

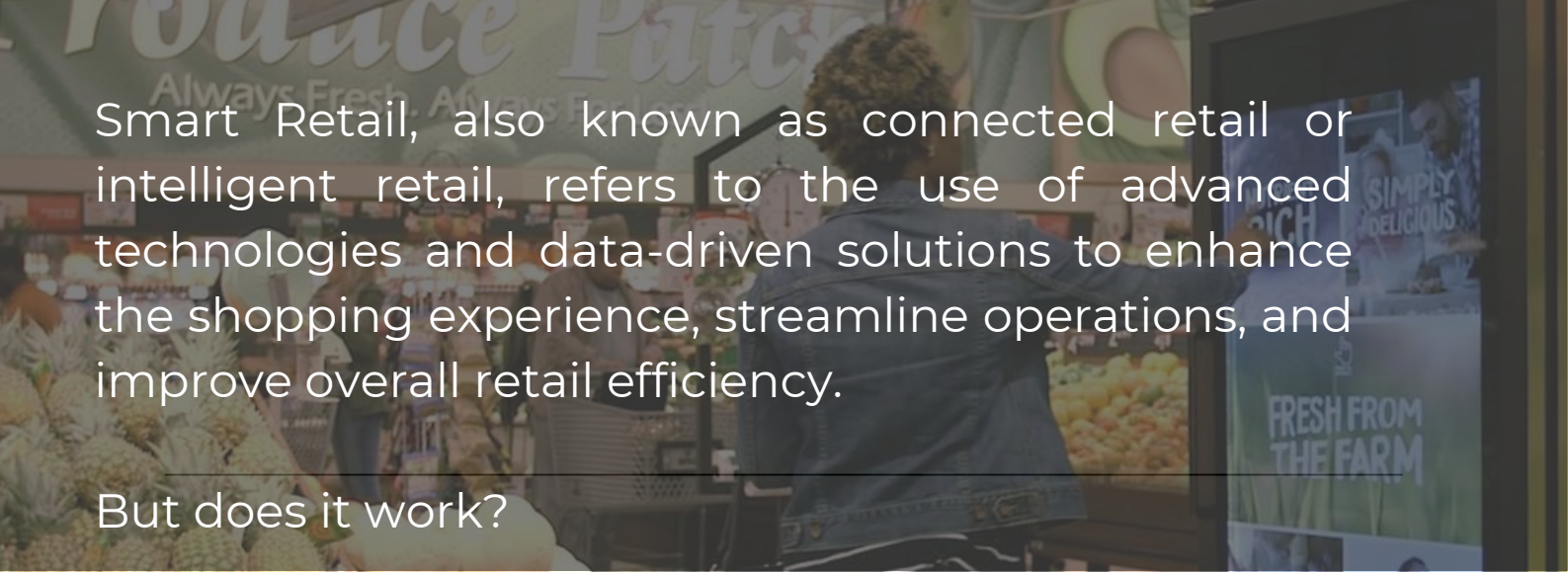


Smart Retail Opportunities with AustinGIS™

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Smart Retail, also known as connected retail or intelligent retail, refers to the use of advanced technologies and data-driven solutions to enhance the shopping experience, streamline operations, and improve overall retail efficiency.


But does it work?

The results speak for themselves:


Increased Sales and Revenue

10-20% boost when retailers use data and analytics to personalize the shopping experience 


Customer Engagement and Loyalty

72% of consumers say they only engage with personalized marketing messages  **SmarterHQ**

Inventory Management

95% improvement in inventory accuracy with smart retail programs  **AUBURN**

Omnichannel Sales

30% higher customer retention rates for retailers with strong omnichannel capabilities 

Customer Data Utilization

26% increase in average order value  **Barilliance**



IMPROVING RETAIL OUTCOMES WITH SMART RETAIL

Smart Retail leverages a combination of hardware and software solutions to create a more personalized and convenient shopping environment for customers while helping retailers optimize their processes and make data-informed decisions.

AustinGIS is focused on improving retail outcomes with Smart Retail solutions that help retailers improve shopping experiences, and promote high-margin SKUs. With the right technology and offers, retailers can see tremendous lift in sales and loyalty and implement sophisticated advertising programs that also provide heavy analytics on shopper behavior for constant improvement.

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AustinGIS customers have
seen a 20% uplift in sales
thanks to our smart retail
applications.

