

Smart Shelf: IoT driven real-time Inventory tracking





Did you
know?

Improve your Retail Execution

With increasing competition and expanding product assortments, CPG companies must rethink their product mix based on consumer buying patterns. Smarter retail operations are a way to seek insights and take decisions to enhance retail experience.

‘Smart Shelves’, also known as ‘Intelligent Shelves’, are enabling CPG companies make informed decisions about their product placement and popularity.

Driven by IoT devices it tracks real-time, on-shelf product performance. This provides valuable inputs in product mix management strategies and defines appropriate planogram for target markets.



Out-of-stocks” (OOS) accounted for **\$634.1 billion** in lost sales in 2018 alone.



Overstocks contributed **\$471.9 billion** in lost revenues.



According to the Category Management Association, **28%** of items do not meet store placement requirements. This failure leads to shoppers choosing other stores or competitors.



Manual auditing of the retail shelf is time-consuming and inaccurate with error rates up to **20%** as described by a Stanford study.

HCL Smart Shelf retail solution

Using HCL Smart Shelf solution, the CPG companies can keep a track on retail processes; which products are sold and at what frequency.



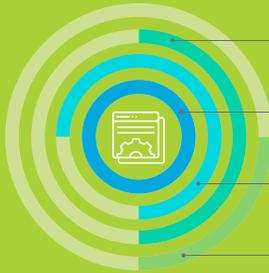
Business Benefits



Case Study | A North American premium F&B brand



HCL Smart Shelf Automation System, integrated with IoT Azure and real-time analytics.



Cost effective IoT devices

SKU velocity tracking

Near real-time replenishment triggers

cloud-based scalable solution

Key Benefits



Quicker replenishment cycles and reduced stockouts



Identification of SKU - Customer affinity patterns



Targeted product mix strategies and planogram design

For more information write to us at
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