

# Mobile-Enabled Store Associates Convert More Sales

**BestFit Mobile and Intel help store associates create engaging mobile experiences with new ways to access and use customer and product information**

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**Christopher Walton**  
Chief Delivery Officer  
BestFit Mobile

### Transforming Retail Engagements

Consumers today expect fast access to product information, more personalized service, and flexibility in how they pay. If brick-and-mortar stores can't keep up with accelerating expectations, they may lose sales to competing online-only retailers.

BestFit Mobile, a Software Paradigms International (SPI) company, develops innovative solutions that help retailers improve the in-store shopping experience and influence purchases when customers are at the “point of decision.” The platform enables seamless, personal engagement based on a user's proximity to store associates or beacons. Using Intel® processor-based tablets, retail associates can see which customers are in the store and where they are, in real time. Instant access to loyalty information and buying history makes it easy to understand—and anticipate—each shopper's unique needs and interests. Associates can also pass information, such as product videos, offers, or recommendations, directly to shoppers. This tailored, interactive retail experience helps drive sales and improve customer satisfaction. With real-time visibility of in-store interactions, retailers gain actionable insights before, during, and after a transaction from multiple touch points.

BestFit's solutions serve as an example of how a platform based on Intel® technology, used in both tablets and beacons, can deliver smart, connected solutions for retail. These secure, powerful technologies enable amazing customer experiences that lead to greater loyalty and higher sales for retailers.

### Creating Inspiration at Brick and Mortar

Thanks to e-commerce technologies, consumers have more ways to find and purchase products than ever before. But there's something about shopping at a brick-and-mortar store that online channels can't touch—like the ability to hold merchandise in your hands, and the instant gratification of walking away with exactly what you wanted.

However, the way today's consumers shop is anything but old-fashioned, and expectations are changing quickly. At the National Retail Federation's 2015 BIG Show, retail experts emphasized the importance of creating remarkable in-store experiences.<sup>1</sup> Increasingly tech-savvy shoppers want to be impressed—even inspired—with new ways to shop on their own terms, discover products, and engage with associates. In fact, the pull of the retail experience is so strong that online-only retailers, such as Birchbox and Fabletics, have announced they will soon open physical stores to help grow their customer bases.<sup>2</sup>



The Right Retail Partner



Brick-and-mortar store associates are using tablets to better support omnichannel experiences.

To breathe new life into traditional stores, many retailers are turning to mobile experiences powered by beacon proximity technology. It's a new way for retailers to put a digital window on the physical world and connect stores to e-commerce and other channels. Beacon proximity technology can enable a range of new experiences that enhance traditional brick-and-mortar shopping. For example, an app on a store associate's tablet can automatically pull up a customer's rewards account, so the associate can explain how using points can save on a product or can recommend an item based on past purchases.

Beacons can interface with existing retail technology—including websites, mobile apps, and digital signage—to create more personalized experiences for shoppers. Recognizing a customer in the physical store and connecting to his or her loyalty profile creates opportunities for true omnichannel personalization, whether it's content delivered on the customer's mobile device, a digital sign in the store, or conversations with employees who have access to the data. As a result, retailers can provide a more welcoming and intuitive shopping experience that promotes additional engagement and improves brand loyalty.

### Retail, Revolutionized

Beacons are small, affordable hardware devices that can be installed in key places throughout a store—for example, near entrances, fitting rooms, or registers. Beacons use Bluetooth\* Low Energy (BLE) to communicate with apps on a customer's smartphone. With BLE, customers don't need to be connected to a Wi-Fi or cellular network to receive messages and engage with other in-store mobile devices.

Imagine that a customer has downloaded her favorite retailer's app. As she walks into the store, the app detects a beacon, wakes up, and delivers a welcome message. The message might tell her about a special offer, reward her visit with loyalty points, or remind her about items she placed in her online shopping cart weeks before. When she's ready to purchase

an item, she can use secure mobile payment right on her smartphone. Beacons forge a seamless connection between digital and physical retail environments, providing useful context for the in-store shopping experience and maximizing the value of the customer visit.

