

SMART SPACES

Smart Shelves

HOW CAN TELEFÓNICA TECH HELP?

Automate price changes, detect stock-outs on shelves, and launch campaigns in real-time.

Smart Shelves represent an emerging technology that is transforming the retail shopping experience, offering a superior level of service to customers.

The combination of several technological solutions allows the creation of Smart Shelves that offer personalized experiences to shoppers, automate the price change of products, and provide real-time information on stock.

This not only increases sales but also improves efficiency throughout the supply chain.

The system includes:

- › **Digital labels:** With different formats and accessories for placement.
- › **Miniature cameras:** Installed on the shelves to control stock.
- › **Video rails:** To show promotional videos and product prices.

WHO IS THIS SERVICE FOR?

Retail companies looking to replace paper price tagging with electronic price tags and optimize their stock management. Sectors that can benefit most from this solution include **supermarkets, electronics stores, pharmacies, perfumeries, and distribution.**

OUR VALUE PROPOSITION

Our service

We offer a turnkey solution that integrates:

- › **Digital price tags** to update information in an automated way.
- › **Cameras and Artificial Intelligence** that allow real-time monitoring of product availability on the shelves, detecting stock-outs immediately.
- › **Video rails** to display high-impact content and advertising, improving interaction with customers.

What does it allow you to do?

This service will allow you to:

- › **Automated price management:** Update product prices immediately and centrally.
- › **Centralized control:** Manage price tags and visualize essential KPIs through an online dashboard and mobile app.
- › **Detailed product information:** Access complete and up-to-date product data.

Benefits

Easy and fast updating of prices and content

Keep the information always updated and distribute it immediately on all digital labels.

Improve the shopping experience

Extend product information and ensure shelf availability with constant SKU monitoring. And it also generates automatic alerts in real-time to control the stock of items.

Real-time shelf information

Thanks to wireless mini cameras (ShelfEye), Captana allows you to visualize in real time, from the cloud and at any time, what your customers see in the store.

Process optimization and cost savings

Automate tasks such as price changes and item replenishment. Activate automatic functions with predefined parameters, for example, prioritize the replenishment of products on promotion or with expiration dates approaching.

Telefónica Tech's differential value



The combination of several technological solutions allows the creation of Smart Shelves to offer personalized experiences to shoppers, automate the price change of products, while providing real-time stock information. This integration allows to increase sales and improve efficiency of the whole chain, reducing errors and saving time on manual tasks.

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.**

BUSINESS MODEL

We offer a **turnkey** service that includes all the necessary phases for the implementation and operation of Smart Shelves: **supply, installation, label design, customized training for store managers, remote support and ongoing maintenance.**

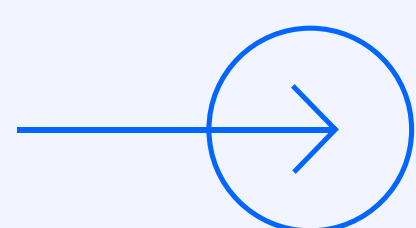
RELATED PARTNERS

VusionGroup

RELATED SERVICES

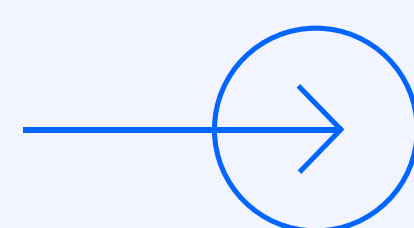
Digital Signage

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



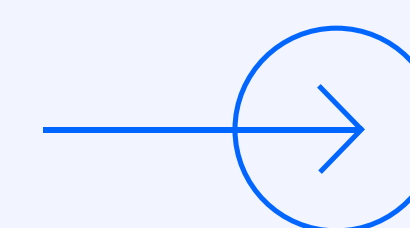
The Brain

Transform your commercial, relational, and experiential space by integrating and managing all technological solutions from a single platform.



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.

