

Retail Smart

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Make shopping more enjoyable



Keep products available at all times



In-store promotions everywhere



Know your customers better



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香港物流及供應鏈管理應用技術研發中心



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Retail Smart

Applying RFID technology in retail industry becomes more popular than ever, retail stores collect data by using different RFID frequencies under unique environment and constraints. The state-of-the-art RFID software technology Retail Smart allows system operators to configure, monitor and manage manifold readers through a single user-friendly interface.

Retail Smart is an integrated RFID-enabling software platform which is able to effectively manage multiple RFID hardware infrastructures within a single compact environment. The technology is further equipped with data analysis and filtering features to enhance the ability to obtain accurate RFID data.

Licensable Technologies

1. **RFID Enabling Software Platform**
 - a. Environmental Configuration Modeler – specifies definition of environmental-specific RFID equipment configuration and provides administration platform
 - b. Environmental Configuration Manager – provides reader data and run-time RFID equipment management as well as run-time tag data analysis
2. **e-Sample Catalogue Software Engine** – obtains UHF (ultra-high frequency) VIP card data and HF (high-frequency) product activity data by using multiple readers
3. **VIP Tracking Software Engine** – collects VIP activity data
4. **Document Tracking Software Module** – enables document controlling, locating and monitoring as well as inventory controlling

Key Features

Personalized Shopping

By using RFID technology, retailers can obtain information about their customers' purchasing trends and offer rewards to targeted customers. RFID enables the marketing and customer service teams to identify customers, call up account histories, and provide value-added services to help create a personalized shopping experience.



Smart Shelving



RFID-enabled shelving that permit item-level and real time tracking at the store to give retailers an electronic boost to avoid out-of-stock, keep expired and wrongly placed products off the shelves, provide the consumers with a superior shopping experience.

Detailed Product Information

The face of retailing is changing, now more than ever. RFID has the potential to improve the retail industry with better product information within stores. With just one scan, detailed information of a product can be displayed, it can even promote affiliate products.



Instant Sales Booster

The system using RFID tags which are attached to each item and readers are embedded underneath the shelf. It can detect the removal of an item picked up by a customer. The "pick-up" pattern changes the content of a computer-driven display to show advertising and information related to the item. Thus, the system provides benefits beyond simple inventory management by attempting to directly influence sales.



Applications

- Product Information Display
- On-Time Promotion Prompter
- In-Store Inventory Management
- Customer Behavior Analysis

Why Retail Smart

With data processing features, Retail Smart expedites close interaction between customers and retailer. The customers can promptly get the product and promotion information, while the retailer can track down the shopping preferences and habit of the customer in real time, value added yet personalized services could be provided to customers and thus drive their loyalty.

Retailers face the constant demand to have the right goods available at the right places in the right quantities. Incorporating RFID technology into existing supply chain operations, the human resource investment required to monitor goods movement and inventory flow can be leveraged.

By integrating the frontend and backend system seamlessly, it caters the needs of customer, salesperson as well as purchasing and marketing staff at the back office, facilitate better collaboration between frontend and backend staff.

Retail Smart brings innovative concept and considerable impact on the retail industry. To seek ways to minimize your risks and maximize your returns, this effective supply chain solution is your indispensable companion for sharpening the competitive edge of your retail business.