



**BOSCH**

Invented for life



## **Digital Transformation At Play In Retail**

Enriching Consumer Experiences

Improving Operational Efficiencies



## Digital Transformation in Retail Industry

Your enterprise touches consumers lives on a daily basis. While their expectations are growing at a rapid pace, the industry is undergoing a metamorphosis thanks to the new age digital technologies. This oft quoted digital transformation is happening on both the planks of consumer experience and operational efficiencies.

Technology disruptions on the consumer experience front are rapidly changing the way a consumer shops. Some of the trends on this front are improving in store experience using context aware personalization, augmented and virtual reality solutions, in store analytics to improve consumer experience with timely assistance and information and also at the comfort of their arm

chair they can talk to “Digital Assistants” and place an order.

To support this rapid change the enterprise is undergoing a lot of change internally in terms to improve the operational efficiencies to deliver a greater experience. This change is being enabled by many IoT enabled solutions which help track asset utilizations, performance; energy consumption patterns and shelf management. Enterprises are then analyzing this data and empowering their employees to actionize appropriately.

We at Bosch pride ourselves in providing solutions to the challenges of this fast changing digital world. Come on board and experience the Bosch solutions to help you embrace these exciting times.

# IERO

## Enable | Engage | Enrich



### Brief

Helps deliver unique experience to every consumer at your retail store. It combines the capabilities of indoor positioning, behavioral analytics, AR, AI to provide improved consumer experience at a physical location



### Retail chain

Improve Loyalty,  
Footfalls, CX,  
Operational efficiency



### Consumers

Personalized offers, Ads,  
Quicker shopping experience,  
Improved store assistance



### Store manager

Helps achieve  
targeted deployment  
of service personnel,  
Improve Product  
Placement in store

Analyze consumer  
behavior data at strategic  
locations in a store



In store assistance

Physical analytics of store  
aisles, shelves

Carry out proximity  
marketing

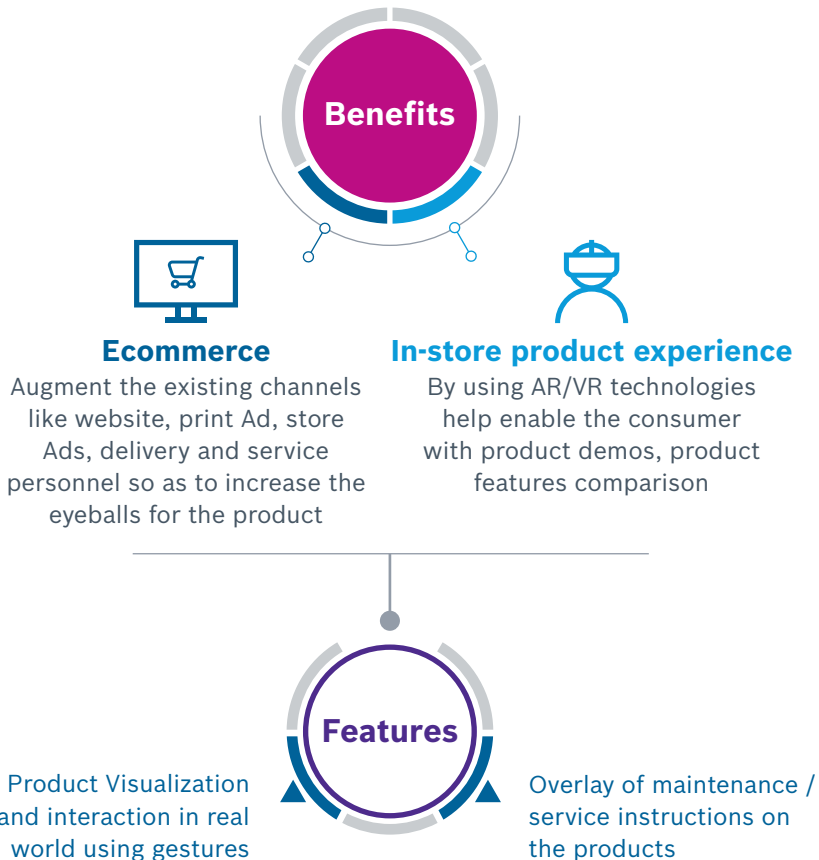
# Digital Reality Solutions For Enterprise

## Enhancing Consumer Experience



### Brief

Bosch is offering AR/VR enabled technology driven solutions for retail stores to help enhance consumer shopping experience across channels like: eCommerce, stores, experience centers. This builds on the existing technology landscape of the retail enterprise and provides improved product / channel experience.



