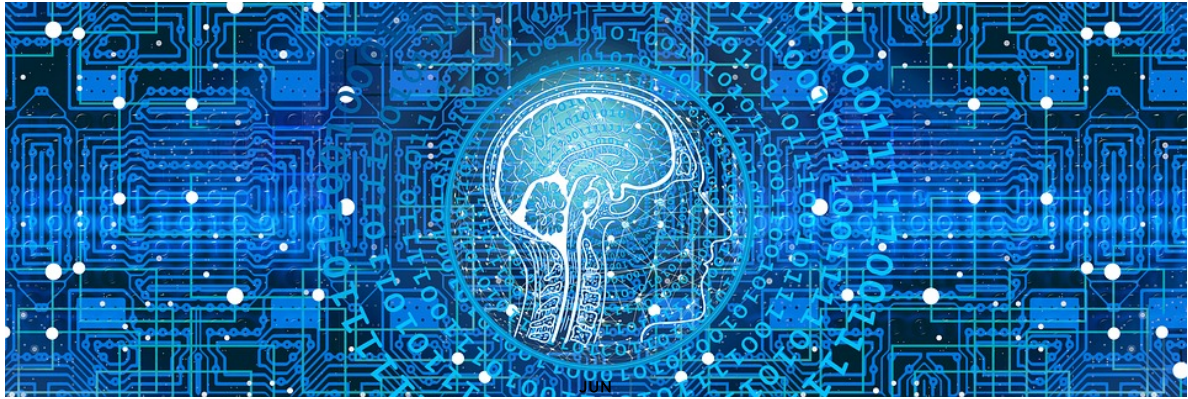


RETAIL TECHNOLOGY INNOVATION



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The two technologies that help maximise data and avoid disaster during 'big sale' seasons

RETAIL TECHNOLOGY (/HOME/CATEGORY/RETAIL+TECHNOLOGY)

On the eve of a big shopping event that promises a vast amount of footfall, as well as online traffic, a retailer’s biggest nightmare is being i

And during high-season periods, retailers expect waves of customers coming through their doors on the hour, every hour, from open to c
inventory system must be rock solid.

At any time in the shopping calendar, all retailers want to know that sizes M or S of that great ‘pullover of the season’ exist somewhere in t
online experience.

The problem is that retailers, especially those in Europe, are often over-cautious and struggle to onboard new technology. According to A

However, the opportunities that a “connected world’ provides must be embraced or they risk fading into oblivion. By combining the rich

"AI is attracting considerable attention. Optimising the data available to the average preferences from social networks or online shopping history"

Which technologies can help retailers make a success of high shopping seasons, avoid chaos at peak times, and maximise data throughou

RFID is a technology where digital data is encoded in tags or smart labels. The tags transmit data to the RFID reader, which converts radi

What RFID provides is the crucial data that presents retailers with a 360-degree view of its product inventory. Based on captured data fro

Of course, any technology roll-out will require investment. However, retailers can reduce costs by tagging at the factory end, or by introd

The quantity of data generated promotes a shift in the business model to be more data-driven. Retailers are enabled to truly know their cl

Artificial intelligence

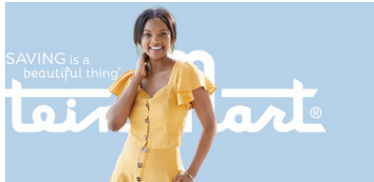
AI is attracting considerable attention. Optimising the data available to the average retailer, its benefits are infinite. It goes from knowing

Investing in AI-powered robot assistants that work alongside employees is a great option for retailers. The assistants are connected to the

Based on the data it has access to, a robot assistant can promote products based on clients' known preferences and in-store availability. It's

Our advice to retailers, don't get lost in the data mess. Let technology help.

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