

## IoT

# Retail

With the retail industry more competitive than ever, businesses are having to turn to evolving technologies to keep ahead of the game.



## The challenge for Retail

Retail outlets are under enormous pressure to maximise sales and profits, improve customer experience and satisfaction, increase security and store safety, and maximise supply chain visibility. To help manage these pressures and provide customers with the products and experiences they desire, retailers are increasingly adopting IoT technologies, revolutionising the sector as they do so.

## How IoT Technology is Benefitting Retail

### Sales & Profits

IoT devices can collect information about customer behavior and needs, enabling improved sales and marketing strategies, while also facilitating store automation through methods such as lighting/temperature control and Electronic Shelf Labels (ESLs).

### Increased Security & Safety

CCTV and IoT cameras help ensure customer and store safety, while taking payment from smart devices (e.g. phones, watches) is far more secure when connecting via a private IoT network.

### Customer Experience & Satisfaction

Improved customer experience as IoT-powered retail enables personalized recommendations/targeted promotions, footfall monitoring, maximized supply chain visibility and much more.

### Supply Chain Visibility

RFID and Smart Tags are helping improve inventory management and minimise waste while IoT-implemented asset tracking is giving greater visibility of, and control over, shipping, transportation and manufacturing.

### What is a Retail Industry IoT Solution?

Here are the 3 key elements:

#### THE HARDWARE

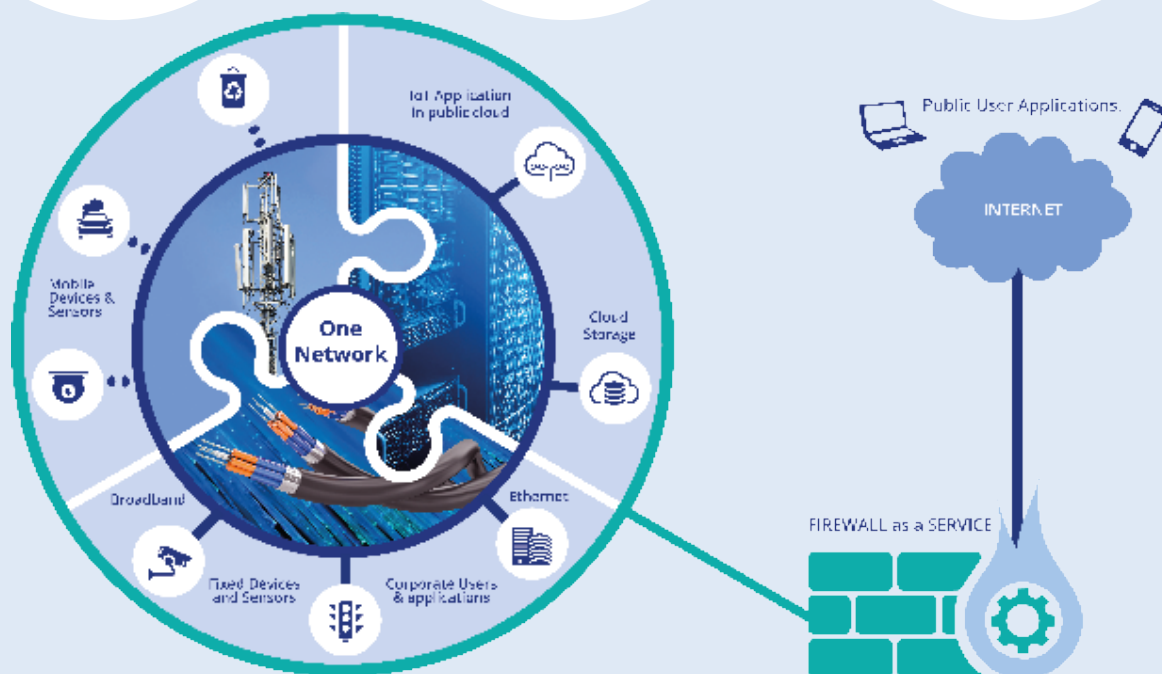
Sensors, devices and SIMs installed, wherever they may be required, to collect and record raw data.

#### THE CONNECTIVITY

The link between the hardware devices and the cloud based software applications using intelligent networking and data connectivity.

#### THE APPLICATION

Smart applications and data analytics which translates raw data into information, alerts and action presented in a management platform.



Let Spitfire simplify the process by offering a secure private MPLS network for your IoT solution, significantly reducing the time spent configuring and securing your data network:

- Highly secure by avoiding public internet traversal
- MPLS / Private APN networks available
- Fixed public and private IP addresses
- Avoid need for encryption
- Single provider for all connectivity
- Flexible pricing plans
- Single bill and point of contact
- Easy to manage and support

**One network, one supplier, one bill, one contract, one contact.**

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