

“Give us a store” Pilot Program

Achieve real business outcomes for your retail operations and customer experiences



Objectives



Reduce costs due to equipment failure and emergency with predictive analysis that drives smarter operations



Increase customer satisfaction and improve personalization through cognitive technologies



Gain greater customer insights through advanced demographic analysis and in-store real time customer behavior analysis



Improve inventory turnover with smarter merchandising and supply networks

Use Cases



A major U.S. retailer reduced the **\$1.4 billion** perishable annual food loss by applying cognitive smarter refrigeration management



A fashion apparel brand engaged with **70%** of customers by personalizing search experiences



A department store chain reduced inventory by using the insights from all interactions to dynamically adapt to changes in consumer attitudes

Start the cognitive journey now.

Introducing “Watson IoT Give us a store” Pilot program

IBM Watson IoT is leading the next industry innovation by leveraging cognitive capabilities to optimize the performance in three areas—operational efficiency, customer experience, and merchandising and supply chain management.

The “Give us a store” is a pilot program that enables business leaders to implement the “IBM IoT Starter Kit: Store Health, Space Utilization, Asset Health, Store Manager Productivity and Customer Engagement” at a specific retail location. It's the opportunity to quickly understand how IBM Watson IoT cognitive technologies can optimize performance and create significant values for your business.

**Thank you for your interest in “Give us a store” pilot program.
An IBM representative will contact you shortly.**

Learn more about IBM Watson IoT in Retail on ibm.com/iot/retail

