The opportunity for IoT in retail is huge, and getting started with a quick, high-value project is easier than you think.

IoT is more than just the “Things” of connected devices, products or sensors. IoT can connect systems, providing unified visibility, real-time decisions, and deeper insights into customers, competition, product portfolio and performance.

**BY THE NUMBERS**

- **56%** of smartphone users plan to use their device while shopping.
  - Accenture

- **85%** of shoppers prefer personalized offers reflecting their past shopping behavior.
  - Synquera

- **54%** use or would like to use digital touchscreens in-store.
  - Cisco

- **61%** would visit and do more shopping in a store with beacon marketing campaigns.
  - SWIRL

**CARREFOUR’S BEACON-BASED MARKETING**

- **600%** new users
- **400%** more time spent in app
- **+50%** conversion rates

**URBAN OUTFITTERS IN-STORE PUSH MESSAGING**

- **60–70%** engagement rate

**RETAILER BENEFITS**

- Completely centralized information. All IoT devices talk to each other and the CRM for instant customer feedback and retailer action.

**Quick wins are easy to find.**

**DON’T DO NOTHING**

The technology is here now to create an incredible shopping experience for your customer and build huge value for retailers.
Start smart, start now, build instant value.

KALYPSO + ThingWorx

SMART-CONNECTED STORE

To get started, contact
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