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Increase Sales with Intelligent Shelving

Retailers and brands can increase operational efficiencies, create intimate customer experiences, and generate new revenue streams

ADROIT WORLDWIDE MEDIA

Today's retail store environment is more challenging than ever. Not only are there more competitors and brands for customers to choose from, but retailers often are competing with themselves as consumers increasingly turn to online shopping for day-to-day purchases.

Getting the right products to the right stores at the right time significantly impacts a retailer's overall performance and profits. Adroit Worldwide Media (AWM) and Intel offer a unique solution that helps retailers increase operational efficiencies, create intimate customer experiences, streamline processes, and understand customer behavior like never before, in the store and in real time.

A highly robust inventory tool

AWM's Automated Inventory Intelligence* (Aii) solution addresses key retailer challenges: accurately tracking hundreds of SKUs on the shelf, automating the creation and auditing processes of planograms, and engaging the attention of consumers in the store. AWM's solution can view and track virtually any product or SKU in a retail environment. The specially designed AWM fascia is set up with super-wide-angle low-light HD cameras that, with a high degree of accuracy, track customer behavior at the point of engagement and recognize facial gestures to measure whether a customer likes a product or not.

And not only does it automate the creation of planograms, it also automates the planogram auditing process to rapidly identify placement drift and retain optimal product positioning to maximize sales. The highly accurate results can be provided as quickly as near-real time and as frequently as hourly—or even in response to shopper activity. Retailers can curtail huge inventory audit costs with this improved operational efficiency.

The solution additionally boosts operational efficiencies by automating, digitizing, and highlighting specific shelves for product stocking or click-and-collect applications. And because the system processes a real-time image of the shelf, store personnel can receive mobile alerts for below-threshold levels for a wide variety of product types, brands, and sizes.

Boost sales with responsive, targeted campaigns

AWM's intelligent shelving system works on the front as well as the back end for retailers. Highly visible and attention-grabbing LED cabinets that are part of the AWM system can be dynamically changed to engage and inform customers of ongoing sales, promotions, and advertising. These features offer brands and retailers a way to increase sales locally by offering customers a personalized campaign that can be changed on the fly. In addition, product details on shelving can affirm the customer's reason to buy, thereby reducing overall store returns.

Optimize stocking and product positioning

Product Mapper*, a digitized planogram software tool, works in tandem with AWM's intelligent shelving to give retailers and brands even more capabilities. By automating, digitizing, and highlighting specific shelves for each product, Product Mapper immediately rewards in-store shoppers. Retailers can increase customer satisfaction and loyalty by giving them the capability to quickly locate products using a smartphone app and be confident the product is actually there.

Benefits for brands, distributors, and E-commerce

With Automated Inventory Intelligence and Product Mapper, retailers can audit planograms in real time to give brand suppliers the granular information they need—such as whether an item was placed on the correct shelf or how moving an item might help or hurt sales—for thousands of items in inventory on hundreds of square feet of shelving across multiple stores and geographical locations.

These greater capabilities also give distributors real-time efficiencies. By logging on to the system's CMS, they can immediately know the precise numbers of products in each store that need restocking, so they can streamline their deliveries and reduce truck fuel and labor costs.

Product Mapper can save an estimated **two person hours a day** through more accurate and efficient deliveries.

Automated Inventory Intelligence can gauge the exact product count with **95% accuracy.**

Click-to-collect online order fulfillments become much more efficient, too. Shelves can be assigned to employees who are alerted when services like Instacart* are scheduled to pick up items. LED shelving can be programmed to light up when an item count is low so employees can quickly restock it. These features and more eliminate the drift between out-of-stock and in-stock shelves, creating greater accountability and efficiencies across the entire e-commerce process.

Reimagining the online experience in stores

With Intel's horizontal platforms across hardware, software, APIs, and sensors, AWM was able to develop highly flexible, scalable, innovative solutions and uncover business insights. AWM's Automated Inventory Intelligence and Product Mapper with Intel® Core™ technologies give retailers new advantages in stores with real-time inventory and customer behavior data, plus the unprecedented ability to integrate the best of both worlds: online responsiveness and in-store, real-human interaction.

AWM and Intel are committed to building continued growth in retail. As part of this, they are collaborating to support the Intel® Responsive Retail Platform (Intel® RRP) and enable relevant, frictionless experiences that will take retail to the next era of highly efficient and personalized shopping, and intelligently lead businesses into the future.
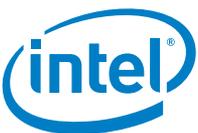
"AWM's automated electronic display and shelving system creates the opportunity for us to be more dynamic and targeted with our in-store messaging, enabling the ability to change on the fly without needing to physically ship display items. We are looking forward to seeing how the consumer responds to this dynamic solution."

Dan Freney, senior manager of Retail Evolution, The Hershey Company

Learn More

Learn more about retail solutions from AWM at **adroit.media**.

Learn more about IoT solutions for retailers and brands at **intel.com/digitalsignage**.