Smart Retail

Customized shopping benefits customers and retailers



Customized shopping benefits customers and retailers

M2M technology is giving brick and mortar stores new ways to compete with online shopping. Beyond digital signage and mobile POS, connected displays are providing optimized customer shopping experiences and offering retailers valuable insight into shoppers? in-store habits.

Already utilized by some retailers, guided browsing and recommendation tools mimic the online experience. Apps track a shopper?s habits to deliver updated customized information to an individual?s mobile device or via in-store digital displays. Product information, special offers and related product suggestions can all be provided depending on in-store behavior and location. Tracking shopping trends helps retailers improve store layout in a way that?s more appealing and conducive to how customers navigate their stores.

RECOMMENDED PRODUCT			

MultiConnect® PCIe HSPA+ PCIe Mini Card Communication Modules and Modems (MTPCIE Series) • Interchangeable communications devices • Easy migration to future networks • Long solution lifecycle reduces redesign time and cost • High-quality, reliable solution delivers on the promise of "M2M Simplified" • Support from the leading experts in M2M technology			