Digital Transformation At Play In Retail
Enriching Consumer Experiences
Improving Operational Efficiencies
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.

**Benefits**
- Improve Loyalty, Footfalls, CX, Operational efficiency
- Personalized offers, Ads, Quicker shopping experience, Improved store assistance

**Features**
- Analyze consumer behavior data at strategic locations in a store
- Physical analytics of store aisles, shelves
- Carry out proximity marketing

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

**Retail chain**
Improve Loyalty, Footfalls, CX, Operational efficiency
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.

**Benefits**

- Augment the existing channels like website, print Ad, store Ads, delivery and service personnel so as to increase the eyeballs for the product

- **Ecommerce**
  Augment the existing channels like website, print Ad, store Ads, delivery and service personnel so as to increase the eyeballs for the product

- **In-store product experience**
  By using AR/VR technologies help enable the consumer with product demos, product features comparison

- **3D Product Visualization**
  and interaction in real world using gestures

- Overlay of maintenance / service instructions on the products

**Features**
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.

**Benefits**
- 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

**Features**
- 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 an 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.

Benefits
- 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.

Features
- 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.

Benefits
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.

Features
- Ability to connect to the electricity network with no re-wiring or warranty-voiding
- Single device can monitor and measure multiple devices
- Energy consumption landscape at site-level in a single window with customizable user interfaces and dashboards
- Automated alerts and workflows
- Cloud based scalable approach
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

Benefits

Asset Tracking and Monitoring

Features

Preventive and Predictive Analytics with real time notifications to take corrective actions

Condition based maintenance

More reliable digitalized maintenance and service workflows
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.

**Benefits**
- Energy savings
- Inventory loss reduction
- Analytics and management of multiple cold storage units

**Features**
- Cold storage units tracking, monitoring, analytics, notifications
- Wireless sensing points
- Device and data security
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.

**Benefits**
- Design effective store layout
- Improve customer experience
- Implement more effective on premise marketing
- Optimize premise resources like AC, lighting, manpower, optimize operational cost, increase revenue through actionable insights

**Features**
- Uses existing cameras in a store
- Physical analytics of store aisles, shelves
- People movement data analytics at strategic locations in a store
- Dashboard and App integration
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