

# Intelligent Retail Solution Brief

Innovation fueled by the latest technology has seismically transformed the retail industry. Now, with opportunities to deliver highly personalized experiences and build lifelong brand loyalty, 90% of consumers find personalized experiences appealing, and 80% are more likely to purchase from a brand that offers them.<sup>1</sup>

Enriching customer experiences also means empowering your employees with real-time information and powerful recommendations. 83% of surveyed retail decision makers and 74% of store associates agreed that shoppers would have better experiences with technology-equipped sales associates.<sup>2</sup>



## The right hybrid solution for your business needs

Cameras and sensors are the new normal for collecting data in retail. Accordingly, there's a growing need to aggregate data from cameras and sensors into a single local platform with real-time processing and analytics.

The intelligent retail solution demonstrates the latest Intel and Microsoft technologies from edge to cloud, delivering highly customizable solutions for retail through the power of Microsoft Azure and Intel technologies.

Retailers can harness real-time analytics capabilities through edge devices placed on retail floors or wherever data is collected, and then connected to a local Azure Stack Edge with Intel FPGAs using Azure IoT Edge for data processing. With a combination of Azure Stack Edge, Azure Stack Hub, Azure Services, and Intel technologies, the intelligent retail solution seamlessly scales the on-premises infrastructure to the public cloud. Even with connectivity constraints, the intelligent retail solution offers an optimized, flexible, scalable, and cost-effective solution.

<sup>1</sup> Epsilon research: <https://us.epsilon.com/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>

<sup>2</sup> Global Shopper Study, Zebra Technologies, 2018: <https://info.microsoft.com/rs/157-GQE-382/images/EN-CNTNT-eBook-RetailTrendsPlaybook2020.pdf> and (Zebra Study link)

## Intelligent retail in action

Intel and Microsoft are partnering to add connected, intelligent solutions to the retail experience. This could look like a personalized greeting for every customer that walks into a store, smart mirrors that let customers “try on” products without touching them, shelves that notify associates when they need to be restocked in real time, and solutions that enable employees to meet customers anywhere in the store with a seamless checkout experience.

These technologies can work with the new normal as well. Personalized greetings and inventory management help to optimize curbside pickup, while virtual try-on and in-store traffic statistics can support social distancing measures.

### Personalized greeting

The personalized experience starts when a customer walks into the store. Customers who opt-in are recognized as a new or returning customer and provided with a personalized greeting and recommendations, enabled by:

- Microsoft Surface Studio powered by Intel® Core™ processors
- Azure Cognitive Services, including face detection and speech-to-text translation
- IoT Edge Runtime
- Backend Azure Stack Edge connection to map against existing customer base

### Smart checkout

Empowered by data, store employees can instantly recognize a customer in order to offer a personalized customer experience, and then meet the customer where they're at with smart checkout. This is enabled by:

- Microsoft Surface Go with Intel® Core™ Processors

### Virtual try-on

The augmented shopping experience makes the shopping experience fun and informative by allowing visitors to see and compare products in real time—without ever touching them. This is enabled by:

- The Memomi Mirror powered by Intel® NUC

### Inventory management

Real-time tracking on shelves in stores and warehouses improves employee productivity and warehouse management and enables store managers to react quickly. This is enabled by:

- Azure Stack Edge powered by Intel® Xeon® processors, Intel® FGAs, and Intel® SSDs
- IoT Edge Runtime
- Cognitive Services

**All of the technologies featured in this intelligent retail solution are available today.**

From intelligent edge solutions to the cloud, these products are powered by the latest Intel technologies and work together to optimize customer and retailer experiences.

For more information, visit:  
<https://aka.ms/intelligentretail>

To get started today, connect with your  
Microsoft representative.