

SMART SPACES

RFID for Retail

HOW CAN TELEFÓNICA TECH HELP?

Control the traceability of your products in real-time, from the factory to the point of sale, improving the customer experience and increasing security in your stores.

A solution that allows real-time control of the complete traceability of products on their journey from the factory to the store, using RFID tags and antennas. At the same time, it facilitates the improvement of the customer experience at the point of sale.

We also offer a much safer and simpler alarming system for your products thanks to the integration of the innovative XiD wire technology with RFID antennas.

WHO IS THIS SERVICE FOR?

The RFID solution for Retail is suitable for all **retail** companies and **logistics and production sectors** that need to control their stock and ensure the traceability of their products. It is also aimed at companies with points of sale that wish to improve operational efficiency or enrich the customer experience.

OUR VALUE PROPOSITION

Our service

The **RFID for Retail** service allows real-time management of complete product traceability from the factory or logistics center to the store, using RFID tags and antennas. It facilitates automatic inventory and de-stocking, as well as reducing unknown shrinkage thanks to the integration of XiD thread. It also improves the customer experience through solutions such as more efficient checkout counters, interactive information displays and return lockers.

Tags are placed on each product to be controlled, and thanks to antennas and readers, it is possible to read each tag in real time, providing detailed information on the quantity of products available, their location (in store or warehouse) and their distribution in specific designated areas.

What does it allow you to do?

- › **Total product traceability:**
You will obtain complete traceability of your products by labeling the products and placing antennas at the control points.
- › **Real-time stock:**
Access updated information on available stock at each location in real- time.
- › **Efficient inventory:**
Automate product inventory or perform fast and efficient counts with handheld readers.
- › **Automatic alarming and de-alarming:**
Protect products with RFID antennas integrated with the XiD thread for a more secure and convenient alarming system.
- › **Product Information Displays:**
Integrates the solution with Digital Signage to include interactive displays, smart testers and more.

Benefits

Visibility of product traceability

RFID tagging of all products and the addition of readers at the desired control points allows for real-time monitoring of the location and quantity of goods.

Improvements in efficiency and restocking

Real-time control of stock and sales facilitates more efficient and predictive replenishment strategies, and warehouse management. Adapt your operation to demand and optimize the relationship between sales and available stock.

Reduction of unknown shrinkage

The use of XiD thread, integrated during manufacturing into the packaging or product, is compatible with RFID antennas. This ensures that the products are “factory” alarmed, making it difficult to inhibit the system and reducing unknown shrinkage throughout the chain, from the factory to the store.

Operational savings

RFID technology automates tasks such as inventories, product location or the simultaneous payment of multiple items at the checkout. These operations are carried out automatically or in much less time, which generates direct savings in personnel and allows resources to be allocated to higher value tasks.

Improving the customer experience

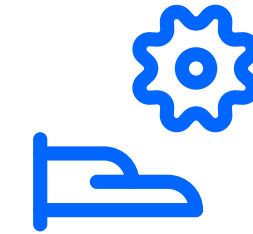
- › Integration with Digital Signage to offer information screens and personalized recommendations based on the product.
- › RFID-assisted or unattended payment checkouts, which allow simultaneous scanning of all products, speeding up the process.
- › Smart lockers for returns, capable of automatically recognizing the products inserted, improving customer convenience.

Telefónica Tech's differential value



The latest and most innovative technologies:

We collaborate with leading partners in the RFID sector to implement advanced solutions that integrate the most innovative technology on the market, ensuring adaptability and efficiency in each project.



Comprehensive turnkey service:

We offer a complete service that includes conceptualization, design, implementation, operation, and maintenance, thanks to our experience in digital transformation for the retail sector. This guarantees an efficient, personalized, and reliable solution that covers all the needs of our customers.

EQUIPMENT, TEAMS AND ACHIEVEMENTS

Our teams

- › **+100 people dedicated to the retail vertical.**

Achievements

- › **+50.000 points of sale.**
- › **+20 years** deploying digital transformation solutions.
- › **+90 countries** with our services.
- › **+100 digital transformation projects** by 2023.
- › **+500 customers.**
- › **+150 million euros** deployed in the last 3 years.

BUSINESS MODEL

RFID is offered as a **turnkey service**, designed to adapt to the specific needs of each customer. It **includes design, deployment, operation, and remote or on-site support**, guaranteeing a comprehensive solution from implementation to maintenance.

The service consists of:

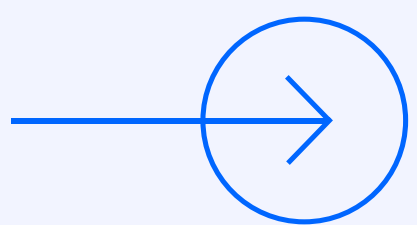
- › **Software:** Possibility of including SGAs or other systems, or integration with the customer's existing software.

- › **Hardware:** Readers, antennas, arches, tags, and other equipment that the customer acquires as property.
- › **Services:** Installation, configuration, and remote or face-to-face support, adjusted to the level of service required by the customer.

RELATED SERVICES

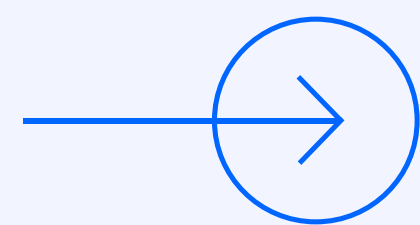
Phygital Store

Create a seamless digital experience with this solution, offering your customers the same experience both online and offline. Customers can start their shopping journey at home and complete it in-store, or vice versa.



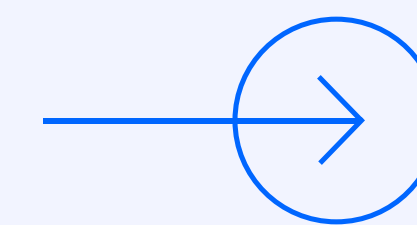
Digital Signage

Transform your space into an intelligent environment by delivering personalized content based on the context and location of each screen.



AI & Data Consulting

We design a master transformation plan centered around data, guided by your business priorities. Based on these priorities, we build a technological ecosystem of IoT and Artificial Intelligence, enabling your company to leverage the potential of these new technologies to generate new revenue streams, optimize costs, or reduce risks.



Contact us to start the digital transformation of your organization.