Anupam Srivastava
CEO of AustinGIS

AUSTINGIS CUSTOMER SUCCESS STORY

AustinGIS, a leader in smart infrastructure as a service, has implemented Smart Retail solutions across the globe for lasting results. For example, in Latin America, AustinGIS has outfitted 2000 locally-owned stores with smart retail applications. These stores have experienced a 20 percent sales uplift. Thanks to the AustinGIS per-unit economics model, these were achieved with zero upfront capex.

The Challenge:

Traditional brick-and-mortar stores need to monetize foot traffic. How can tech increase engagement?

The Solution:

AustinGIS has created a modern retail shopper solution with the following components:



- Mini-PC (NUC) for edge hardware/software
- Proprietary edge platform
- HD cameras
- Persona identification software
- Motion sensors
- Digital signage
- Shopper analytics
- Contextual advertising
- Store owner mobile app
- Theft detection
- Panic button

The Results:



- 2000 stores digitized
- 20% sales uplift on average per store
- New ad revenue from store owner
- Zero capex required
(monthly subscription model)

Our Partners:



AustinGIS is also testing enhancements such as programmatic advertising, POS integration, smart stocker AI, and real-time collaboration systems for in-store training.

EXAMPLES OF SMART RETAIL USE CASES



Smart Shopping

Shopping mall digital signage – improve foot traffic for stores, display personalized ads/offers, create ad revenue



Smart Stocking

Monitor stock levels automatically and showcase digital signage on cases for personalized ads and offers.



Smart POS

Point of sale digital signage for personalized advertising and offers plus security monitoring for transactions



Smart Security

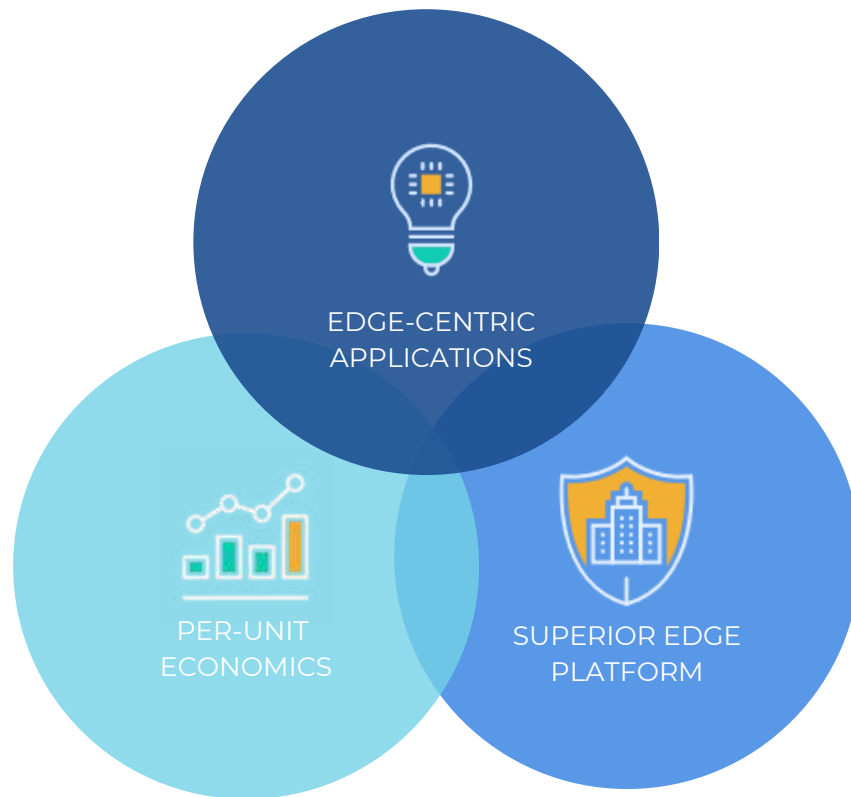
Alongside digital analytics, AustinGIS delivers security solutions with high-end cameras that facilitate loss prevention and increase employee safety.



Smart Collaboration

Implement AustinGIS Synch system for instant connection with store owners, workers, fleet drivers, and more with secure, proprietary voice and videos

AUSTINGIS ADVANTAGES



PER-UNIT ECONOMICS

- Outcome-as-a-service model
- High ROI use cases
- Removes the capex barrier
- Short time to value
- Fully scalable

