

Advantech's UShop+ SRPs - The solution to efficiently optimize retailer's store management

Intelligent Retail

The arrival of the internet of things (IoT) and resulting paradigm shift has generated many new business opportunities related to smart city and Industry 4.0 technologies. With "Enabling an Intelligent Planet" as its core mission, Advantech, a global leader of the embedded systems market, divided its business into vertical markets in order to accelerate IoT development. Advantech's Service IoT Division has begun cultivating smart city solutions for the following three main domains: Intelligent retail and hospitality, digital healthcare, digital logistics and fleet management.

The retail industry has reached a crucial point in its transformation, where big data analysis, enhancement of the customer experience, and online shopping

have become key areas for innovation. Such innovations include Advantech's UShop+ which is a cloud platform built for retailers that provides sales insight with business intelligence through multiple solutions such as store traffic analytics and store heatmap. The branch store and headquarter can manage each system easily on UShop+. The platform provides an open RESTful API for multi-solution integration so one can optimize their store management through SaaS service in a more efficient way. UShop+ simplifies the targeting, engagement and retention of high-value customers with the provision of various solution-ready packages (SRP) aimed at in-store marketing, store analytics and store management.

Store Traffic Analytics Solution for Intelligent Retailers

For retailers, sales revenue is always a key performance metric, however, in-depth analysis of poor sales performance is rare. With the Advantech's UShop SRP-700 Store Traffic Analytics solution retailers are able to evaluate sales potential and establish customer service and marketing strategies for maximizing profit. UShop SRP-700 allows a retailer to analyze customer traffic data that provides them with an in-depth knowledge of consumer shopping and purchasing habits as well as insights into sales performance during periods of high/ low traffic for each branch store. For instance by attaching small counting cameras at the entrance of your store, you can analyze the amount of people that visit your store at any given time. UShop+ Store Traffic Analytics offers 2D and 3D smart counting cameras that can be integrated with the UShop SRP like the UCAM 3D, which is a smart stereo camera with 3D depth technology which can give you a high average counting accuracy and is immune to shadow and reflection issues while being very easy to install and maintain. **All our solutions are GDPR compliant.**



Interactive Digital Signage Solution

In order to successfully attract customers to your store, you have to come up with an out-of-the box

design and interactivity that will make the customer visit again, while staying longer and spending more and more time in the store which could then lead to increase in sales too. Advantech's UShop SRP-130 provides not only dynamic multimedia content with rich visuals for an immersive viewing experience for the customer, but also empowers customers to participate – by broadcasting different signage content related to the shopper's product interests through a variety of IoT sensors that include facial detection camera. Managers can use the online interface to remotely edit, dispatch and schedule promotional content to display during specific times. Effective message delivery is possible for as many as 500 stores, which saves operating and maintenance expenses. With the facial detection camera, retailers can now display personalized advertisements based on demographic data of the customers as well as provide tailor-made advertisements based on the shopping history its clients.

Store Heatmap Analysis

Just a couple of years ago retail personnel had to guess where the high-traffic areas were and adjust the in-store product displays and advertisements, because without actual data the advertising and promotional efficiency could not be maximized. Advantech's store heatmap allows you to understand all sorts of consumer characteristics by providing you with a comprehensive, in-depth analysis of their behavior. This is possible, because Advantech's store heatmap uses image technology combined with POS transaction data thus providing a store manager with the needed customer data analysis. With the heatmap analysis, retail personnel can identify where customers are gathering to optimize product displays and adjust pricing



strategies for more effective marketing.

Ushop+ Store BI software provides retailers with data analytics and actionable insights by integrating several in-store data visualization solutions, including more traffic and heatmap analysis, to enhance retail management. The widgets featured in this software provide you with a visualized data like the number of store visitors, sales conversion rates, customer heatmaps, dwell time and so on. These widgets are created in such way that users can customize the analytics depending on the desired form for instance cross-region or cross-period reports and such. Heatmap analysis could therefore help retailers to measure their campaigns' effectiveness. For instance if a certain zone in a retail store consists of discounted products - it should naturally attract more people with likely – longer dwell time. By correlating this data with the POS data, one can gain a better understanding of how successful a campaign actually was.

POS Loss Prevention

In the retail and food and beverages industries, net profit margins are typically lower than that of other industries. The reason is that such businesses often face disproportionate “losses” due to theft, fraud, vandalism, waste or other type of misconduct during daily operations. UShop+'s Store SENSE software is designed to facilitate management of devices, sensors, and staff. Integrated with POS transaction data, IP cameras and surveillance network video cameras, this software allows retailers to check video records and submit POS investigation reports through a centralized management system. Managers can then review abnormal transaction behaviors and compile audit reports via a web portal.

To find out more visit:

www.advantech.com/solutions/iretail

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