# AI Powered Voice Based Digital Assistants Enabled Omni Channel Retail



## Brief

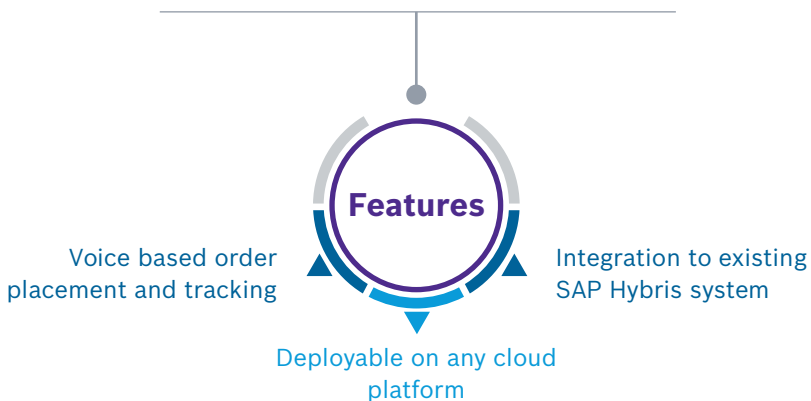
This omni-channel retail solution helps provide improved consumer experience and makes a retail store accessible in a conversation manner



Helps consumers place orders, track orders at their convenience using just voice as mode of communication



In the store premises it helps customers trace the aisles



Voice based order placement and tracking

Integration to existing SAP Hybris system

Deployable on any cloud platform

# Enterprise IT Systems and Digital Supply Chain Bedrock to deliver great customer experiences



## Brief

To provide a great and a unique experience to each customer, the enterprise IT systems and the supply chain systems which track goods, customer orders, payment status, returns, procurement, warehouses and other operational aspects should function in cohesion, we partner with you to make that happen



Helps the internal teams ensure seamless operations of organization, supply chain, provide great experience to the end customer



In addition these systems help the organization optimize the resources to improve the financial health



Best in class ERP systems and robust implementations

Comprehensive CRM systems to help customers have a one stop solution

# A non-intrusive load monitoring solution

## Load monitoring – silently!

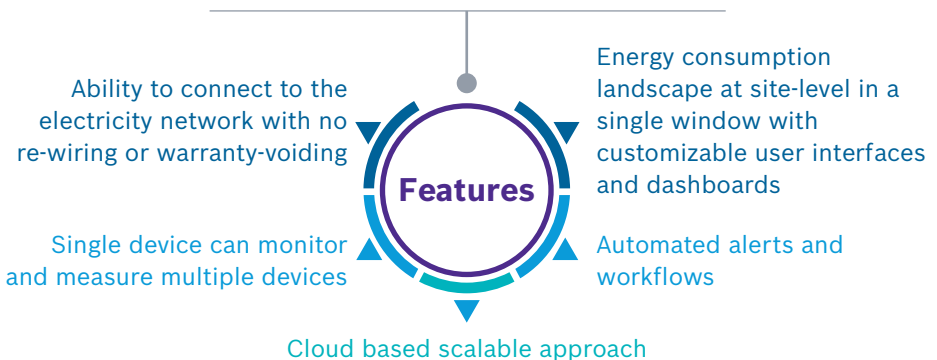


### Brief

Across an enterprise's landscape there are multiple industrial assets, machinery and devices installed with varying energy consumption patterns. This solution provides you an opportunity to track and analyze the energy consumption pattern and take proactive measures



This solution non-intrusively taps into your enterprise's energy network and measures energy signatures of various devices individually. This system helps identify potential faults, improving the operations and efficiency of the devices and thereby reducing periodical maintenance costs.



# Managed Assets

## Sense | Analyze | Actionize



### Brief

A technology aided solution to monitor performance, productivity of an industrial asset, machinery to help you gain transparencies and improve operational efficiencies of your stores, malls, plants



