



# The Connected Store is Here

## A retail experience for Intel Technology Providers.

### Go Beyond Digital to *Connected*

Driven by the convergence of increasingly connected devices, cloud computing, and big data analytics, the Internet of Things (IoT) is shifting the world away from isolated systems and toward Internet-enabled devices. With so much compute power in people's hands, today's Internet-savvy customers expect greater levels of interactivity, connectedness, and speed. The reality is that IoT has propelled the future-computing of yesterday into the expected-computing of today.

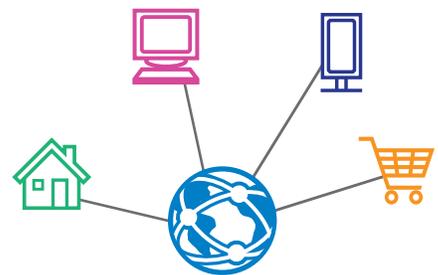
What does this mean in retail? Today's store needs to be not just digital – but responsive and connected. Ideally, the POS, surveillance, inventory, self-service, digital signage, and other systems should all be connected—creating an enhanced customer experience. The connected store helps retailers:

- Understand their customers' buying patterns and stock the shelves accordingly
- Scale the personal touches from the small storefront to the large chain
- Provide quick and on-target responsiveness and customer service
- Give customers more options for where they shop and how they pay
- Seamlessly tie back-end functions together to use data
- Get big-company analytics capabilities regardless of store size
- Leverage the power and ubiquity of mobile computing

### Intel® Architecture Brings It Together

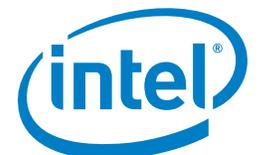
The responsive and connected store based on Intel® architecture and technologies provides the security, analytics, manageability, and scalability your retail customers need, coupled with the dynamic graphics shoppers expect. This includes technologies such as Intel® Core™ microarchitecture for processing power, Intel® RealSense™ technology for advanced user interaction and biometric security, and Intel® vPro™ Technology and Intel® Active Management Technology for advanced remote monitoring and maintenance.

Intel architecture-based solutions in responsive and connected stores will help safeguard your retail customers' investments for the future. Your customers can benefit from the advantages of automation and keep pace with technology changes while you increase your revenue.



The Internet of Things has propelled the future-computing of yesterday into the expected-computing of today.

See it for yourself at the **Connected Store Showcase**.



Look Inside.™

## It's Not Vapor-ware— It's Here, Now, at ISS

The connected store may seem like future-computing, but it's not. It's real, and it's here at ISS. Go shopping at the Connected Store Showcase and see how Intel architecture-based technology enhances the shopping experience. The store will be open during all showcase hours and at the beginning and end of the day.

### CONNECTED STORE SOLUTIONS

You can interact with these intelligent, responsive, and connected solutions in the Connected Store Showcase:

- **Mobile Point-of-Sale (mPOS).** Tablets enable associates to guide customers through the shopping experience from anywhere in the store.
- **Shelf check-out kiosks.** All-in-one and standing kiosks give customers full control as they browse a catalog of merchandise or self-scan the items they've selected in the store.
- **Intelligent vending.** Vending machines with a touch-enabled user interface allow customers to view products from 360 degrees, read product descriptions, and place orders.

- **Digital signage.** Marketing campaigns in the store are managed by Intel® Retail Client Manager (Intel® RCM). Schedules, store hours, product images and videos, and informational videos play throughout the store using Intel RCM, which also provides remote management for the media players.
- **Digital Security and Surveillance (DSS).** Security hardware and software is used to monitor the movement of people through the store, creating heat maps to which retail analytics is applied. DSS improves operational efficiency and safety while reducing theft and creating a better shopping experience.

### What Can You Do at the Connected Store Showcase?

ITPs can earn tokens during ISS by sharing digital business cards, attending booths and keynotes, answering survey questions, and other activities using the SpotMe mobile event management phone app. Use your tokens at the Connected Store Showcase to purchase Intel merchandise, with more than fifty different items to choose from.

While you're at the store, you can also attend a 40-minute breakout session to learn more about the technology behind the store and how it will benefit your customers' retail businesses.

The first half of the session will guide you through the store to learn about mPOS, Intel RCM, and DSS. We will discuss market trends for these technologies and how they apply to the retail environment. The second half of the session will feature technology-specific discussions and Q&A. Choose a technology of interest and have an in-depth discussion with an Intel expert. Topics will cover everything from technical specifications to how to increase revenue by incorporating these technologies into a retail environment.

### Want To Learn More?

After you attend ISS, you can learn more about the Connected Store and other Intel architecture-based innovations for retail online at [www.intel.com/content/www/us/en/retail/retail-innovations.html](http://www.intel.com/content/www/us/en/retail/retail-innovations.html)

For more information about Intel Retail Client Manager visit [www.intel.com/rcm](http://www.intel.com/rcm)

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