

# Retail Connectivity

Extract Insight and Drive Business Value

## Current Environment

### Retailers are facing challenges



Too much data, not enough insight



Too many disconnected data sources



Heightened consumer expectations

### CIOs are feeling the pain - and aren't making much progress

% of Retail CIOs indicating as a **top consideration**

**54%**

Turning massive amounts of data into usable insights for our internal business partners

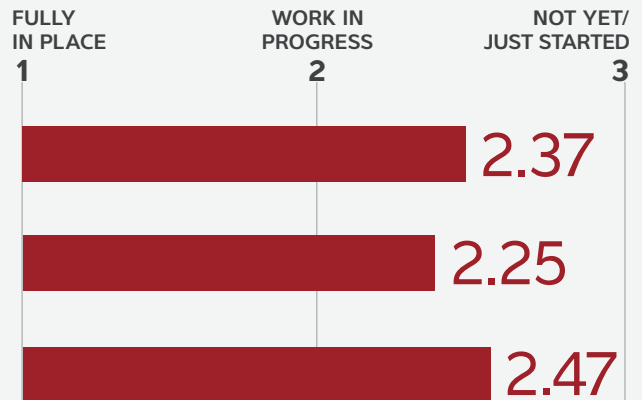
**48%**

Integrating different selling channels (eCommerce, catalog, mobile, social, stores, customer service)

**44%**

Making more corporate data - such as product and inventory information - available to consumers to meet their needs

"To what degree has your company tackled these considerations to successfully deploy and manage IT in your retail organization?"



2015 NRF / Forrester Retail CIO Survey

## Opportunities

Addressing these challenges can lead to numerous benefits

Faster decision making

Increased margin

Improved product development cycle time

Reduced supply chain costs

Enhanced customer loyalty

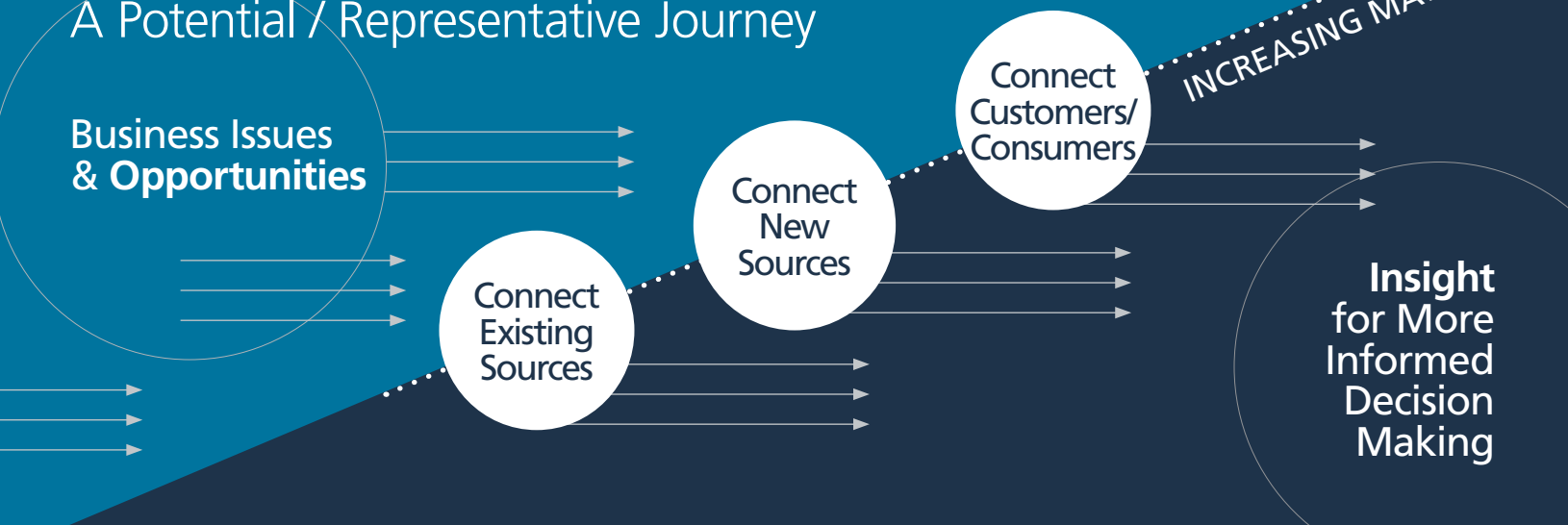


Accelerate the Path to Value with

**KALYPSO**  
+  
**ThingWorx**  
A PTC Business

# A Path Forward

A Potential / Representative Journey



## Example Applications

Make real-time decisions based on data and drive real, rapid business value

Real-time information to monitor in-store assets and prevent costly equipment outages

Visibility to in-transit goods, combined with environmental data, for more proactive supply chain decision-making

Analyze near real-time POS and loyalty data to provide personalized offers

Real-time insight on category and vendor performance for better merchandising decisions

Real-time information to monitor in-store assets and prevent costly equipment outages

THE POSSIBILITIES ARE LIMITLESS



Back-end System

External Sources

Sources in the store

## Where are you in your IoT journey?

Kalypso can partner with you at any stage

**Identify** potential issues/needs that can be addressed with a connectivity / IoT solution

**Define** the financial / operational benefit

**Scope** a proof of concept with clear success criteria

**Collaborate** with stakeholders to rapidly & iteratively define and design a solution – in days, not weeks

Quickly deploy to extract insights and **capture value**

## KALYPSO

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