



RETAIL | INTERNET OF THINGS

Quach Hai, Kiran Kari

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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)?

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\$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

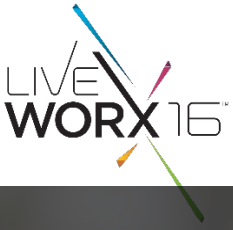
- McKinsey Global Institute: "THE INTERNET OF THINGS: MAPPING THE VALUE BEYOND THE HYPE"

COMMON RETAIL IOT USE CASES



Sized applications	Potential economic impact \$ billion annually	
	Total = \$410 billion–1.2 trillion	
Automated checkout	150–	380
Real-time, in-store promotions	89–	348
Layout optimization	79–	158
Inventory shrinkage	23–	92
Energy management	18–	36
Condition-based maintenance	16–	45
Smart CRM	12–	52
Inventory optimization	10–	21
Improved staff allocation	10–	19
Employee productivity	4–	10

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

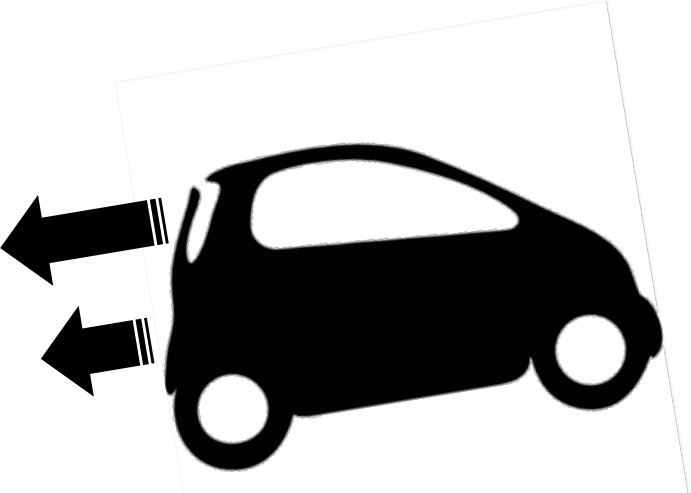
75% of customers within proximity of stores engaged with Alex & Ani-provided promotions

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

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SUPPLIER DASHBOARD



Supplier Dashboard

- A & E
- A & E CONN
- ACTIVE CON
- AMANN
- AMERICAN & EFIRD
- AMHOT INT.**
- AVERY DENNISON
- BARCODES WEST
- BERTO INDUSTRIES

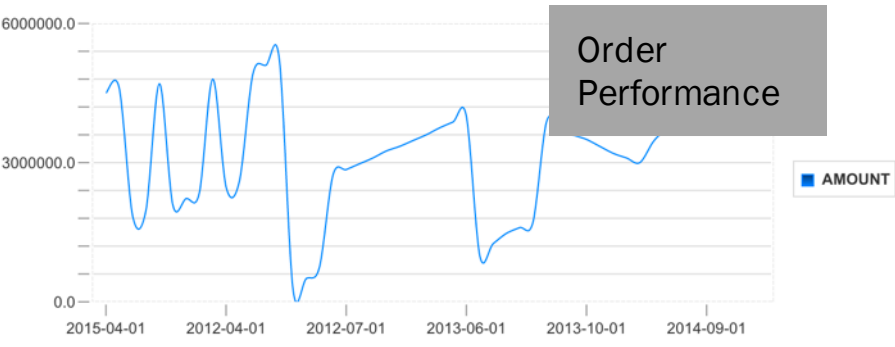
Suppliers List from FlexPLM

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

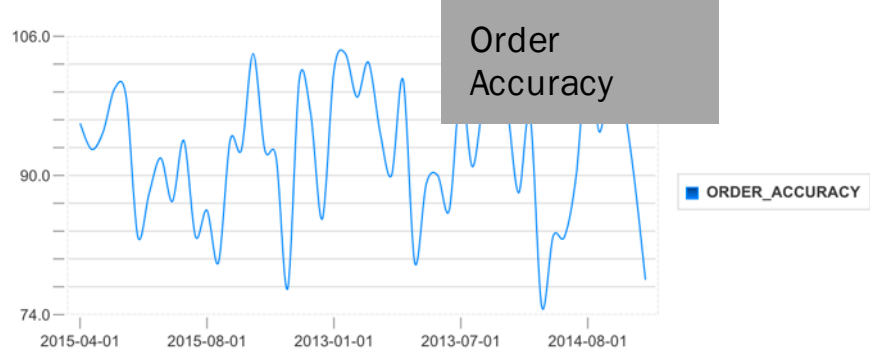
Supplier Details from Supplier Master



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 00:00:00.000
AMHOT INT.	1090379	2015-05-01 00:00:00.000	1346967	7	\$4,600,000.00	2015-10-28 00:00:00.000
AMHOT INT.	1090343	2011-09-01 00:00:00.000	8682508	1	\$1,850,000.00	2012-02-28 00:00:00.000
AMHOT INT.	1090344	2011-10-01 00:00:00.000	3125639	5	\$1,975,000.00	2012-03-29 00:00:00.000

Decorative geometric shapes in green, blue, yellow, and pink are scattered on the left side of the slide.

TWX MARKETPLACE

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

A decorative graphic on the left side of the slide, consisting of several overlapping, semi-transparent geometric shapes in shades of green, blue, yellow, and pink, pointing towards the center.

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

A decorative graphic on the left side of the slide, consisting of several overlapping, semi-transparent, triangular shapes in shades of green, blue, yellow, and pink, pointing towards the center.

DASHBOARD

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

The image features several colorful geometric shapes, primarily triangles and lines, scattered across the white background. A large, multi-colored triangular shape is prominent on the right side, composed of various shades of blue, green, yellow, orange, pink, and purple. Several thin, colored lines (blue, pink, green, orange) radiate from the center towards the edges of the frame. The text 'LIVE WORX 16' is centered in the upper half, with 'LIVE' in a thin, spaced-out font and 'WORX 16' in a bold, black font. A small 'TM' trademark symbol is positioned to the right of the '16'.

LIVE
WORX 16™

TAKE A FRESH LOOK AT THINGS

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