



Convenience, Customer-centricity, and Creativity: AI Redefining Retail

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THE OLD GUARD VS. NEW: EVOLUTION OF RETAIL

Picture the retail landscape a decade ago, where shopping was primarily an in-store experience. Customers strolled through aisles, physically interacted with products, and received personalized guidance from knowledgeable sales staff. In this era, large retailers relied on labor-intensive processes, with store managers and staff manually counting inventory, recording sales, and updating stock levels. Success hinged on prime locations, foot traffic, and traditional marketing channels such as print ads and television commercials.

Fast forward to 2024, and the retail landscape has changed beyond recognition. Internet penetration and the rise of smartphones have revolutionized how consumers interact with retailers. The proliferation of e-commerce and m-commerce has empowered individuals to shop anytime and anywhere, setting unprecedented standards for convenience, selection, and pricing.

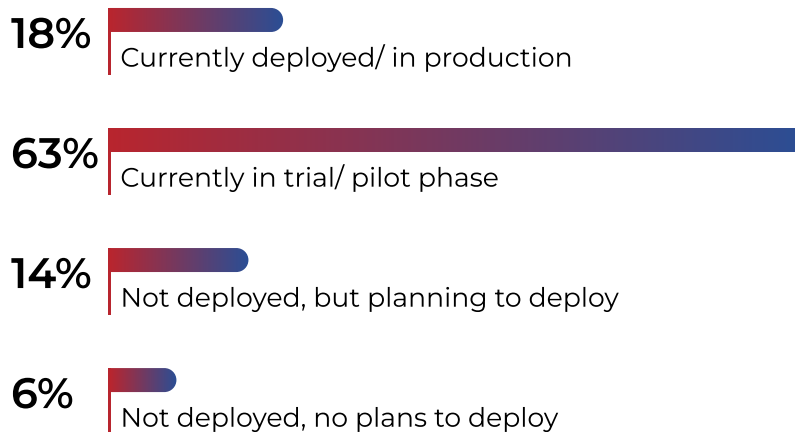
In recent years, the retail industry has embraced various digital technologies, swiftly implementing advanced POS systems, CRM platforms, ERP systems, retail management software (RMS), and numerous other innovations to stay competitive and enhance operational efficiency. The real game-changer, however, has been the integration of AI into the retail ecosystem. AI has empowered retailers to automate once laborious tasks and personalize the shopping experience in previously inconceivable ways.

Numerous studies reveal a significant shift among retailers toward adopting AI to enhance operational efficiency. According to a 2024 Techaisle survey, 81% of retailers have either deployed AI solutions or are actively engaged in trial or pilot phases. According to the survey, 18% of organizations have fully integrated GenAI into their operations, signaling advanced adoption readiness. Meanwhile, a significant 63% are actively exploring its potential through trial or pilot phases, indicating a solid but measured approach to incorporating GenAI into their business strategies.

Retailers are in the very early stages of AI adoption. Most of them have just started to explore AI technologies.

- Angus Luk, Chief Technology Officer,
Global Smart Retail, Lenovo

Concerning Generative Artificial Intelligence (GenAI), what is your organization's deployment status?





ADDRESSING CURRENT RETAIL CHALLENGES THROUGH AI

As technology has evolved, so have consumer expectations and behaviors. The convenience of online shopping has led to a significant shift away from traditional in-store purchasing. However, this shift hasn't eliminated the desire for physical shopping; instead, it has led to hybrid shopping models such as click-and-collect, ship-from-store, showrooming, etc., combining the best of both worlds.

With the lines between online and offline shopping increasingly blurred, customers might begin their journey on a mobile app, continue on a desktop, and finalize their purchase in a physical store while enjoying a consistent and cohesive experience. Retailers must now provide seamless, integrated interaction across all touchpoints, whether online, in-store, or on mobile devices, or risk falling behind in a competitive market. This has intensified the challenges retailers face.

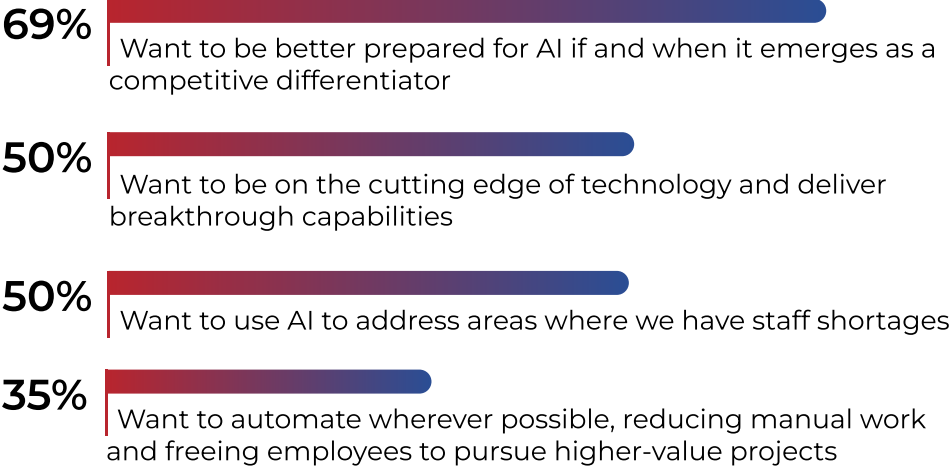
However, the scale of these challenges varies significantly between small and large retailers, leading to distinct impacts. Small retailers grapple with limited resources but can capitalize on their agility and close-knit customer relationships to offer personalized service and build brand loyalty. In contrast, large retailers benefit from more significant resources and economies of scale. Still, they must navigate complex challenges, such as managing extensive inventories, ensuring customer satisfaction across multiple locations, and integrating sophisticated technological systems.

