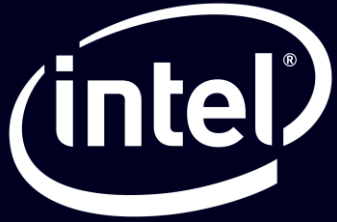




IoT in Action

#IoTinActionMS



Joe D. Jensen

**Global Vice President and General Manager
for the IoT Group at Intel Corporation**

CONSUMER TECH TRENDS

Retailers prosper by offering customized products



Brands use augmented reality (AR) to market products



Cognitive computing makes its way to stores



Retailers rely more on robots



Retailers use social media to thrive



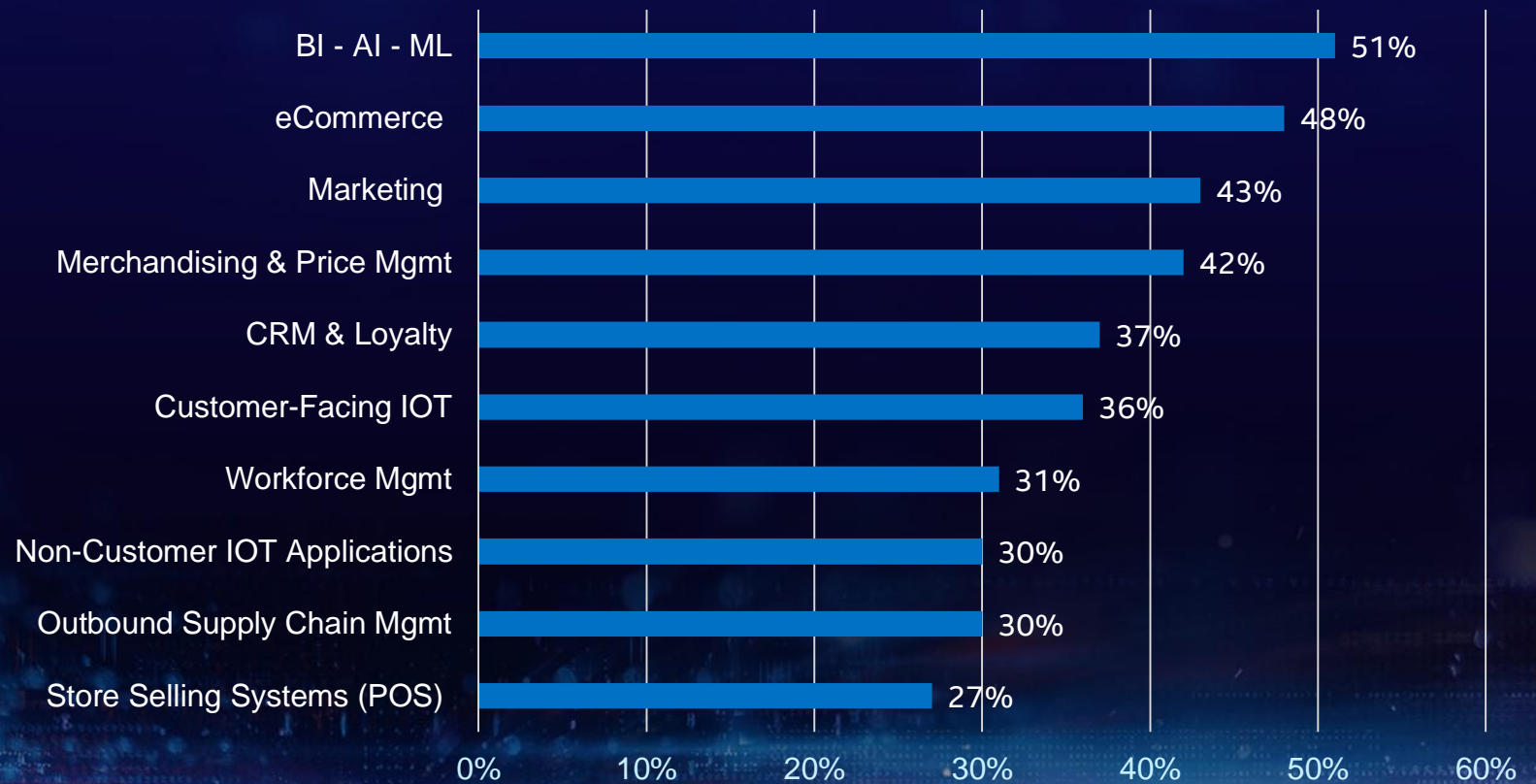
HOW RETAILERS ARE SPENDING ON I/T

51% of retailers will invest in **advanced analytics**

36% of retailers will invest in **customer-facing IOT**

27% of retailers will invest in **store selling systems**

Percentage of Retailers Planning Major New Implementation or Replacement 2018-2020, by Capability Category



