





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.

Did you
know?



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



#CPGbyHCL

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
rcpg.solutions@hcl.com
#CPGbyHCL



HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on March 31, 2021, HCL has a consolidated revenue of US\$ 10.17 billion and its 168,977 ideapreneurs operate out of 50 countries. For more information, visit www.hcltech.com



www.hcltech.com