



# The Smart Digital Store

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## The Smart Digital Store enables the next generation of “phygital” retail

The retail landscape is changing. The increasing influence of digital, demanding tech-savvy customers, and the explosion of both novel technologies and alternative channels are urging retailers to rethink the role of brick-and-mortar stores in their interactions with customers. The Smart Digital Store bridges the gap between physical and digital, creating stores that combine the benefits of both worlds. This transformation opens up new ways to add relevance for customers and empower employees while delivering business value to retailers.

### Online store proposition



Virtual store



Web store

## The Smart Digital Store

Merges the benefits of online and physical stores to create remarkable destinations

### Physical store proposition



Out-of-store



In-store

## Our capabilities include:

- Store vision, strategy, and roadmap definition
- Store experience design
- Cybersecurity-certified, open-source, and scalable IoT platform, that connects any edge device to any cloud and analytics solution
- Collaborative approach to evaluate ROI and adoption before deployment
- Network of Applied Innovation Exchanges helps unlock existing asset value and future proofs novel concepts
- Ecosystem integration for partners and start-ups.

## A peek into our tailor-made solutions:

### Create immersive experiences to connect emotionally with customers:

- **Personalized voice-shopping assistant** – converse with customers, provide recommendations using natural language processing, artificial intelligence, and image recognition
- **Digital associate** – turn store associates into brand ambassadors with on-the-go performance data, assigned tasks, shopper location, product information, and customer profiles
- **3D space modeler** – visualize dream spaces using virtual reality and 3D-printed modules
- **Dress me up** – mix, match, and visualize apparel items via a simple smartphone swipe.

### Enable convenient and seamless experiences to remove friction between inspiration and purchase:

- **Smart fitting room** – recognize products, provide details, make recommendations, and call for assistance
- **Smart kiosk/digital signage** – browse product catalog and details (e.g. specifications, reviews), visualize life-size products, and call for assistance; perfect for small store format
- **Smart Store Guide mobile app** – organize shopping lists, route shoppers to listed items, and view product specifications recommendations and discounts
- **Queue buster** – optimize checkout using mobile POS, scan and go, or just walk-out solutions using image recognition RFID, and/or QR codes.

The Smart Digital Store offers a future-proof platform and a wide breadth of services, tools, and accelerators to help retailers kick-start their store transformation journey, regardless of where they start.

### Optimize store operations to meet customer needs:

- **In-store analytics** – understand behaviors and preferences optimize layout, and better deploy store associates
- **Point of sale (PoS) toolkit** – accelerate retailer definition of business requirements and selection of appropriate PoS hardware and software
- **Smart inventory** – provide real-time product availability and location data along the value chain, get product interaction insights, and provide services such as extended aisles and flexible fulfillment (e.g. buy online, pickup in store)
- **Smart store controls** – sensors and cameras automatically regulate energy usage
- **Smart food-waste management** – beacons and analytics push customer alerts and promotions for products nearing expiration.

## Why is Capgemini the partner of choice?

Our priority is to create measurable business value for retail clients. Using our integrated Smart Digital Store framework, we tailor solutions to specific retail needs. We help shape the unique store vision for success today and tomorrow. We connect expected outcomes to key ingredients that enable them – integrating the customer, the store employee, the product, and the physical store. Our strategic partnership with Intel and our broader ecosystem allows Capgemini to help retailers build and sustain competitive advantage through cutting-edge and scalable technologies that culminate in an immersive, frictionless, and responsive store environment.

For more information, visit:

[www.capgemini.com/service/the-smart-digital-store/](http://www.capgemini.com/service/the-smart-digital-store/)