

## SOLUTION BRIEF

Intel® IoT  
Intel® Retail Sensor Platform  
Retail Industry Solutions



# NEAR 100% INVENTORY ACCURACY. NOW POSSIBLE WITH THE INTEL® RETAIL SENSOR PLATFORM.

## An affordable, simple, effective solution for brick-and-mortar retailers

Get more value from inventory data, delight customers, and prepare for new experiences.

In an era of online shopping, big data, and the accelerated pace of change spurred by social media and the Internet, brick-and-mortar retailers face new challenges and new opportunities. And when giving customers “what they want, when they want it” is key to satisfying customers and building loyalty, inventory management takes on a critical role.

The bottom line consequences of limited inventory visibility are significant. Inventory distortion—in the form of overstock, stock-outs, and shrinkage—represents a nearly \$1.1 trillion issue for retailers worldwide.<sup>1</sup> Inventory shrinkage alone is a \$42 billion problem for retailers in the U.S., a number that represents nearly 1.5 percent of total retail sales.<sup>2</sup>

### Unlock the Value in Retail Data

Now, there is a solution designed for retailers that can deliver **near 100% inventory accuracy**. It's affordable, simple to install and manage, and works with familiar retail applications. The **Intel® Retail Sensor Platform** can help retailers delight customers, increase sales staff efficiency, and save costs. It provides the near-real-time insight to help optimize store layouts, respond to evolving demands and trends, and increase sales.

Choose an integrated solution, built with the flexibility and scalability retail environments require.

- **Deploy quickly and cost-effectively** in one store or across an entire chain
- **Customize** to align with corporate strategy and processes, or store location(s)
- **Rely on the performance, scalability, reliability, and manageability** of Intel®-based solutions, from sensors and gateways to cloud-based analytics
- **Analyze data from multiple sources**, such as RFID and video
- **Protect customer privacy and data** and meet industry compliance requirements with the help of Intel® Security technologies
- **Prepare for new experiences**, from digital dressing rooms to omni-channel outreach

## Key Usage Models

Ensure merchandise is available to meet fluctuating in-store demands, while significantly reducing losses from overstocked, out-of-stock, or misplaced items and shrink.

<b>Inventory accuracy</b>	Enables retailers to know exactly what inventory they have in-store with near 100% accuracy and where it's located (i.e., front of store vs. back stock)
<b>Replenishment</b>	Get replenishment alerts when inventories are low at a subcategory level (size, color, etc.) at designated locations in the store
<b>Misplaced items</b>	Maintain inventory in the appropriate location according to the planned store layout
<b>Item consideration and path to purchase</b>	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
<b>Anonymous customer path mapping</b>	Overlay customer path and heat maps to inventory movement
<b>Layout optimization</b>	Optimize store layout and product placement

## Levi Strauss & Company: A Success Story

This new solution has been piloted with great success at the Levi Strauss & Company flagship store in its California headquarters. By working together with Intel, Levi's was able to get a viable pilot running in just a few months. The retailer sees technology as a key ingredient for its agility and growth. Says Senior Vice President Noah Treshnell, "We're interested in technology that's going to enhance and improve the consumer experience in our stores. We're bringing that to life through accuracy and inventory visibility, so that when consumers come into our stores they find what they want. They find it in their size, on the shelf, and it's available. And as important, we're empowering our stylists with the right tools to deliver superior customer service."