As the retail industry becomes inundated with challenges, addressing the needs of both customers and employees becomes paramount for retailers to maintain their edge. This is where AI-powered technology comes into play.

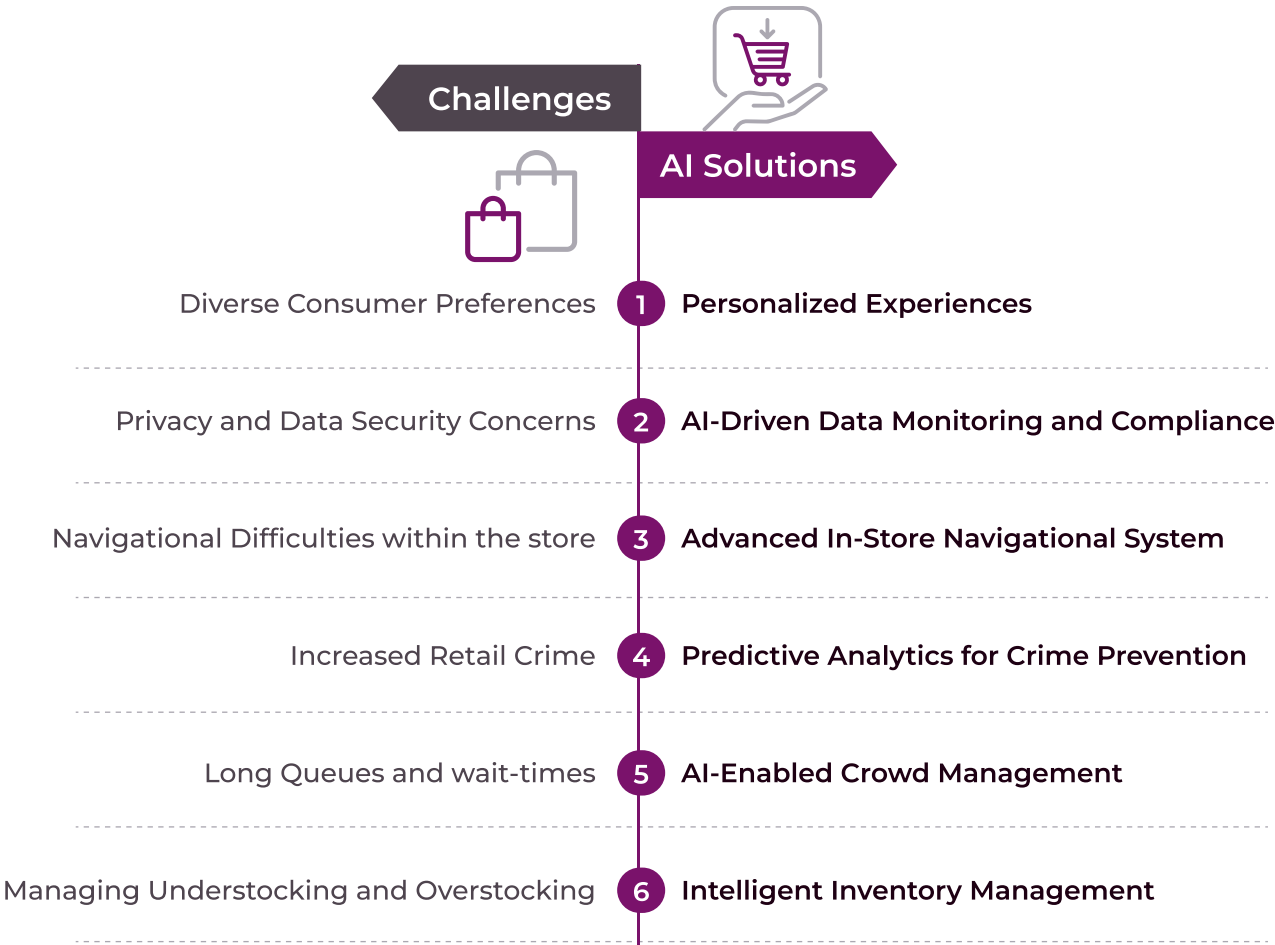
Keen to gain a first-mover advantage, more retailers are swiftly adopting AI.

According to a 2024 survey by Techaisle, the primary motivation of retailers to adopt AI is to gain a competitive edge (69%).

Which factors led to your organization’s decision to implement AI?



Retail Challenges and AI solutions



Unlocking the Power of Personalization to Address Evolving Consumer Behavior

Retailers today face the conundrum of catering to a diverse consumer base with varying shopping behaviors and preferences. For instance, Baby Boomers, though a shrinking demographic, still favor traditional shopping methods despite increasing engagement with digital platforms. Millennials, in contrast, prioritize convenience. However, attention is now turning to Gen Z, the generation to watch. As digital natives, they demand a tech-driven shopping journey. Unlike Millennials, Gen Z seeks brands that resonate with their values and, being highly tech-savvy, can easily detect insincere advertising, making them less vulnerable to superficial campaigns.

In a competitive environment where consumers are spoilt for choice, AI-enabled personalization allows retailers to gain an edge by delivering highly relevant product recommendations and targeted marketing messages.