Meanwhile, another app developed uniquely for the store associate delivers useful information that can help make a sale. When a shopper enters the beacon network or comes within range of an associate's tablet, the system pulls information onto the app, like loyalty records and favorite items. Digital signage can respond with personalized offers as the customer moves from one department to the next. By helping associates cater to high-value customers and improving the shopper's engagements with merchandise, staff, and mobile devices, beacon technology can translate into higher sales and stronger customer loyalty.

### Innovative Experiences in Retail

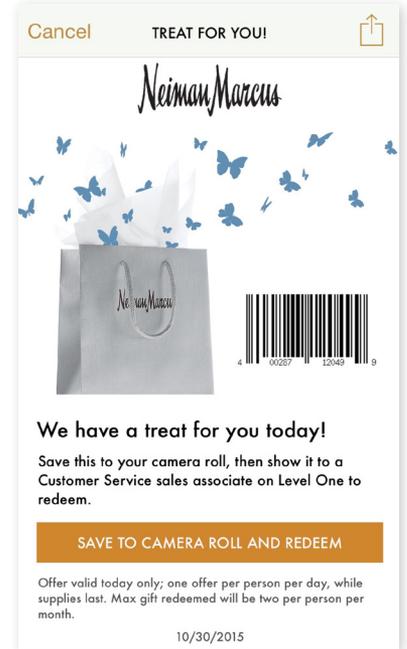
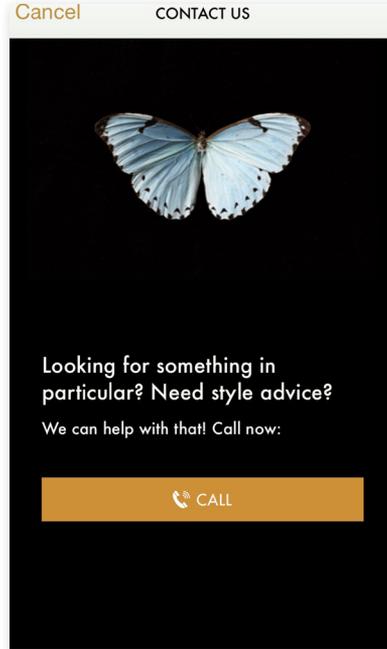
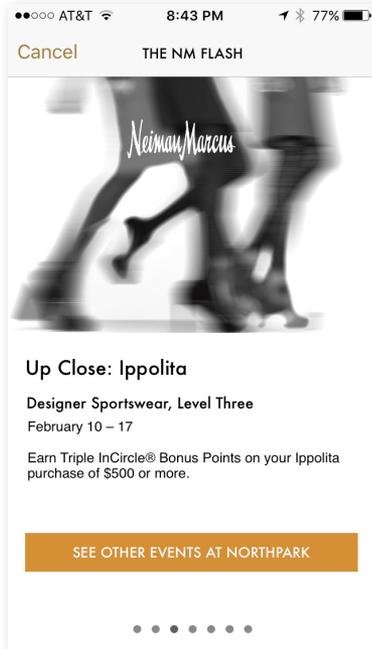
BestFit Mobile is a leading BLE solutions provider that helps retailers get the most from beacon technologies and mobile device-enabled store associates. For Neiman Marcus, a luxury department store, BestFit is taking customer engagement to a new level. The solution pushes friendly welcome messages to customers as they walk in, invites them to upcoming events, and, if the customer is dwelling near a checkout counter, allows them to pay for items using the mobile wallet features on the retailer's app—no more waiting in line.

BestFit also enables "pull" engagements. Rather than pushing messages to customers and staff, pull engagements allow customers to retrieve additional information on demand by waving their phones near a digital sign. It could be details about the latest trends in a certain product line, or a special offer related to a nearby product. For example, a shopper who is comparing televisions at an electronics store could pull up side-by-side specs for each model simply by tapping his phone to a beacon. This enriches the customer's experience by bringing the advantages of online shopping—a greater depth of knowledge, increased selection, and instant product comparisons—to the physical store.