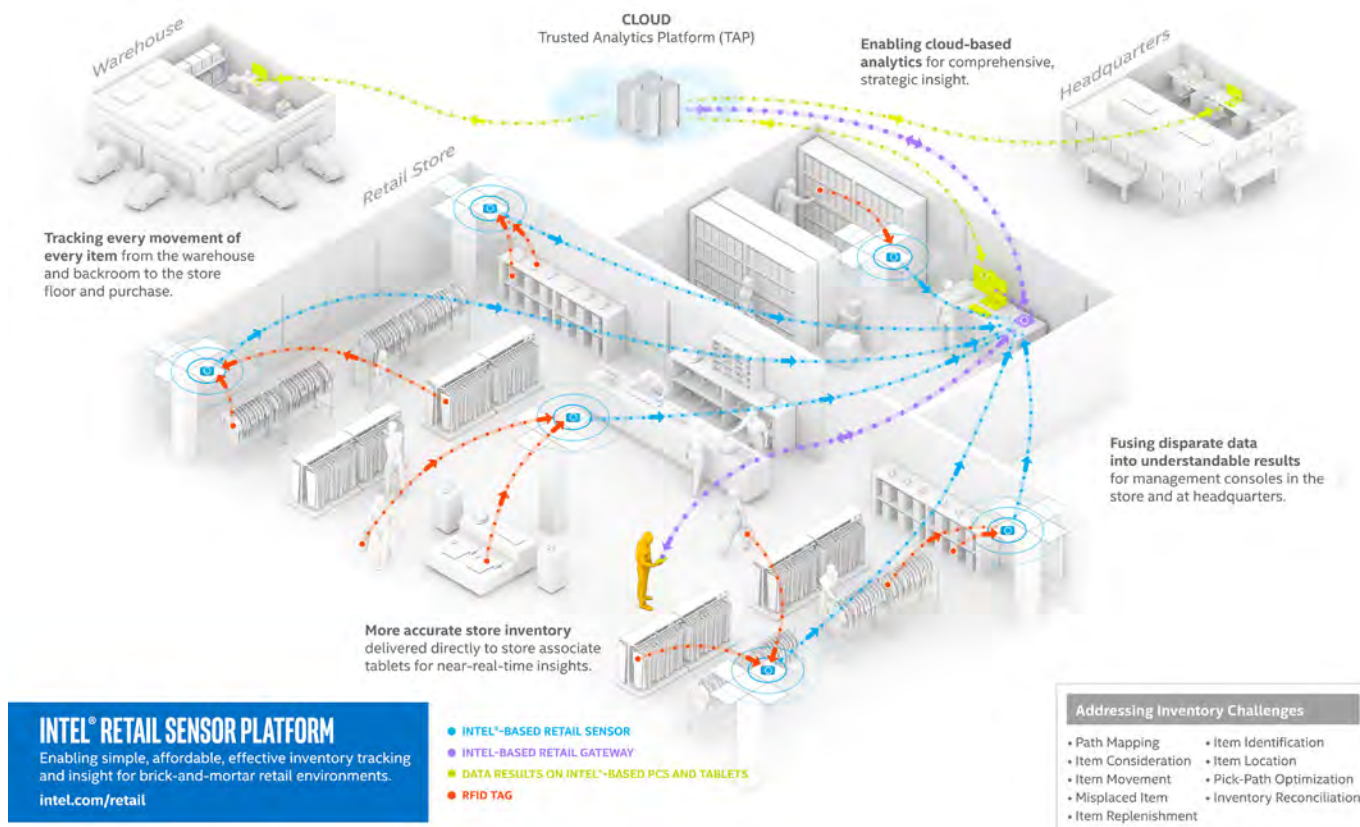
Watch the video: [youtube.com/watch?v=Z-23\\_6VNB1I](https://www.youtube.com/watch?v=Z-23_6VNB1I)

## How it Works

The Intel® Retail Sensor Platform includes core integrated technologies that work together seamlessly to provide actionable insight. The solution anonymously tracks items through RFID tags, preserving customer privacy, while keeping sales staff informed on inventory, stocking, customer traffic, and local demand. RFID data can also be combined with other data, such as video, and quickly analyzed to provide a cohesive, near-real-time portrait of store activity and customer preferences. The open source Trusted Analytics Platform (TAP) enables big data analytics in the cloud for deep insight.

Intel Retail Sensor Platform components are easy to integrate with existing store systems and applications, and the resulting analytics can be viewed on computers and devices located in stores and at company headquarters.





### Key Components

The Intel Retail Sensor Platform is an end-to-end retail analytics-based solution designed to help ecosystem solution providers and retailers create and deploy innovative retail systems. Solution components include:

- **Intel®-based Retail Sensors:** Low-cost, low-power integrated sensors with RFID capability and an expandable sensor suite that allows for the inclusion of additional sensors in a seamless and future-proof way
- **Intel®-based Gateway:** Gathers and filters sensor data, providing intelligent, trusted connectivity at the edge
- **Cloud Platform:** Open source analytics platform-as-a-service (PaaS) for cloud applications

- **Trusted Analytics Platform (TAP):** Provides big data analytics on open source Hadoop\* and open source OpenStack for orchestration with private cloud or major public cloud providers

### The Retail Brick-and-Mortar Store—Reimagined for the Digital Age

The data inherent in online retail is now informing the in-store experience, turning brick-and-mortar locations into data-driven operations that drive sales. The Intel Retail Sensor Platform can help retailers get more value from inventory data, delight customers, and prepare for new experiences. Now, retailers can turn the brick-and-mortar experience into a competitive edge.

For more information, visit [intel.com/retail](http://intel.com/retail).



1. Greg Buzek, "Retail's \$1.1 Trillion Inventory Distortion Problem," IHL Group, ihlservices.com/wp-content/uploads/2015/06/WeLostAustralia-Outline.pdf.  
 2. Marianne Wilson, "Study: Shrink Costs U.S. Retailers \$42 Billion," Chain Store Age (CSA), chainstoreage.com/article/study-shrink-costs-us-retailers-42-billion-employee-theft-tops-shoplifting.

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