The technology is transforming retail by tailoring shopping experiences to each generation's unique preferences, from Baby Boomers to Gen Z. By analyzing real-time customer data, which encompasses demographics, purchase histories, and shopping behaviors, AI empowers businesses to improve customer engagement online and in stores.

For example, AI can personalize a retailer's website content, suggest complementary products, and highlight relevant promotions, boosting engagement and conversion rates. In stores, smart fitting rooms have AI-driven touchscreens and sensors that offer personalized recommendations and assistance.

AI analyzes customer data to



Recommend products as per individual preferences **to enhance the shopping experience** and increase sales



Personalize marketing campaigns, including emails, ads, and promotions, **to ensure marketing efforts align with individual interests** and behavior



Design loyalty programs with tailored rewards **to match individual shopping habits**



Create unique in-store experiences such as **tailored product suggestions** and exclusive in-store offers via mobile apps



Deliver personalized content on websites and apps, displaying products that are most relevant **to each visitor based on their browsing history**

From a marketing and personalization perspective, we've seen incredible results. The system sends personalized offers and promotions directly to our customers, whether it's a discount on a product they've purchased before or a recommendation for a complementary item. Our in-store kiosks have also been a game-changer, allowing customers to log in, check their loyalty status, and receive AI-driven product suggestions based on their past purchases.

- Director of IT at a leading retail company

AI Balancing Personalization and Privacy to Enhance Retail Experiences

Another challenge retailers encounter when tracking consumer behavior is balancing personalization with privacy concerns. Consumers expect personalized experiences but are also wary of how their data is used.

To address this challenge, AI offers a powerful solution for retailers. Using advanced techniques such as differential privacy, federated learning, and anonymization, AI can process and learn from customer data without exposing sensitive information. Additionally, AI-driven systems help retailers comply with privacy regulations by automatically monitoring data usage and flagging potential violations, further building consumer trust.

Directing Shoppers to Desired Products through In-store Navigation

Retail customers often struggle to find the required products in stores, leading to frustration and dissatisfaction. This difficulty can stem from myriad factors, such as poor store layouts, unclear signage, or the unavailability of staff assistance. Consequently, as customers spend more time searching for items, they may feel confused and discontent and, at times, abandon the purchase altogether.

AI-driven navigation solutions, harnessing machine learning, computer vision, and data analytics, enable retailers to redesign store layouts, guide customer flow, and optimize space utilization. These AI-powered tools also help customers navigate stores efficiently with interactive maps and product locators.



**AI-Powered In-store
Navigation Apps**



**Interactive Digital
Kiosks**



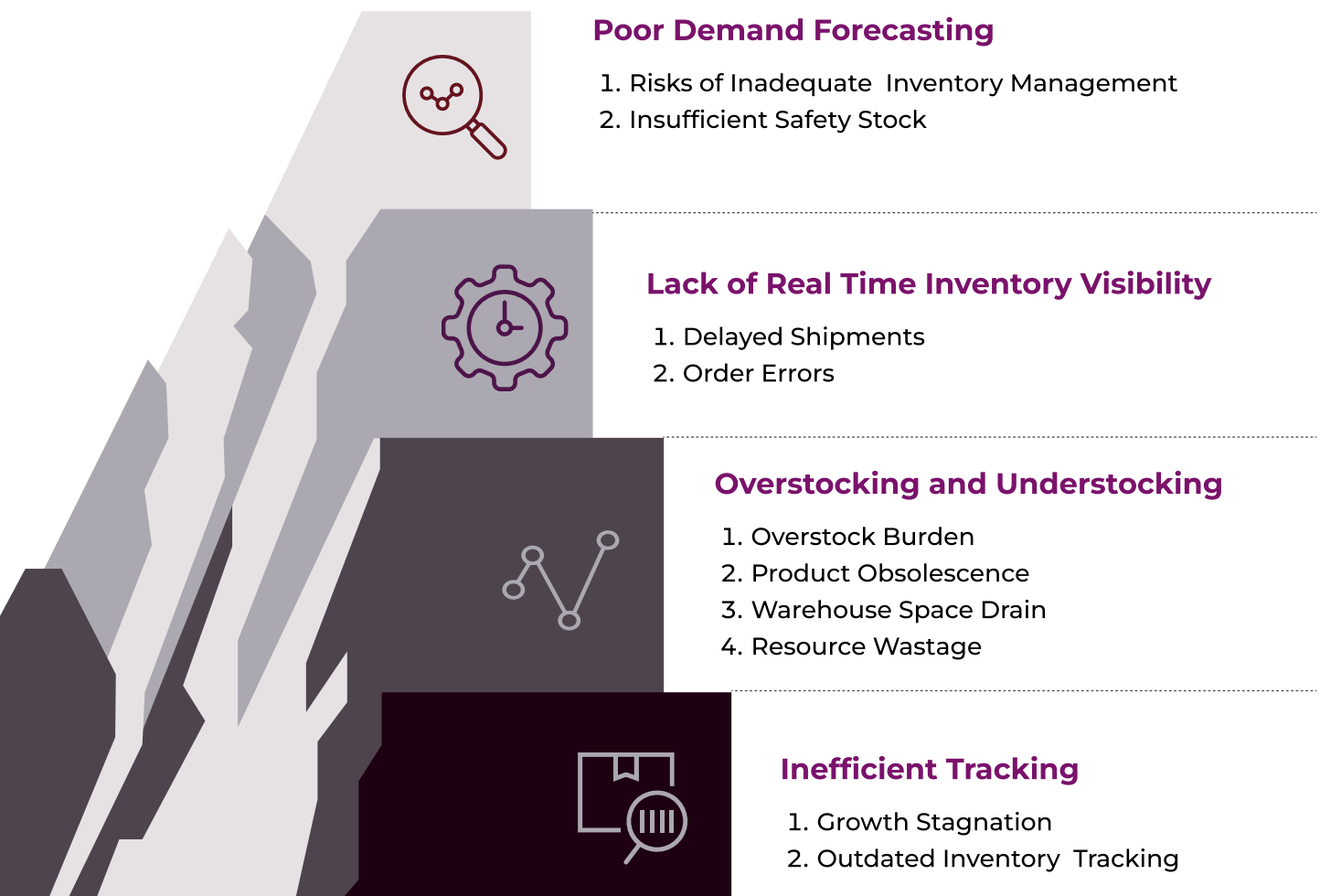
**AI-Driven Promotion
via Digital Signage**

