



Lenovo Retail Solutions

Future-Proof your Shelf Display Strategy

In today's rapidly evolving retail landscape, it is crucial for businesses to adopt forward-thinking strategies that not only meet current consumer demands but also anticipate future trends. A well-designed shelf display strategy plays an important role in attracting and engaging customers, maximizing sales, and staying ahead of the digital transformation curve.

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Advantages:

1

From retailer headquarter perspective: your core mission is to set up the right plan, send it to the stores, and ensure timely and accurate execution. It is crucial for you to make data-based decisions and ensure prompt and precise implementation. Our Digital Shelving solution provides you with the immediate insights that help you make informed decisions regarding display and pricing. With the ability to supervise all the stores remotely, you can ensure timely execution without any surprises.

2

From retail stores perspectives: your key concern in running the stores is increasing store profits and efficiency. Our Digital Shelving solution can assist you in timely detecting out of stock status and subtle display problems, reducing human efforts on repetitive tasks, and assessing store operational efficiencies. This will ultimately help you achieve your goals of cost reduction and improved profitability.

3

From retail brands perspectives: the critical values of store display are sales and brand awareness. In the stores, you want to ensure that the display plan is carried out flawlessly while optimizing display opportunities to maximize the return on your display investment. Our Digital Shelving solution can help you stay informed of real-time display conditions. By combing sales data and test results, you can allocate your investments effectively and boost up the returns on your investments.

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Solution Overview:

✓ Solution powered by AI- Camera:

For scenarios where frequent and timely detection of shelf display is needed, AI-powered cameras together with edge computing can help identify and report real-time shelf conditions.

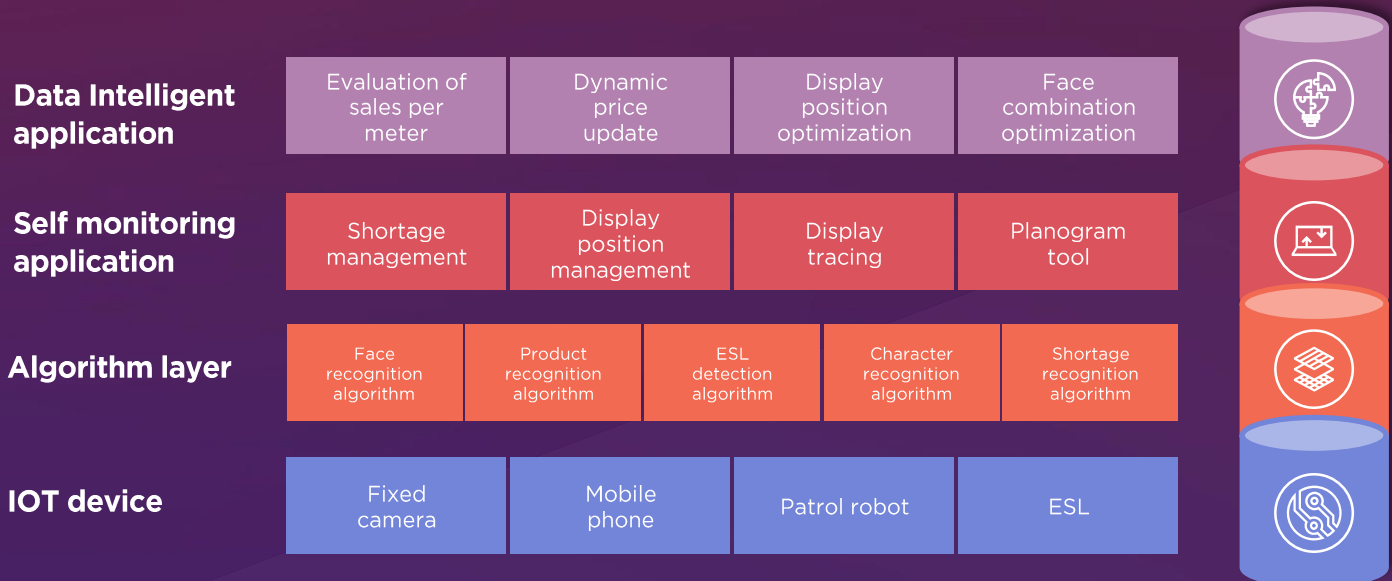
When combined with advanced solutions and other intelligent devices, the solution can help you build a personalized shopping experience by displaying promotional information for the product that customer has picked.

✓ Solution powered by robots:

For scenarios where a middle frequency of shelf display status is required, but the range is extensive (i.e. a warehouse mall). It is crucial to implement a system that can efficiently monitor and report the status of display shelves.

✓ Solution powered by mobile phone:

For scenarios where frequent shelf display status updates are not necessary, in-store staff can utilize the mobile apps to capture footage of the shelves and upload it to the backend system to obtain the current shelf display status.





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Are you ready to jumpstart your digital transformation journey with Lenovo Retail Solutions?

**The vision is yours,
get there with
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Learn more on how:

<https://techtoday.lenovo.com/us/en/solutions/retail-solutions>