

# RFID for Retail

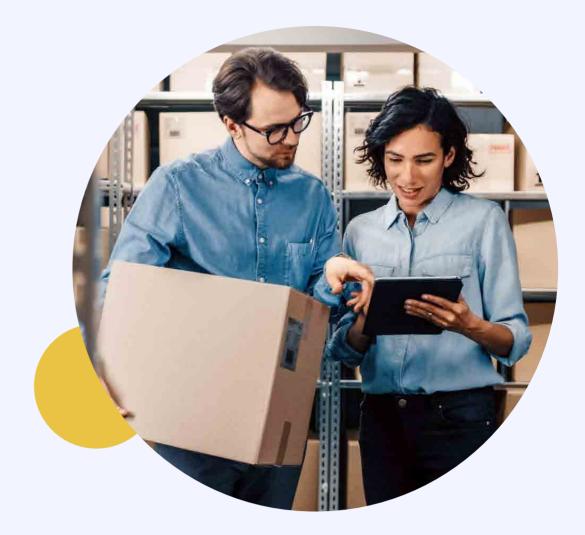




A solution that allows **real-time control**, via **RFID tags and antennas**, of the **complete traceability of products** on your journey from the factory to the shop, while, at the same time, facilitating the **improvement of the customer experience at the point of sale.** 

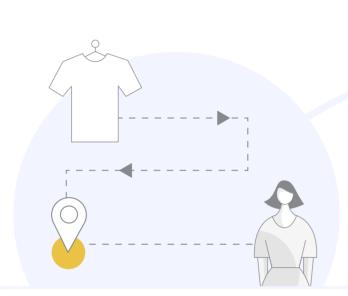
#### A solution to meet your challenges

- > Controls the traceability of the product throughout the entire logistics chain.
- > Reduces unknown shrinkage.
- > Performs restocking strategies and

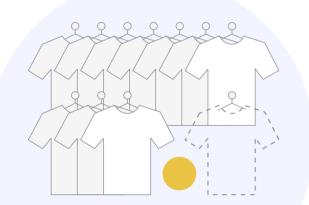


- trends based on real-time data.
- > Improves the experience in your shop.
- > Efficiently manages inventory, replacement and check out processes.

## **RFID for Retail allows...**



To have full traceability of the product from the moment it is labelled.

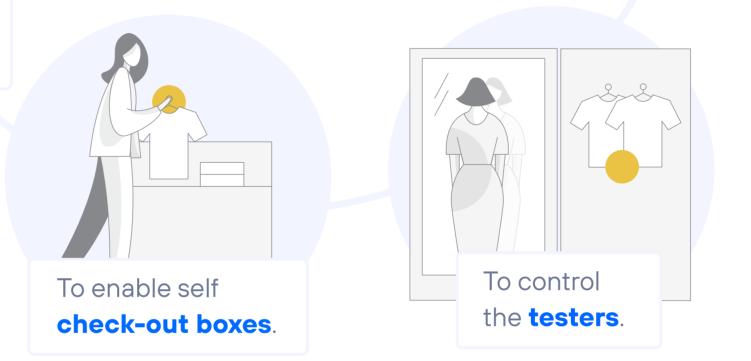


To know the **stock** in real time.

RFID

- To take **inventory** of products.
- To **alarm and disarm** products.
- To enable screens to provide product information.
- To replace more efficiently.

# **To prevent shrinkage** of unknown origin.



### **Vith RFID for Retail, you will get**

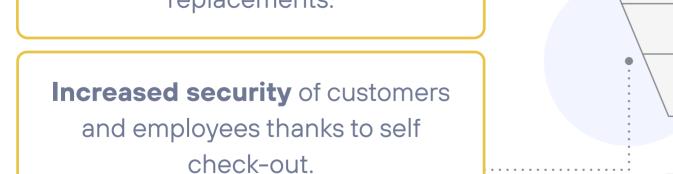


Analytics of the traceability of items and the interactions that customers have had with them.

**Operational savings** by reducing inventory time and storage flows.

Increased efficiency through better management of your production, restock and replacements.





## ¿Why Telefónica Tech | Al of Things?

Through **RFID for Retail**, we offer large companies and multinationals in the Retail sector the **optimal way to digitally transform themselves.** 

Find out how **RFID for Retail** can help you **manage your products and commercial** spaces **more efficiently**.



