RETAIL | INTERNET OF THINGS

Quach Hai, Kiran Kari

WHAT IS THE INTERNET OF THINGS (IOT)?

IoT is the connectivity of devices, systems, and data in real-time to

exchange data and bring that information into business processes

WHAT IS THE INTERNET OF THINGS (IOT)?

In retail, IoT can **connect brands, retailers, and consumers** together

to improve consumer experience, brand experience and retail **performance**

WHAT IS THE INTERNET OF THINGS (IOT)?

In retail, IoT can **connect brands, retailers, and consumers** together

to improve consumer experience, brand experience and retail **performance**

$466M

Annual IoT investments in retail for 2017

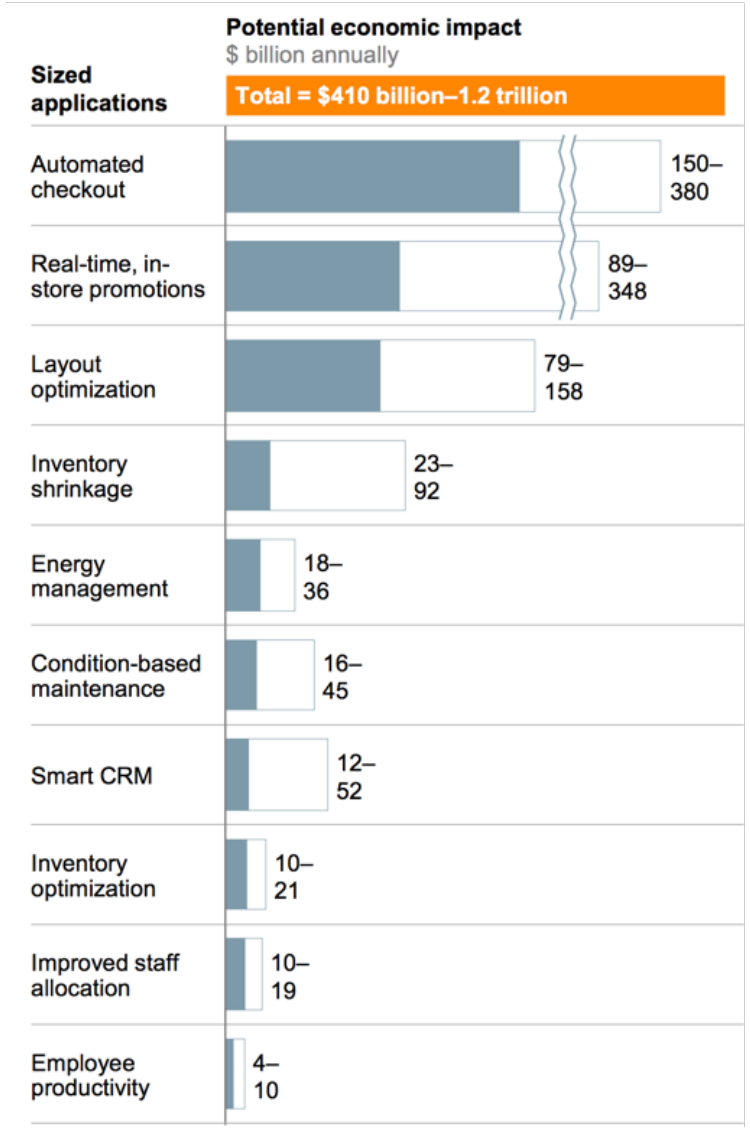
- IDC: "Business Strategy: Developing IoT Use Cases for Retail"

$410B – $1.2T

Estimated economic impact of IoT deployment in Retail by 2025

- McKinsey Global Institute: "THE INTERNET OF THINGS: MAPPING THE VALUE BEYOND THE HYPE"

COMMON RETAIL IOT USE CASES



- *McKinsey Global Institute: "**THE INTERNET OF THINGS: MAPPING THE VALUE BEYOND THE HYPE**"*

RETAIL EXAMPLES: NORDSTROM

Nordstrom bridges gap between online and physical shopping using IoT technologies

Mobile loyalty app

+

Beacons

Locate customers & provide contextually-relevant information

- Product locations
- Targeted offers & rewards points
- Informed sales associates

Provide enhanced high-touch customer service

"Our focus is the customer experience. We use data analytics to understand how customers are interacting with us and how our current tools and processes introduce friction to the customer experience."
- Aaron Smith, Director, Customer Mobile Applications, Nordstrom

RETAIL EXAMPLES: ALEX AND ANI

Alex and Ani leverages IoT to increase customer engagement

Mobile loyalty app

+

Beacons

- Increase promotion touches
- Track gender trends
- Compare new vs. returning customers

Drive higher sales and acquire new customers

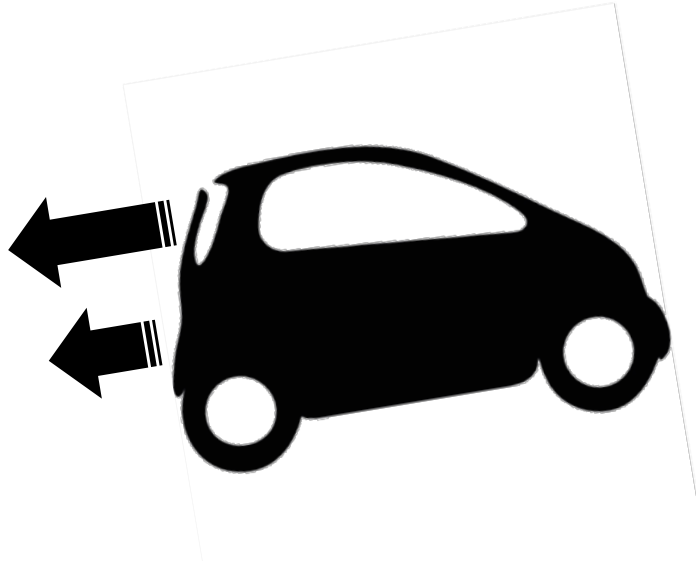
75% of customers within proximity of stores engaged with Alex & Ani-provided promotions