BestFit Mobile, an SPI company, developed a unique platform that works with beacon hardware from leading manufacturers, like KS Technologies (KST). Building on its world-class Particle\* and Ion\* beacons, KST has launched Molecule\*, an Intel\*-powered gateway that centralizes and improves beacon management and data routing.

Molecule brings cloud-based intelligence and manageability to traditionally static beacons, eliminating the need for store personnel to manually update individual units. It also allows data to be processed at the edge, delivering critical information to store employees and customers faster while minimizing data transmissions to the cloud. KST's Covalence\* platform ties everything together with a common API for communication across devices, Molecule, and the cloud.



Messages can alert shoppers to events, offer help, or reward customers with a special gift or discount.

With an “ask for help” feature, a customer can tap a button to summon an associate. With beacon proximity technology, the associate will know exactly where the customer is waiting—be it a dressing room or a footwear aisle. This increased personal interaction improves customer satisfaction and facilitates purchase decisions.

BestFit has also developed an engagement cloud that makes it easy for a retailer’s operations team to onboard and manage beacons, and for its marketing team to manage content and campaigns. The engagement cloud helps retailers gain insights into customer behavior and make decisions to improve operational efficiency.

### Secure Processing at the Edge

From the moment a customer walks into a store, Intel technologies help ensure beacons, gateways, and employee tablets all work together to securely process data and send it to where it’s needed.

“We believe that, overall, no technology company is more equipped to deal with the size and scale of what IoT can actually accomplish than Intel,” said Christopher Walton, chief delivery officer at BestFit. “Intel has the ability to engineer platforms and devices that can scale into the billions.”

### Intel processor-powered tablets

Store associates can quickly find customer information, look up product details, or accept mobile payment using Android\* or Windows\* tablets powered by Intel processors. For retailers, Intel is the platform of choice for making sure tablets and other mobile solutions are both powerful and easy to manage.

### Intel® Quark™ and Intel® Curie™

Intel technology enables processing at the very edge of IoT environments. The Intel® Quark™ SE microcontroller is Intel’s newest low-power, secure SoC, designed to bring intelligence to the network edge and reduce development costs for securely managed IoT endpoint devices. Intel Quark technologies can be embedded in sensors and beacons for retail, industrial, healthcare, and many other applications.

Intel Curie is a complete, highly integrated hardware module that can power a solution the size of a button. It’s ideal for sensors, beacons, and wearable devices. At its core is the Intel Quark SE, which can run for extended periods from a coin-sized battery and features motion sensor, BLE radio, and battery charging capabilities.