Out-of-the-box asset management solution





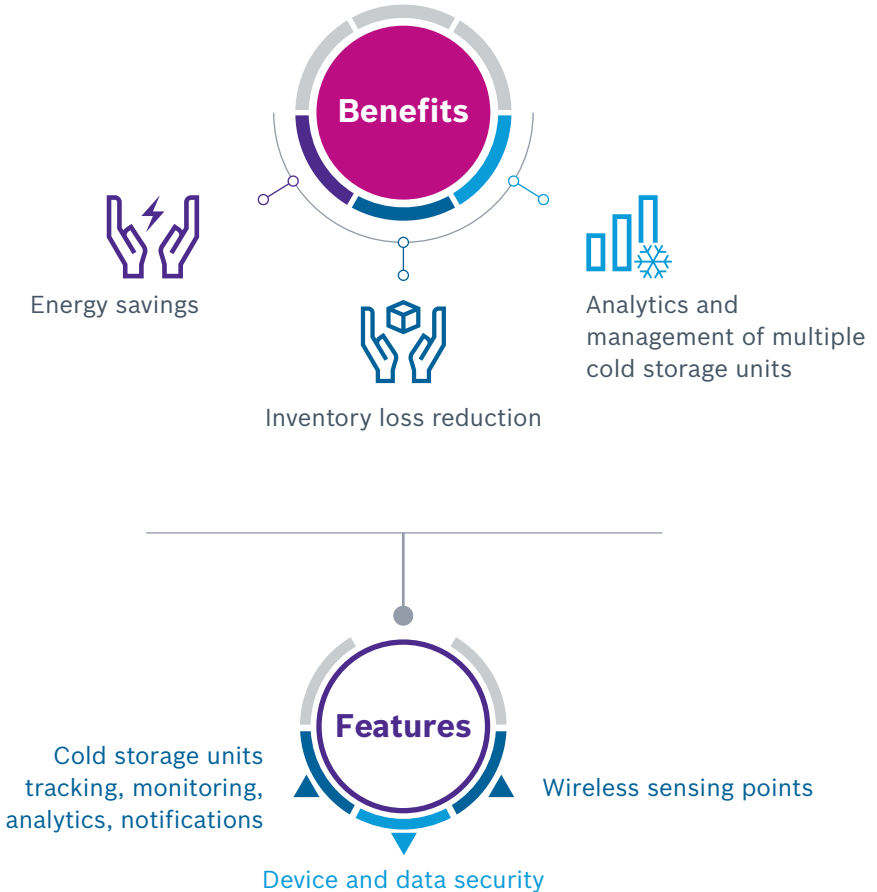
# Cold Storage Monitoring Solution

## More from cold chain assets



### Brief

A technology aided solution to monitor performance, productivity of a cold storage assets across the entire retail value chain to help improve operational efficiencies of your stores, malls



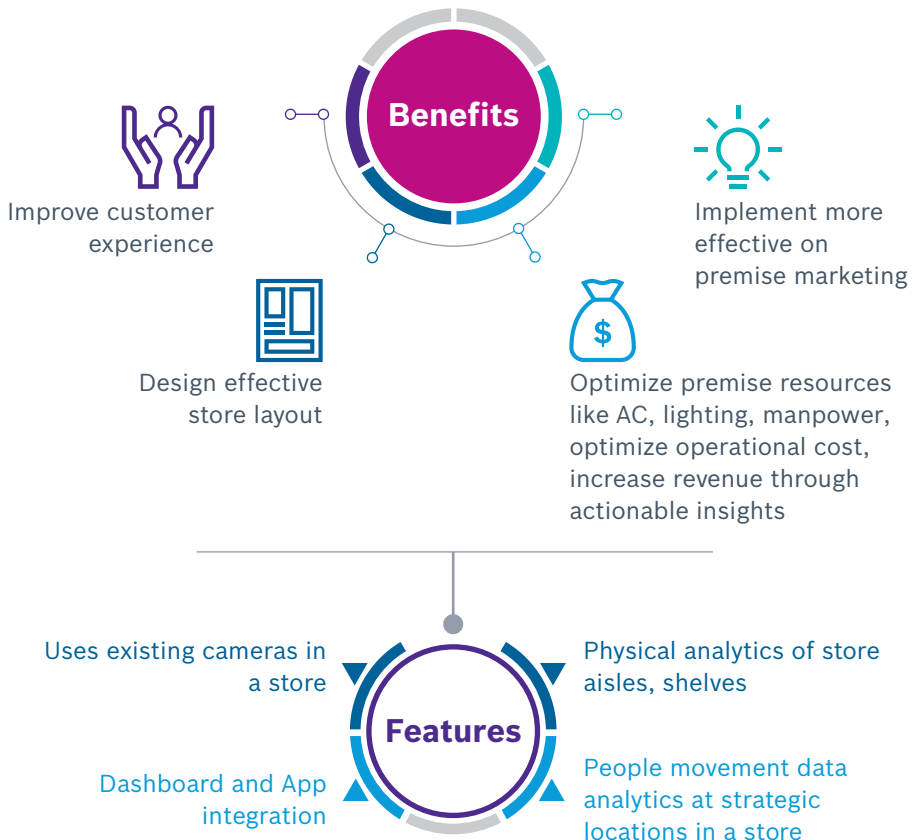
# DELVIA – A video analytics solution for retail stores and malls