AI-Driven Inventory Management Redefining Stock Optimization

Inventory management challenges are a common obstacle to retail success, particularly in environments where maintaining a large stock is a requisite. AI offers an excellent means to tackle these challenges, enabling a transformative shift in retail operations.

Smarter inventory management through AI allows businesses to maintain optimal stock levels and respond swiftly to demand fluctuations. With real-time tracking, predictive analytics, and process automation, operations are streamlined, costs are reduced, and customer satisfaction is improved.

Inventory Management Challenges



In addition, AI-driven inventory management systems with Edge Compute at the locations offer dynamic adjustments and automated replenishment, ensuring that inventory levels are constantly aligned with market conditions. These systems also perform intelligent categorization and prioritization of stock based on factors such as sales velocity and profitability.

Halting Retail Shrinkage with AI-Driven Predictive Analytics

The retail industry is facing an unprecedented rise in criminal activities, such as burglary, shoplifting, etc., causing substantial financial losses each year.

Types of Retail Thefts



In their efforts to mitigate retail theft, retailers are actively adopting advanced AI solutions, such as AI-powered cameras and facial recognition systems.

AI-powered cameras and facial recognition systems enable real-time surveillance, monitoring stores for suspicious activities such as shoplifting and alerting security personnel instantly for rapid response. AI-enabled solutions with integration with radio-frequency identification (RFID) technology enhance inventory tracking, reducing shrinkage due to theft, loss, or mismanagement across the supply chain. For internal security, AI analyzes POS data to identify unusual behaviors, such as unauthorized discounts to friends (often referred to as sweethearting) or unauthorized access to restricted areas. By assessing historical crime data, AI can predict when and where retail crimes will likely occur, supporting the effective allocation of security resources.

Minimizing Wait Times Through Crowd Management

Long wait times in brick-and-mortar stores are a significant pain point for retailers and customers, often resulting in diminished customer satisfaction and lost sales. To tackle this challenge, some retailers are implementing AI-driven solutions such as queue management systems that monitor the number of customers in line and predict waiting times in real-time. These systems automatically direct customers to less busy checkout lanes or alert store managers to open additional registers when queues build up. Several Quick Service Restaurants (QSRs) are embracing computer vision-based AI to enhance the efficiency of their drive-thru operations across ordering, payment, and delivery stages. Leveraging this technology streamlines processes, reduces bottlenecks, and optimizes workflows, boosting customer satisfaction and driving higher revenue.



REVOLUTIONIZING RETAIL: THE EMERGING DISRUPTIVE USE CASES OF AI IN RETAIL

Amid a growing demand for hyper-personalization and immersive shopping experiences, the retail industry is on the cusp of a technological revolution. It is already witnessing the nascent stages of groundbreaking AI innovations poised to transform how retailers engage with shoppers.

Convergence of Physical and Digital Environments through Holograms and 3D Avatars

Today's consumers crave satisfaction from in-store shopping without leaving their homes. The future of shopping lies in AI-powered 3D avatars and holograms that blend physical and digital shopping. Leading brands such as Tommy Hilfiger and Adidas are the pioneers of this physical-digital amalgamation, using holographic displays to create lifelike, immersive experiences. Although still in the early stages, this "phygital" evolution is expected to enhance customer engagement and drive foot traffic by making each store visit uniquely tailored to individuals.

WIDELY ADOPTED

Personalization

Marketing, Product Recommendations, Virtual try-on, chatbots



Demand and Forecasting Inventory Management



Store Navigation



Retail Crime



Self Checkout



Virtual-Try On



GAINING TRACTION

Gamification



Story Layout Optimization



Queue Management



Mixed Reality Experiences



EMERGING USE

LED Displays and Interactive LCD Kiosks



AI QR Code Generators



Autonomous Delivery



Dynamic Pricing Strategies



AI-Enabled Autonomous Delivery

The retail ecosystem is witnessing the emergence of AI-based autonomous delivery solutions. These solutions aim to leverage edge computing, deep learning, and robotics to optimize delivery routes, provide secure and contactless deliveries, and reduce theft risks by minimizing touchpoints, all while ensuring eco-friendly operations.

As emerging AI use cases continue to transform the retail landscape, retailers are swiftly embracing these technologies, anticipating a wealth of benefits. This trend is supported by the 2024 Techaisle survey, which reveals that organizations are adopting AI with the expectation of boosting employee productivity (88%), enhancing products and services (79%), and improving operational efficiency (69%), underscoring a strong emphasis on business optimization.

