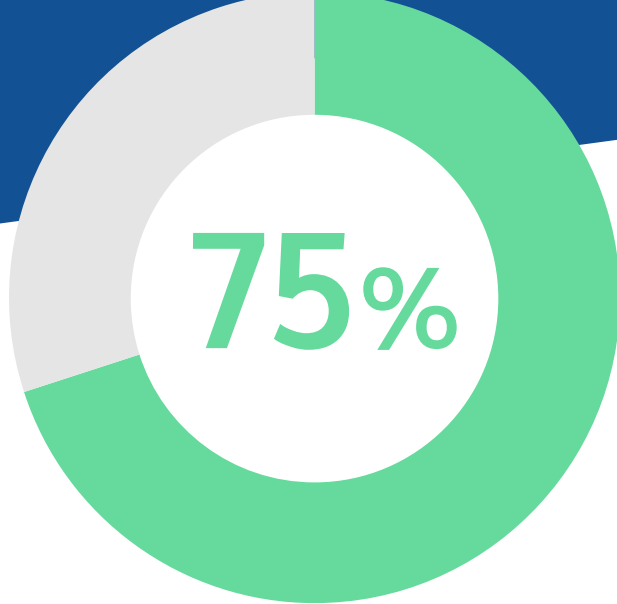


IoT Revolutionizes Retail

"IoT... a disruptive technology and a disruptive influence that many retailers are going to want, and need to embrace."

LESLIE HAND, VICE PRESIDENT OF IDC RETAIL INSIGHTS

Millennials, the first generation of digital natives will comprise **75% of the workforce.**
US CENSUS BUREAU



CUSTOMIZING AND TRANSFORMING THE SHOPPING EXPERIENCE



Smart stores monitor store traffic and customer demand in real-time



In-store customized offers and location-based services

"The most personalized offer in the world is useless if it doesn't make it to the **right shopper at the right time and in the right context.**"

JAMES BREHM, FOUNDED ANALYST AND CHIEF TECHNOLOGY EVANGELIST



8 out of 10 consumers use their smart phone as in-store shopping assistance.

DELOITTE

RETAIL TECHNOLOGY INVESTMENTS BY 2021¹

(% of respondents)



\$1.2 Trillion

the annual missed opportunity cost of overstocks, understocks and deep discounting

JOE JENSEN, VICE PRESIDENT OF THE IOT GROUP AND GM OF RETAIL SOLUTIONS DIVISION, INTEL

IoT brings greater visibility into supply chain operations to alleviate out-of-stocks and optimize stocking levels based on customer preferences.



5%

HIGHER PROFIT

5% higher profit - for companies integrating data and analytics

MCKINSEY & COMPANY

IMPROVING EFFICIENCY AND REDUCING COST



Optimise supply chain



Saving on power consumption



Smarter transportation with better tracking, routing and route optimisation



Demand-aware warehousing self-organised based on real-time demand

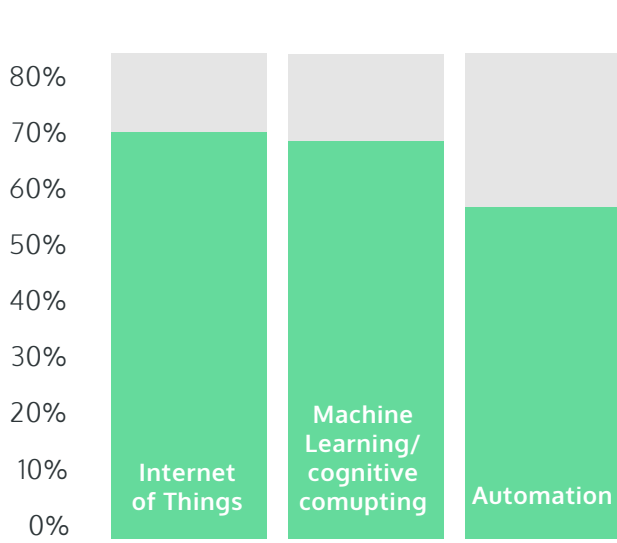


Monitoring temperature fluctuation to reduce waste and ensure food safety



Predictive equipment maintenance

RETAIL PLANNED INVESTMENTS BY 2021¹



(% of retail respondents)

The VIA IoT analytics platform empowers business to **ANALYZE FASTER, ACT SMARTER, and INNOVATE RAPIDLY** to transform business processes, deliver competitive advantage, and improve operational performance.



www.vitria.com

Contact Us for a Demonstration

SOURCES

¹ Reinventing Retail: 2017 Retail Vision Study, Taking Retail Automation and Personalization to New Heights, Zebra