## Capture | Analyze | Actionize



### Brief

A video analytics solution which takes the existing video feeds from cameras to extract information on people movement (footfall trends, heat mapping, trajectory view, demographics details etc) in your premises, analyze and actionize on the insights to provide insights to improve the business



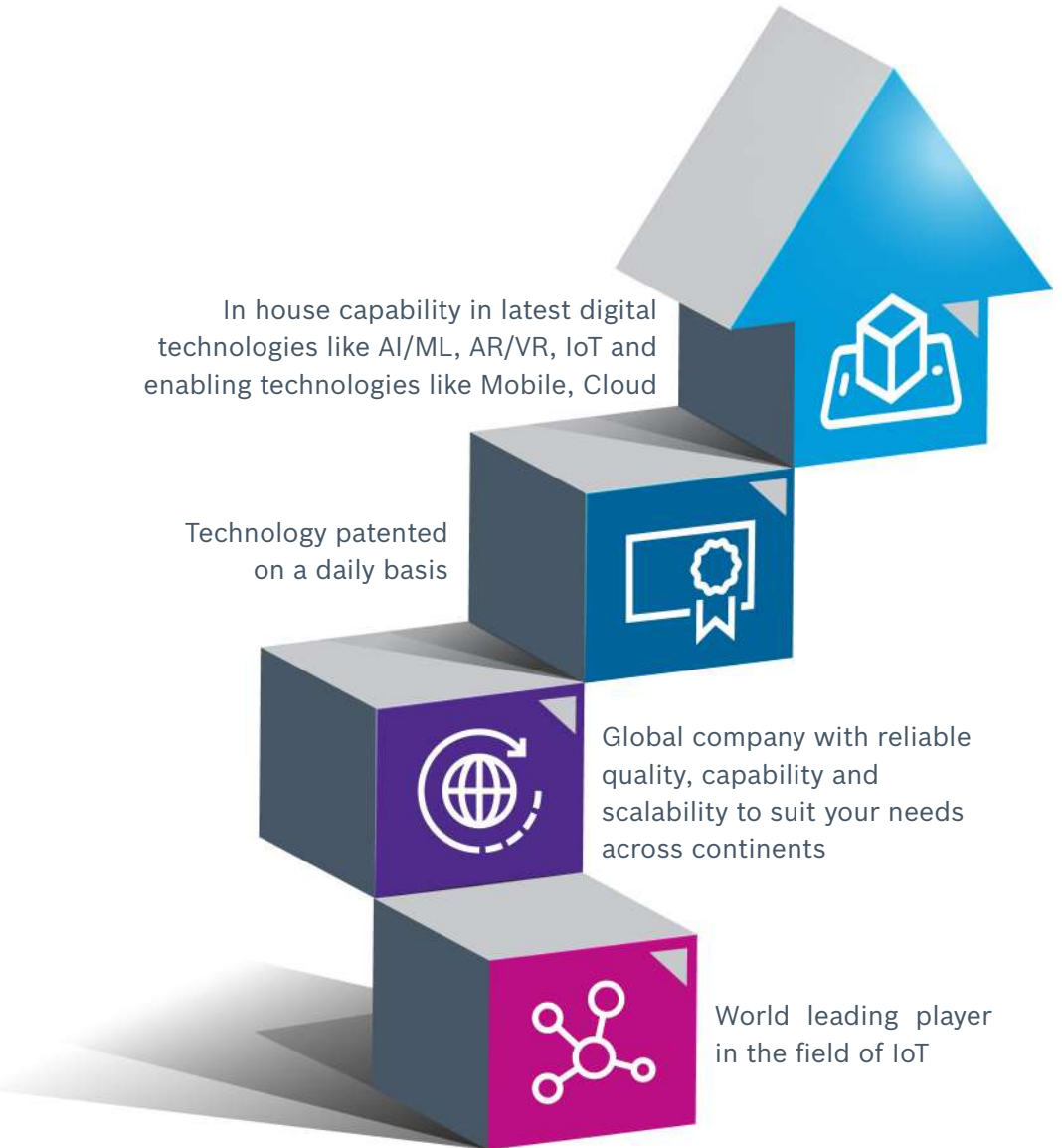
# Bosch Advantage

In house capability in latest digital technologies like AI/ML, AR/VR, IoT and enabling technologies like Mobile, Cloud

Technology patented on a daily basis

Global company with reliable quality, capability and scalability to suit your needs across continents

World leading player in the field of IoT



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