What are the top benefits that your organization hopes to achieve from AI?



88%

Improve employee
productivity



79%

Enhance product
and services



69%

Improve operational efficiency/
optimize business operations

AI-Powered LED Displays

Retailers are shifting from static displays to AI-powered LED screens to capture and sustain customer attention in competitive, visually cluttered environments. These smart displays offer dynamic, personalized content and real-time interaction, using AI to analyze customer data and behavior to deliver tailored ads, product recommendations, and promotions. Emerging AI-driven self-calibrating displays also adjust brightness, contrast, and color based on environmental conditions. In addition, this technology helps meet rising ESG demands by using AI to monitor and optimize energy efficiency, helping retailers reduce their environmental impact and promote sustainable operations. Although still early, this AI and LED technology integration promises to transform the customer's shopping journey.

As these technologies advance, they are poised to reshape the retail landscape. To innovate and prepare for the future, retailers are increasingly partnering with technology providers who can deliver tailored, cutting-edge solutions. Lenovo, a leading technology player, is becoming a trusted partner for retailers seeking to leverage AI fully. With deep retail insights, Lenovo provides AI tools that seamlessly integrate with existing customer data, avoiding cumbersome transfers and enhancing efficiency.

LENOVO PARTNERING WITH INTEL FOR AI IN RETAIL

Lenovo is emerging as a critical player in AI for the retail sector, partnering with Intel to provide a broad hardware portfolio for hybrid AI across datacenter, cloud, edge, and PC. Lenovo's Hybrid AI model aims to make AI adoption more accessible and secure, integrating AI seamlessly in personal, enterprise, and public environments within retail. This strategy ensures that AI models, devices, infrastructure, and expertise are available when and where needed. Leveraging its AI-driven expertise and partnership, Lenovo offers smart retail solutions to enhance operations, efficiency, and customer satisfaction through cutting-edge AI technologies.

Lenovo's AI-Driven Retail Solutions



Digital Shelving:

Utilizes AI-powered computer vision to optimize shelf management. By continuously capturing and analyzing shelf images, the system can detect out-of-stock items, misplaced products, and other display issues

Loss Prevention:

Lenovo's powerful Edge Compute, integrated with a vision AI system, monitor customer activities at self-checkout kiosks. If any irregularities are detected, the system triggers alerts for attendants, significantly reducing theft and shrinkage risks



Asset Tracking:

Utilizes a real-time location system (RTLS), this solution provides accurate and real-time tracking of goods and assets. This data enables AI-driven optimization of processes, staff management, and vehicle usage, laying the groundwork for the warehouse of the future

Lenovo's AI retail solutions also feature advanced solutions like pick-assist autonomous mobile robots (AMR), warehouse execution systems (WES), and automated storage and retrieval systems (AS/RS) to streamline logistics and optimize warehouse operations.

To provide these solutions, Lenovo offers a complete range of hardware, software, and end-to-end services to transform the retail experience.

Hardware: Deep Edge Portfolio

Powered by Intel, Lenovo is delivering cutting-edge hardware innovations in retail by continuously advancing the Edge computing market. Its comprehensive AI infrastructure portfolio - including Lenovo ThinkStation data science and AI workstations, ThinkEdge, AI PCs, ThinkAgile Edge AI, and ThinkSystem appliances—ensures a future-proofed and personalized customer experience.

AI PCs like the ThinkPad P1, equipped with Intel® Core Ultra 9 processors and Intel vPro®, empower retail marketers to generate or edit content, images, and videos, and perform sales and marketing analysis locally. By keeping data on the device, retailers can enhance security and privacy while leveraging the power of AI. This eliminates the need for constant network or cloud connectivity, allowing for efficient AI-driven tasks directly on the device.

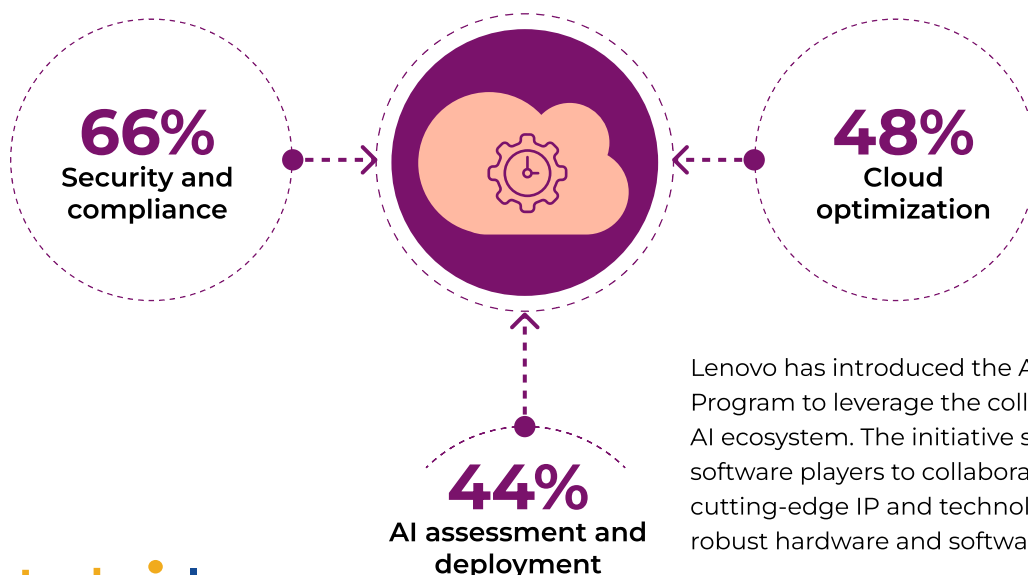
Lenovo ThinkEdge solutions powered by Intel processors are designed to excel in edge AI by directly bringing computing power and AI processing to the source. This approach minimizes latency and enables real-time interactions, enhancing the responsiveness of interactive displays and AI-driven features. These devices are crucial in powering AI for real-time decision-making, elevating customer experiences on the front end while optimizing efficiency in the back office.

