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

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**

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

- **BI - AI - ML**: 51%
- **eCommerce**: 48%
- **Marketing**: 43%
- **Merchandising & Price Mgmt**: 42%
- **CRM & Loyalty**: 37%
- **Customer-Facing IOT**: 36%
- **Workforce Mgmt**: 31%
- **Non-Customer IOT Applications**: 30%
- **Outbound Supply Chain Mgmt**: 30%
- **Store Selling Systems (POS)**: 27%

*Sources: Retail Systems Research, 2018; Intel SMG RHCG, 2018*
**Artificial Intelligence & Retail**

$5+ Billion Global Market in Five Years

**Forecast**
- $993M in 2017
- $5,034M in 2022
- 38.3% CAGR

**Where it will be spent**
- **Customer Insight**: 63%
- **Brand and Product Management**: 53%
- **Pricing Decisions**: 50%
- **Market Expansion**: 49%
- **Operating Model Optimization**: 39%
- **Merchandising Strategy**: 39%
- **Supply Chain Optimization**: 38%
- **Identifying Business Risk**: 28%
- **Portfolio Rationalization**: 27%

Source: Artificial intelligence in global retail market 2017-2022
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

DRIVERS FOR EDGE
LATENCY
BANDWIDTH
SECURITY
CONNECTIVITY

DEVICES / THINGS
AZURE STACK EDGE
AZURE MANAGED APPLIANCE
AZURE IOT
NETWORK HUB
OR REGIONAL DATA CENTER
CORE NETWORK
CLOUD DATA CENTER
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.
Challenge Your Customers With Breakthrough Thinking
Be prepared to lead and differentiate

Build Your Unique Customer Value Proposition

Ecosystem Partner + Intel + Microsoft
Engage and Make yourself indispensable

We Can Win Together