-premises maintenance by a separate team.

## Market readiness

**Debuted at Expo Milan 2015**



CARLO  
RATTI  
ASSOCIATI