Beyond standalone AI hardware, Lenovo provides all-encompassing, turnkey AI capabilities to augment business operations. These capabilities particularly benefit retail companies that lack deep AI expertise or resources, such as data scientists.

In the retail sector, Lenovo is one of the few companies that offers both a comprehensive edge portfolio, PCs, and advanced retail solutions, lending it a distinct position in the market.

Lenovo's strategic focus on AI-driven solutions in retail aligns with the broader demand for cloud consulting services. According to Techaisle's research, 44% of organizations prioritize AI assessment and deployment.

Which are some of the most desired cloud consulting services?



Lenovo has introduced the AI Innovators Program to leverage the collective power of the AI ecosystem. The initiative seeks leading AI software players to collaborate and integrate their cutting-edge IP and technology with Lenovo's robust hardware and software.

Software: AI Innovators Partner Ecosystem

Lenovo's Innovators Program's primary focus is to provide a turnkey capability that integrates AI and GenAI technologies, enabling diverse retail applications. This collaborative environment encourages the development of new AI applications and solutions, pushing the boundaries of what is possible with AI technology. In addition, Intel itself is working with application solution providers to optimize and improve efficiency.

The program equips Lenovo to remain at the forefront of conversations with retailers to facilitate the modernization of their organizations in an integrated manner. This ecosystem enables Lenovo to bring superior AI solutions to the market efficiently and at scale, assisting clients with various use cases, including loss prevention, inventory management, and store efficiency.

Currently, Lenovo partners with over 50 leading independent software providers (ISVs), offering access to state-of-the-art AI infrastructure and support throughout the lifecycle of AI projects.



50+

**Industry-leading AI
software partners**



165+

**Turnkey AI
solutions offered**

Partners in the AI Innovators Program gain access to Lenovo's AI-ready infrastructure, including the AI Discover Labs, allowing them to validate their AI solutions and launch Proofs of Concept, ensuring that AI implementations are robust and reliable.

A small IP company wouldn't have the capacity to implement an 'as-a-service' model on its own, but with Lenovo's substantial reach, we can help them monetize it.

– Scott Tease, Vice President, General Manager Artificial Intelligence, Lenovo

Notable Collaborations Under the AI Innovators Partner Ecosystem Driving Retail Innovation

Lenovo and Intel have partnered strategically with C2RO, a global GDPR-compliant AI-SaaS video analysis provider for human behavior in physical spaces.



With Intel's powerful processors, Lenovo leverages C2RO's real-time AI analytics platform to offer an end-to-end faceless retail analysis solution. The solution provides insights into customer behavior without facial recognition, ensuring privacy compliance and delivering actionable data on customer engagement, demographics, and store footfall patterns, enhancing operational efficiency and retail experience.

Lenovo and Intel have partnered with Pathr.ai, a spatial intelligence software company.



The collaboration aims to offer an AI-powered spatial intelligence solution using Lenovo's servers with Intel® Xeon® processors to analyze real-time data on human movement within retail spaces. The solution integrates with a store's existing camera systems to provide retailers with actionable insights into customer behavior, store traffic, and space utilization. This enables retailers to optimize store layouts and drive growth and customer satisfaction.

In retail, Lenovo stands out as one of the few companies that genuinely understands retailers' intricate needs. Besides top-tier retail solutions like advanced digital shelving and integrated systems, Lenovo has a robust edge and hardware portfolio designed to enhance operational efficiency and improve customer experiences. This comprehensive approach ensures that Lenovo meets and exceeds the evolving demands of the retail industry.

Services: Supporting Retailers Throughout their Engagement

Lenovo AI Center of Excellence: Enabling Seamless Transition and Support from Concept to Scale

Lenovo supports the transition from proof of concept (POC) to full-scale deployment for its retail clients, aligning AI investments with specific business and economic outcomes to mitigate the risk of POC failure. Retail customers have the option to utilize Intel® Tiber™ Developer Cloud to develop, accelerate, and deploy AI at scale, collaborating with Intel and Lenovo to create POC solutions in a provided environment. Lenovo aids AI adoption by providing workshops, POCs, benchmarking, and performance optimization, thereby reducing time to value and risk. Leveraging its global partner ecosystem, Lenovo offers access to AI data scientists, solution architects, and industry consortiums worldwide to ensure responsible and ethical AI solutions. Customers derive value from Lenovo's approach, which focuses on identifying impactful AI use cases to foster business growth. Lenovo's products are evaluated and refined in global innovation centers, with options for virtual and in-person access to POCs. This approach allows for transparency and adaptability in assessing workloads and modifying configurations as needed.