IOT FOR THE RETAIL ENTERPRISE IS HERE

IoT is Connectivity

Connectivity delivers insights that enable better decision making

A simple example of the power of connectivity



RETAIL IOT IN ACTION: SUPPLIER DASHBOARD

SUPPLIER DASHBOARD

Supplier Dashboard

Suppliers List from FlexPLM

- A & E
- A & E CONI
- ACTIVE CO
- AMANN
- AMERICAN & EFIRD
- AMHOT INT.
- AVERY DENNISON
- BARCODES WEST
- BERTO INDUSTRIES

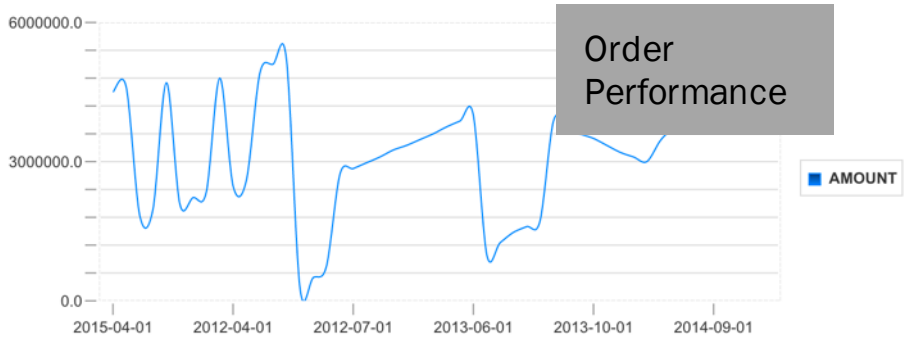
Supplier Details from Supplier Master

OT INT.

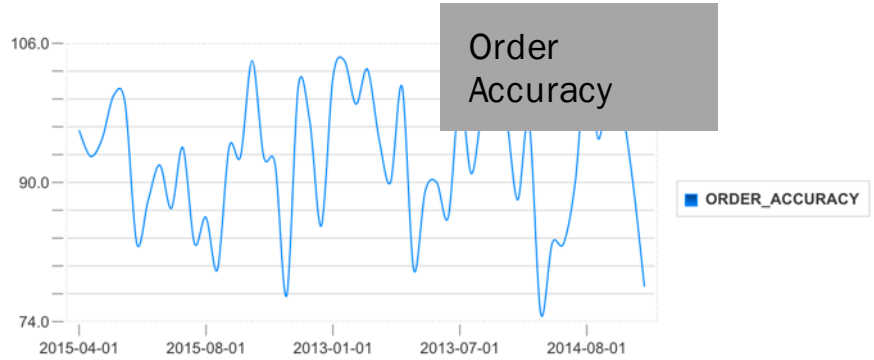
PPLIER_NAME	AMHOT INT.
PPLIER_ID	S2234-98D
REGION	Asia-North
PRODUCT_CATEGORIES	
CAPACITY	150000
CAPACITY_UOM	Units/month
LAST_CTPAT_AUDIT_DATE	2015-06-30 00:0
SUPPLIER_RANK	Strategic Partne
LAST_SOCIAL_AUDIT_DATE	2015-06-01 00:00:00.000
QUALITY_AUDIT_SCORE	98.75

Factory Listings

Order Performance



Order Accuracy



SUPPLIER_NAME	PO_ID	PO_Date	PRODUCT_ID	NUM_COLORS	AMOUNT	SHIP_DATE
AMHOT INT.	1090378	2015-04-01 00:00:00.000	8360663	3	$4,500,000.00	2015-09-28 00:00:00.0
AMHOT INT.	1090379	2015-05-01 00:00:00.000	1346967	7	$4,600,000.00	2015-10-28 00:00:00.0
AMHOT INT.	1090343	2011-09-01 00:00:00.000	8682508	1	$1,850,000.00	2012-02-28 00:00:00.0
AMHOT INT.	1090344	2011-10-01 00:00:00.000	3125639	5	$1,975,000.00	2012-03-29 00:00:00.0

TWX MARKETPLACE

- An App Store for Plugins to enhance TWX
  - Just Download and Import the Extension

ACCESSING EXTERNAL SYSTEMS

- Multiple Options
  - REST Services
  - Direct DB Access
  - Edge Servers for Cross-VPN Access
- Demo
  - Direct FlexPLM Access via DB
    - Supplier Listing
  - Access External Systems via Direct DB Access
    - Supplier Details
    - Factory Details
    - PO Details

DASHBOARD

- List Suppliers
- Present Supplier Details
- Google Map of Factory Locations
- Charts Describing Order Value, and Order Performance over Time

LIVE
WORX 16™
TAKE A FRESH LOOK AT THINGS
liveworx.com