- Purpose-built & tested
- Optimized for edge deployments
- Dozens of use cases

EDGE-CENTRIC APPLICATIONS

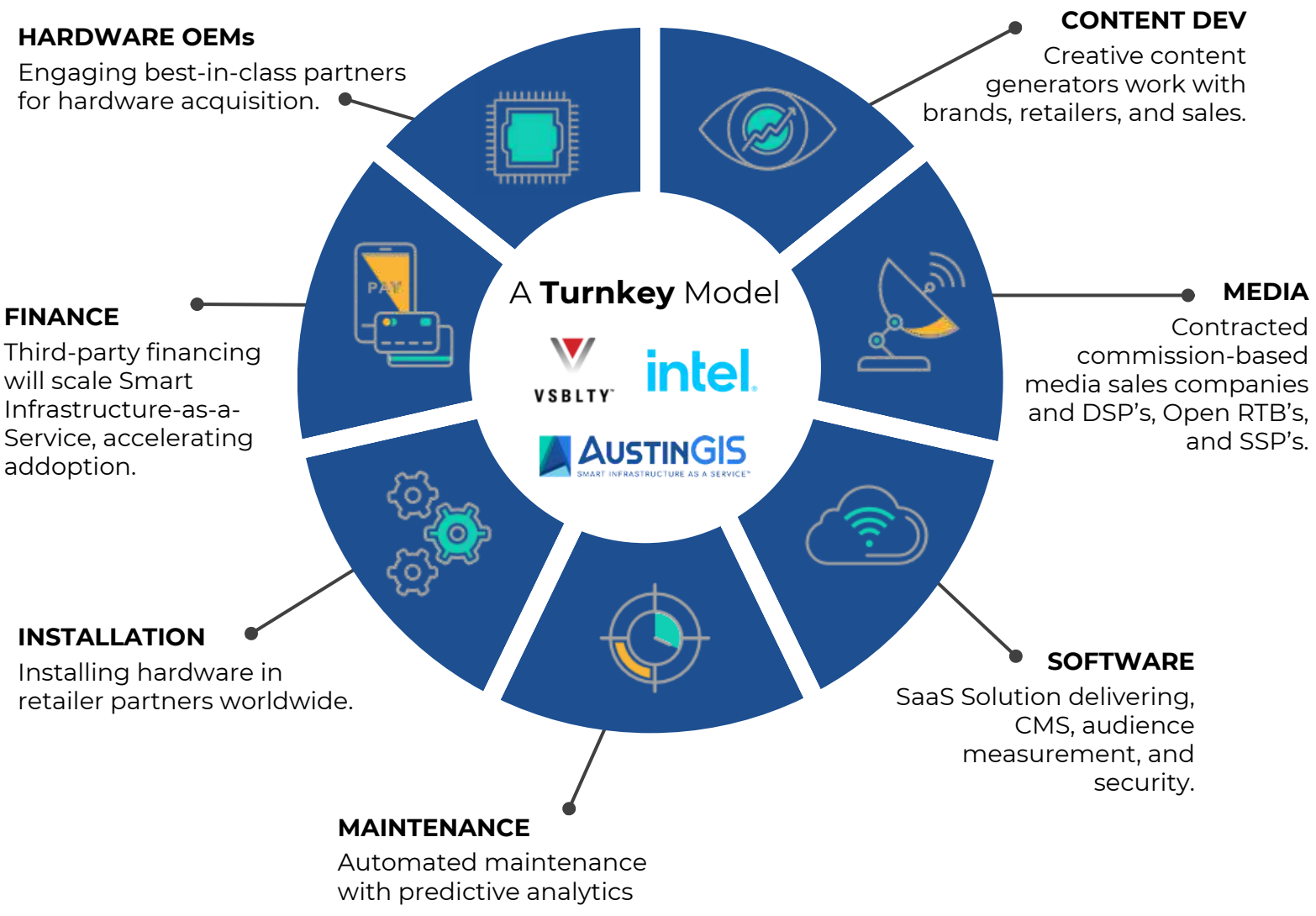


SUPERIOR EDGE PLATFORM

- Better inferences
- Reduced false positives
- Realtime AI/ML at the edge
- Data sovereignty
- Maximum insights

A TURNKEY MODEL FROM AUSTINGIS

AustinGIS works with best-of-breed partners to implement a complete smart retail solution.



AustinGIS Partners:



CONCLUSION

Smart Retail is about having technology to create a seamless and engaging shopping experience, optimize operations, and ultimately drive increased sales and customer satisfaction. It represents a significant shift in the retail industry as businesses adapt to changing consumer expectations and the digital age. Fortunately, AustinGIS is at the forefront of smart retail solutions with proven success stories across a variety of use cases with best-of-breed partners and sophisticated edge technology.

Unlocking Smart Retail Potential

LET'S GET STARTED



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