



Transforming the In-Store Retail Experience with Integrated Visual Solutions and Actionable Analytics

Combining Skratch integration services and Grassfish Internet of Things retail software on Intel®-based architecture gives retailers real-time insights to drive sales and customer loyalty.



The Internet of Things (IoT) promises to fuel innovation in nearly every aspect of people's lives, including how they shop. Connecting "things" that were never connected before is leading to new data insights that have the potential to materially and meaningfully impact how retailers meet the evolving needs of the modern consumer. The IoT connects mobile devices, screens, cameras, and sensors with customers and employees, so retailers can gather more data about each shopper and use it to increase efficiency, empower sales staff, create a more personalised shopping experience, and drive accelerated growth.

At least that's the promise of IoT for the retail sector. Currently few retailers have deployed full IoT solutions, and many remain overwhelmed with data that is divided among isolated systems and fails to provide the real-time insights necessary to truly transform the retail experience. What retailers need is a proven, holistic solution that brings all the innovative individual technologies—from RFID tags to digital signage to interactive kiosks—together. Beginning with visual retail solutions, retailers need options that enable them to derive value from the IoT by collecting, interpreting, and rapidly acting on meaningful data.

With the help of Intel®-based technologies, two companies are working together to deliver end-to-end IoT solutions for the retail market. Skratch, a technology provider and member of the Intel® IoT Solutions Alliance, is one of the United Kingdom's leading audio visual, systems integration, installation, and maintenance companies. Grassfish is the leading European provider of retail digital engagement platforms and software. Together, they are helping major retailers implement a holistic, interactive, and cost-effective IoT retail solution called an intelligent store hub which provides unprecedented insights into the customer journey that increase dwell time and customer engagement.

Reimagining the Customer Journey

It is no secret that most consumers today shop in entirely different ways than they did just a decade ago. Some customers visit brick-and-mortar stores not simply to engage in a transaction but also for inspiration and exploration, which may lead to an immediate purchase or further online research. Others spend time researching products online before they ever enter a store, at which point they already know, or think they know, what they want to purchase.

Regardless of their research methods and path to purchase, when customers walk into stores, their expectations are higher than ever. Just as every item is readily available to them online, they also expect items that interest them to be readily available in brick-and-mortar stores. In addition, customers expect stores to deliver positive, exciting, and emotional shopping experiences that represent the brand and its values. While it is true that customers enter stores with diverse needs, they share a desire for shopping that is both highly customised and personally relevant.

To better serve these customers, retailers have invested in a variety of digital technologies that improve and expand customer experiences to keep them in stores longer. These point products—including in-store Wi-Fi tracking, digital cameras, product sensors, digital displays, and electronic shelf labels—provide a bounty of data, as well as the ability for real-time reaction. But in most cases they were implemented at different times, using different technologies, and are not connected in meaningful ways. Lacking adequate analytics, it is not clear if the digital technologies are delivering real value, and the individual customer's preferences remain largely a mystery.

The emergence of big data and IoT provides an opportunity to "connect the dots" from every in-store digital product, map the entire customer journey, and ultimately create a more inviting, target-orientated, and dynamic shopping experience. With a fully realised IoT solution, retailers can identify which products a shopper has picked up in the store, shift digital display content based on identified interests, and follow up by offering cross-sell or up-sell opportunities. By using real-time data from multiple sources, retailers can not only understand but also shape and improve the customer's in-store experience—providing the type of fast, personalised service that builds lifetime loyalty.

Integrated Digital Technologies Deliver Innovation

Grassfish and Skratc have been delivering innovative and disruptive IoT solutions for the retail industry for more than a decade. Grassfish can connect and drive every digital end point in stores, including interactive virtual shelves, promotion displays, background music, and digital price tags. In addition, Grassfish solutions can monitor store analytics and provide deep customer insights to help retailers increase sales and improve customer service.

Skratch provides similarly groundbreaking IoT solutions, including deploying the world's largest permanent gesture-controlled advertising platform. Skratc delivers visual, interactive retail products and audience analytic measurements that can be personalised and refined for the consumer using real-time data.

Now, the two leaders in IoT solutions for the retail industry are collaborating to develop and implement end-to-end intelligent store hub experiences. Through Skratc's solution development, deployment, and support, and Grassfish's Intel®-based Software as a Service (SaaS) platform, retailers can harness the power of the IoT and use real-time, actionable data to drive sales and customer engagement.

Harnessing the Future with the Intelligent Store Hub

The intelligent store hub is an innovative, cloud-based platform that integrates data from all the IoT sensors and other digital devices in each retail environment and enables actionable analytics. Each hub is unique: configured based on the specific objectives of each retailer and customised over time using a cost-effective, modular approach.

Grassfish and Skratc Services



Consult on retailers' visions and goals for new stores, providing recommendations based on more than two decades of combined experience.



Evaluate and refine implementations, including the overall digital strategy, product placement, and marketing and promotional initiatives, based on in-store data.



Implement even the most complex projects for hundreds of retail stores with thousands of touchpoints, from video walls and digital signage displays to shelf labels and mobile devices.



Provide back-end sales and staff applications, including staff training, to maximise results.

As an Intel®-based solution, the digital hub is both powerful and protected, with built-in Intel® Security technologies helping to ensure that sensitive customer information is stored and processed securely.

The combined global retail expertise of Grassfish and Skratch, supported by Intel®-based technologies, can help retailers create truly connected in-store experiences. Grassfish and Skratch work with retailers to understand their requirements and challenges, develop an effective digital strategy, and—through the intelligent store hub and other products—implement both front-end (in-store) audiovisual solutions and back-end applications for everything from improved inventory strategies to better analytics and staff training.

Conclusion

The teams at Grassfish and Skratch are creating integrated, end-to-end intelligent store hubs, backed by powerful Intel technology, that are helping top retailers worldwide capture and analyse more data about the customer journey, and use that data to drive better and more personalised customer experiences, as well as deeper brand engagement and more sales, both in-store and online.

Learn More

For more information about Grassfish, please visit grassfish.com.

For more information about Skratch, please visit skratchav.com.

For more information about Intel® retail solutions, please visit intel.com/retail.

Benefits of the Intelligent Store Hub



Engage customers. Implement personalised marketing to ensure that the right content is delivered at the right time via connected displays, tablets, etc.

Bust queues. Reduce wait time and lines, and provide visual information to waiting customers to minimise frustration and the walkaways that result.



Improve workforce management. Get the right associate to the right place with the right information to ensure quality customer service. Use data to predict future needs and ensure efficient and effective sales-floor staffing at all times.

Protect customer privacy. Collect and analyse customer data while keeping that data private with Intel Security technologies.

