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The connected store

How retailers can extract the maximum potential from IoT

White paper | December 2020



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Making the connected store a reality

As the year draws to a close, one of the busiest times of the year begins for the retail sector and its many employees. For a host of product segments, Christmas is a major driver of revenue. Yet the period leading to the holidays can also throw up some of the biggest challenges for retail operations.

In a quest to streamline processes and enhance the customer experience, brick-and-mortar retail has in recent years begun to embrace connectivity and the IoT. The retail sector offers broad scope for digital technology, with applications such as customer payment processes, in-store analytics, cold-chain monitoring, and improvements in energy consumption. But how can retailers fully capitalize on this potential?

The trend towards the smart store means that retailers have to refocus in order to take full advantage of digital technology. Given the digital transformation of brick-and-mortar retail, this white paper offers some concrete examples of how store managers can benefit from digital solutions and services – and how a unified platform can turn tomorrow's connected store into reality.