Sources: Retail Systems Research, 2018; Intel SMG RHCG, 2018

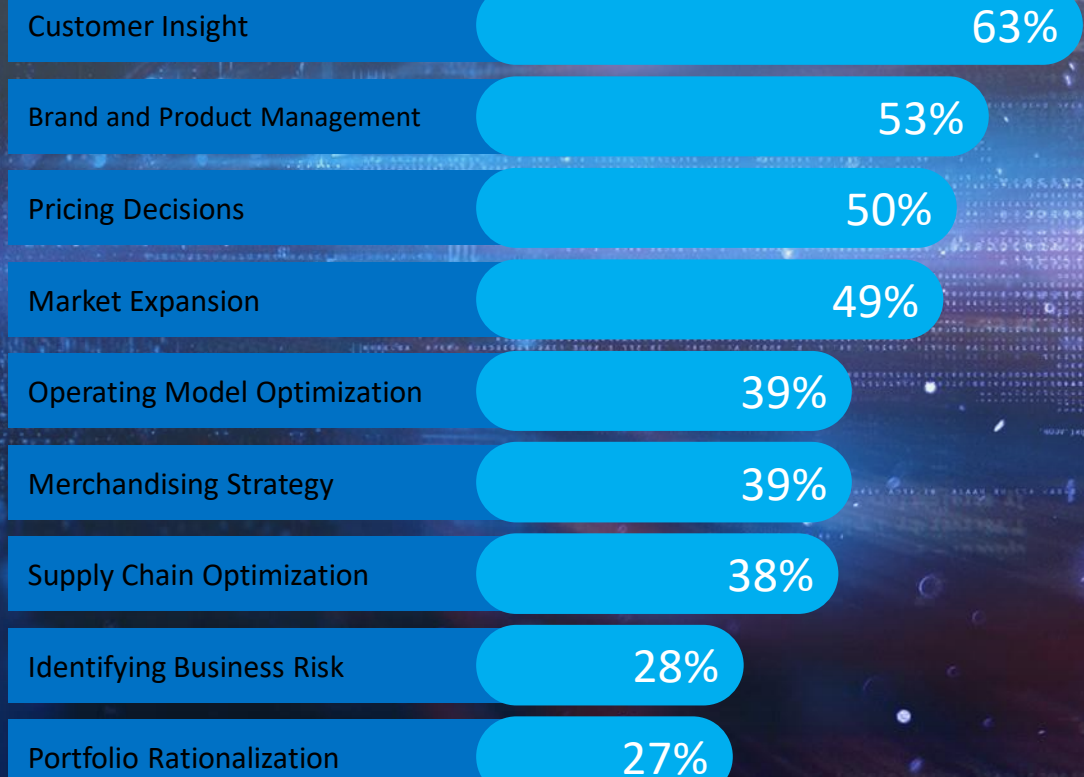
ARTIFICIAL INTELLIGENCE & RETAIL

\$5+ BILLION GLOBAL MARKET IN FIVE YEARS

Forecast



WHERE IT WILL BE SPENT



AI TRANSFORMS THE RETAIL EXPERIENCE



Lowes Uses Robots To Locate Items



Walgreens Uses AI To Track Flu Spread



Sephora Makes It Easy To Find Makeup



North Face Helps Customers Find The Perfect Coat



Neiman Marcus Uses AI For Visual Search

PARTNERSHIP & SOLUTIONS

THE FASTEST PATH TO VALUE

For Partners

**WORLD CLASS
PROGRAMS**

**WORLD CLASS
SUPPORT**

For End Users

**SOLUTION AND
OUTCOME
FOCUSED**

**SOLVING THE
BUSINESS
PROBLEM**

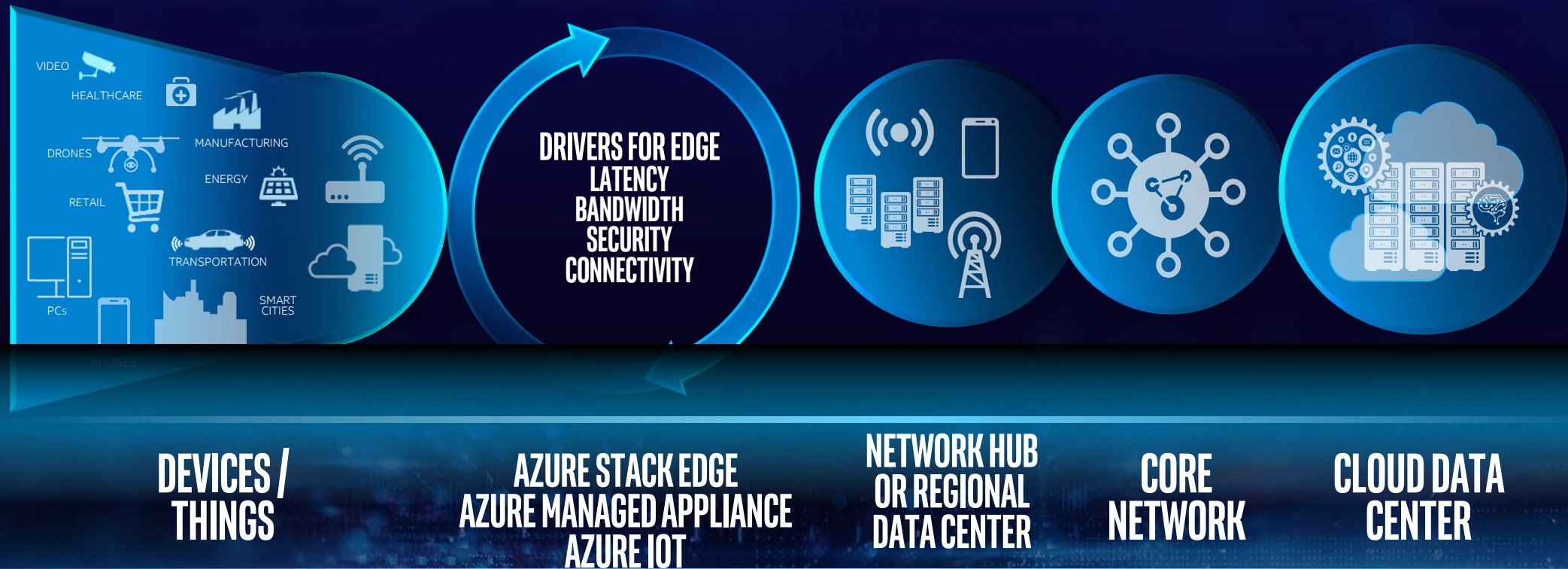


Other names and brands may be claimed as the property of others.,

Brands depicted are members of the Intel® IoT Solutions Alliance, an ecosystem of industry leaders, the Intel® IoT Solutions Alliance helps OEMs, ISVs, and service providers accelerate deployment of best-in-class solutions including Intel® Market Ready Solutions.



FROM CLOUD TO EDGE - DRIVING PARTNER AND ECOSYSTEM OPPORTUNITY



SOLVING CUSTOMER PROBLEMS TOGETHER



- Shelf void detection is the #1 business problem facing all mass-market retailers
- An average 8.1% loss of sales
- New AI techniques can reduce out of stock rates by 2.5%
- Resulting in an increase of \$125b in retail sales in the US alone

OPPORTUNITY AHEAD

Ecosystem Partner + Intel + Microsoft
Engage and Make yourself indispensable

Build Your Unique Customer Value Proposition

Challenge Your Customers With Breakthrough Thinking
Be prepared to lead and differentiate

We Can Win Together