Lenovo AI Fast Start: Facilitating Real-World Implementation and Swift Scaling

Lenovo AI Fast Start enables organizations to swiftly demonstrate the business value of Personal, Enterprise, and Public AI platforms. This service accelerates the development of tailored generative AI solutions by providing access to AI resources, domain experts, and strategic partners, ensuring alignment with business objectives while facilitating rapid, large-scale deployment.

Cultivating a Collaborative Environment for Retailers

While assisting its clients with end-to-end AI implementation, Lenovo understands that the retail AI world is fraught with challenges, which vary significantly between small and large retailers. Given these distinctions, Lenovo engages in detailed conversations with retailers to understand their unique needs and constraints. For small retailers, who often lack the capital resources of their larger counterparts, Lenovo offers scalable solutions that are cost-effective yet powerful to meet their needs. It also provides expert consultation for optimizing existing infrastructure by implementing targeted enhancements.

Lenovo assists retailers with challenges such as complying with data privacy regulations and addressing bias and transparency concerns. Lenovo shares its AI responsibility principles to mitigate data privacy risks for its clients, establishing industry standards. The Responsible AI Committee at Lenovo provides a framework to ensure adherence to global security and data privacy regulations while ensuring that AI solutions are lawful and ethically sound. Intel also engages in internal and external AI governance to review AI development activities and ensure the ethical use of Intel-powered products.

Furthermore, to guarantee the absence of bias and maintain system transparency, Lenovo proactively vets all vendors involved, ensuring their intellectual property does not introduce security risks or biases.

Lenovo acknowledges that retailers' challenges extend beyond what technology alone can resolve. In response, it adopts a service-centric model, offering end-to-end support encompassing consulting, implementation, training, and ongoing management. This comprehensive approach ensures that retailers receive the full assistance required to thrive in a competitive landscape.

Lenovo is committed to fostering an enriching work environment, prioritizing continuous learning and professional development. Through robust AI training programs and development opportunities, Lenovo empowers its clients' employees to acquire new skills and stay ahead of industry trends quickly.

We need to go back and provide additional training for our staff, particularly those in stores, to ensure they understand how to effectively use the new tools. It's important they learn how AI tools integrate with our operations, from working with consumers through emails to summarizing tasks and managing calendars. This will enhance their ability to collaborate efficiently and improve customer interactions.

– Director of IT at a leading retail company

In essence, Lenovo's service-based approach is focused on overall success. By prioritizing the retailer's needs and offering a holistic suite of services, Lenovo positions itself as a trusted partner in retailers' journeys toward digital transformation and sustained growth.

Our focus is on empowering our client's team by providing them with better tools, enabling them to spend their time on higher-level functions. This is something we're truly proud of.

–Scott Tease, Vice President, General Manager Artificial Intelligence, Lenovo



CASE STUDY 1

ENHANCING EFFICIENCY THROUGH STREAMLINED RETAIL OPERATIONS WITH AI

About the company:

A leading US-based department store that is known for its affordable and wide range of fashion, home, and beauty products and operates in numerous locations nationwide, alongside having a significant online presence.

Solving the customer service issues

Challenges

The department store struggled to manage customer service issues involving lengthy and cumbersome processes for returns and product concerns/queries

Solution

Lenovo supported the store by integrating a language model into tablets used by the in-store staff, enhancing their service capabilities

Result

- By deploying the language model, tasks like returning an item were simplified, enabling staff to finalize returns quickly by simply entering the order number on the tablet. significantly enhanced efficiency

Inventory management challenges

Challenges

The department store faced substantial inventory management challenges, including the following:

- **Excess Inventory Costs:** Elevated inventory levels adversely impacted financial performance, leading to increased carrying costs.
- **Inventory Misalignment:** Products were often misplaced, either ending up in the wrong store locations or not getting listed online

Solution

To tackle these challenges, the retailer launched a pilot program in collaboration with Lenovo, focusing on tracking goods seamlessly from warehouses to the store's inventory room

Result

- The AI solution led to better inventory accuracy, reduced stock discrepancies, and a more streamlined replenishment process

