

Arm Retail Solution

arm







Bridging the Physical and Digital Data Divide for Retail



Arm bridges the physical and digital data divide for retail, CPG and consumer electronics

- + New, unified data management solution for retailers combines Arm Pelion IoT Platform and Arm Customer Data Platform (CDP)
- + Solution enables retailers to securely consolidate, unify and manage physical in-store IoT data and digital customer data to drive more personalized customer experiences
- + Arm partners with Reflexis, leader in store execution software, allowing retailers to scale deployment of IoT in-store, reducing store associate training costs

Common use cases

 <p>People Tracking Leverage security cameras, in-store beacons and mobile devices to identify and analyze in-store shopping paths and behavior.</p>	 <p>Scan and Go Enable shoppers to scan in-store items with their mobile device for improved customer experiences, product information, and shopping cart integration.</p>
 <p>Personalized Digital Signage Connect in-store digital signage to digital ad-platforms and deliver personalized advertisements based on shopper's in-store behavior and enriched by online preference history.</p>	 <p>Personalized Promotions Connect all online and offline shopper behavior to create personalized recommendation engines to increase sales. Use predictive modeling to identify "lookalike" shoppers and target them with similar offers.</p>
 <p>Merchandising Inform and hyper-personalize inventory and asset management by predicting consumer behavior based on local trends or area events.</p>	 <p>Cashierless Checkout Connect online and in-store shopping carts with a variety of technologies so shoppers can seamlessly pick up items in store with automated billing to their account.</p>

About Arm

Arm technology is at the heart of a computing and connectivity revolution that is transforming the way people live and businesses operate. Our advanced, energy-efficient processor designs have enabled intelligent computing in more than 130 billion chips. More than 70% of the world's population are using Arm technology, which is securely powering products from the sensor to the smartphone to the supercomputer. This technology combined with our IoT software and end-to-end connectivity, device and data management platform enables customers to derive real business value from their connected devices and data. Together with our 1,000+ technology partners we are at the forefront of designing, securing and managing all areas of compute from the chip to the cloud. If you'd like more information, please contact us as retailsolution@arm.com