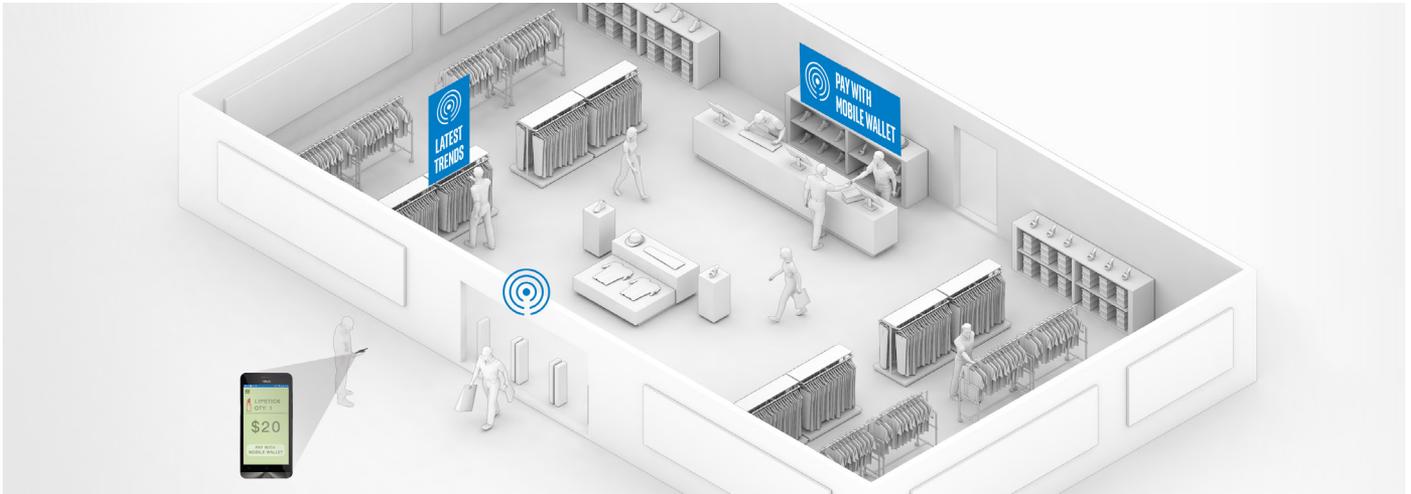
### Intel® NUC

Intel® NUC mini PCs, kits, and boards feature 6th generation Intel® processors for high performance and reliability. These affordable, customizable computing systems are ideal for powering IoT gateways.

### Intel® Security software

In 2014, 70 percent of retail data breaches happened at the point of sale.<sup>3</sup> Intel® Data Protection Technology for Transactions provides best-in-class protection for both credit card and personal data, while providing retailers critical real-time access to transaction information.

## BESTFIT TECHNOLOGY ARCHITECTURE



Beacons throughout the store determine customer location and deliver content to their devices. As a customer approaches a beacon zone, a welcome message appears. Users can hold up devices to a beacon-enabled store sign for more information, or pay via mobile wallet.

### Higher-Quality Interactions

Beacon technologies are not only transforming the way consumers experience retail, but also how store associates learn about and respond to customers. When powered by Intel technology, beacons can also enable secure processing at the device level, enabling powerful analytics at the edge, more immediate insights delivered to store associates, and reduced data transmissions. BestFit's innovative retail platform is opening the door for retailers to operate more efficiently, boost revenue, and win greater customer loyalty.

### Learn More About IoT

For more information about Intel IoT technologies, visit [intel.com/iot](http://intel.com/iot).

To learn more about Intel's solutions for retail, visit [intel.com/retailsolutions](http://intel.com/retailsolutions).

For more information about SPI and BestFit Mobile's BLE solutions, visit [spi.com](http://spi.com) and [bestfitmobile.com](http://bestfitmobile.com).



1. Elenstar, Jessica, "The New Rules of Retail Merchandising," National Retail Federation, Feb. 3, 2015, [nrf.com/news/the-new-rules-of-retail-merchandising](http://nrf.com/news/the-new-rules-of-retail-merchandising).

2. Briggs, Fiona, "Shift Of Online Brands to Bricks & Mortar Stores Set To Create Omni-Channel Experience For Malls," Forbes, Aug. 11, 2015, [forbes.com/sites/fionabriggs/2015/08/11/shift-of-online-brands-to-bricks-mortar-stores-set-to-create-omni-channel-experience-for-malls/](http://forbes.com/sites/fionabriggs/2015/08/11/shift-of-online-brands-to-bricks-mortar-stores-set-to-create-omni-channel-experience-for-malls/).

3. "2015 Data Breach Investigations Report," Verizon, April 2015, [verizonenterprise.com/DBIR/2015/](http://verizonenterprise.com/DBIR/2015/).

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## RETHINKING RETAIL

Customer expectations are changing—and retail technology is changing in response. Intel® technology makes it easier for customers to find what they want, when and where they want it. It also gives retailers a flexible foundation for better inventory tracking, smarter use of data, and frictionless experiences.

- **Mobile solutions**, including Intel® processor-based ruggedized tablets and kiosks, help customers find product information while shopping.
- **Digital signage and vending solutions** help retailers present customized offers and showcase products.
- **Omnichannel solutions**, like Intel® Retail Client Manager, deliver a consistent experience across a growing number of channels.
- **Data-driven solutions**, including sensors, beacons, gateways, servers, and analytics programs, collect and analyze real-time data for valuable insights.
- **Security solutions** help protect retailers against growing malware threats.