Effectively use consumer data

Challenges

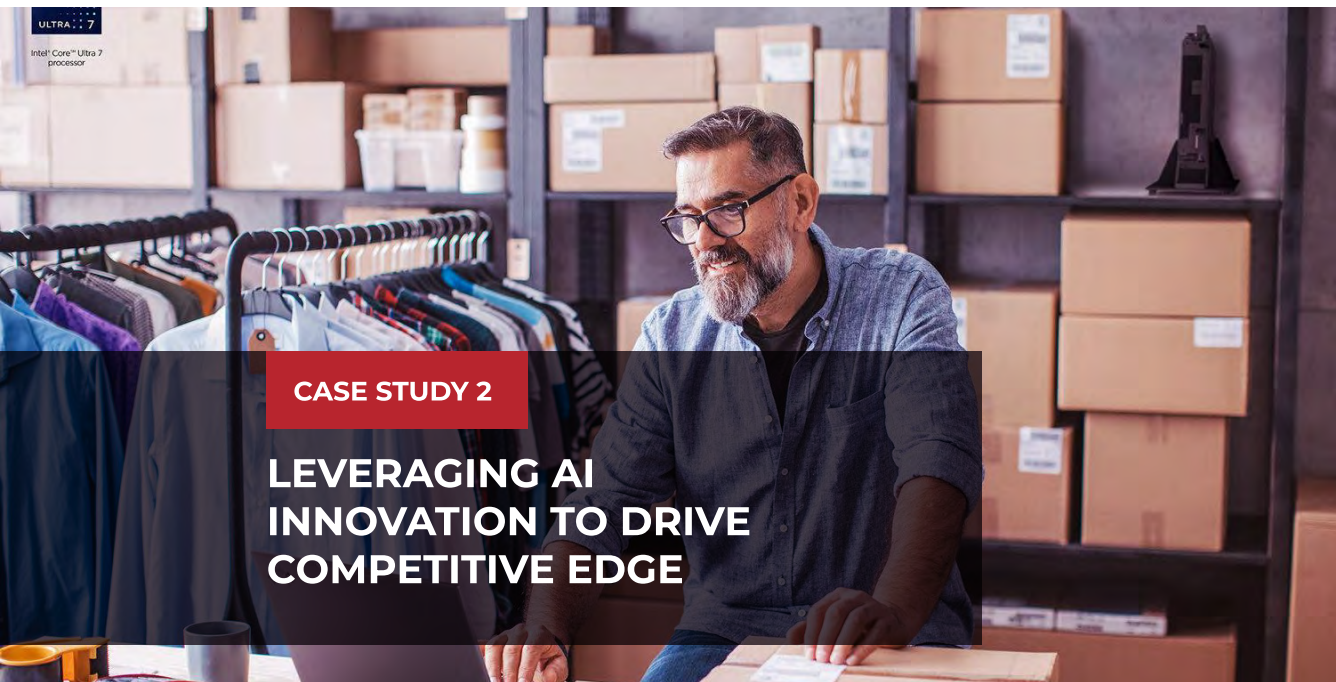
The department store struggled to effectively use consumer data for personalized marketing and enhancing customer experience.

Solution

As a remedial action, the store partnered with Lenovo to develop AI-driven tools that automate the creation and management of marketing campaigns.

Result

- The tools utilize ML to analyze purchasing patterns and suggest personalized offers and promotions to customers.
- The AI tools significantly decreased the time needed to launch new campaigns while enhancing their overall effectiveness and led to a 15% increase in email click-through rates (sensitive clicks).
- The percentage of emails that resulted in sales increased by approximately 2-3%



CASE STUDY 2

LEVERAGING AI INNOVATION TO DRIVE COMPETITIVE EDGE

About the company:

A leading retailer that specializes in providing a wide range of jewelry, beauty, fashion, home décor, and lifestyle products and operates primarily through its TV network and e-commerce platform.

Insufficient infrastructure

Challenges

The retailer faced difficulties supporting its AI workloads due to insufficient infrastructure, compounded by the growing complexity of integrating GenAI solutions for competitive advantage.

Solution

To tackle this issue, the retailer leveraged Lenovo's comprehensive AI infrastructure.

Result

- Lenovo enabled seamless and efficient operations by equipping the retailer with the required AI infrastructure, featuring servers, workstations, and storage solutions optimized for AI workloads.
- With Lenovo's guidance in power management and cooling systems, the retailer saw a significant boost in AI model performance, leading to faster and more efficient processing capabilities.

Deploy Cutting-edge solutions

Challenges

The retailer recognized an imminent need to implement more cutting-edge solutions to meet customer expectations and maintain a competitive edge.

Solution

To meet this requirement of continuous innovation, the retailer has been leveraging Lenovo's AI Discover Labs to validate solutions and launch POCs

Result

- With access to Lenovo's Discover Labs, the company has actively explored and piloted new retail-specific technologies over the past six months.
- Lenovo's Labs enable efficient testing and seamless real-time integration of these innovations, allowing the retailer to stay ahead of the curve.

CONCLUSION

Privy to some of AI's most intricate and impressive uses, the retail industry is now set to experience tremendous transformation as AI technologies rapidly advance. The next two to three years will be pivotal for retailers still deliberating the adoption of AI-based tools; hesitation now could leave them behind early adopters who are already reaping the benefits. According to industry experts, the full maturity of AI within the retail sector is anticipated to unfold over the next five to seven years, a timeline that mirrors the ongoing evolution of AI technologies and their integration into the increasingly complex landscape of retail operations.

To fully harness AI's transformative potential, retailers must deepen their understanding of AI tools and enhance their preparedness to leverage these technologies strategically. Additionally, retailers must embark on comprehensive IT transformations to truly capitalize on AI's capabilities, ensuring their infrastructure is aligned with the demands of advanced AI applications.

The next decade will witness a retail ecosystem that uses AI-driven automation and intelligent systems in a dynamic and highly responsive market environment. Retailers that embrace AI-enabled digital transformation with clear vision and strategic planning will be better positioned to thrive. Those who strategically navigate this transformation will secure a competitive advantage and shape the future of retail, setting new standards for customer engagement and operational excellence.

ABOUT TECHAISLE

Techaisle is a global Industry Analyst organization. Techaisle was founded on the premise that Go-to-Market strategies require insightful research, flexible data, and deeper analysis. Understanding the value of data consistency across markets to inform strategic planning, Techaisle has remained holistic in its approach to Insights and provides globally consistent analysis across geographies. Techaisle conducts deep surveys with end-customers and channels to understand market trends, opportunities, buying behavior, purchase intent, and IT priorities to achieve its objectives. Techaisle's insights are built on a solid data-driven foundation, and its analysts are conversant in primary research and industry knowledge, a rare combination. Techaisle offers its clients Syndicated Research, Custom Primary Research, Consulting Engagement, and Competitive Intelligence.

For more information, visit www.techaisle.com