

The Future of Retail in a Smart and Connected World

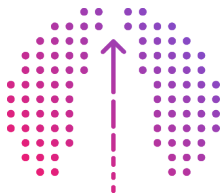
How technology is driving
business transformation

MONA WEHBE KETTERL

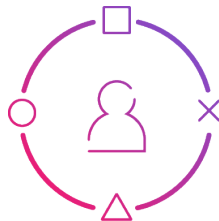


We know the future because we invent it.

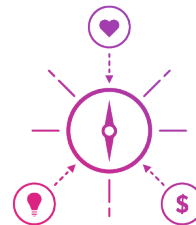
Vectorform invent digital products and experiences.
Our work helps companies define the future and solve complex problems.



Help established companies reinvent products in the age of technology disruption.

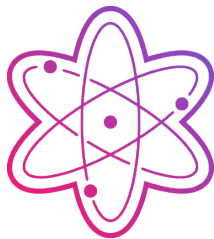


Help brands develop intimate and valuable relationships with their customers.



Help revolutionize the customer experience to increase service and lower relationship costs.

Our Offerings



Innovation Consulting



Digital Transformation



Research & Analysis



Customer Experience Design



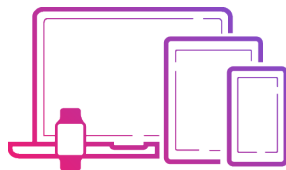
Human & Data Sciences



Emerging Technology



Social, Mobile, Analytics Cloud



Product & Platform



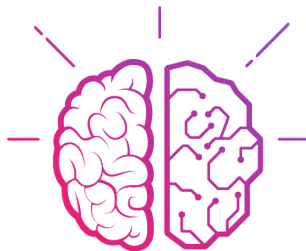
Insights & Impact

Our Concentrations



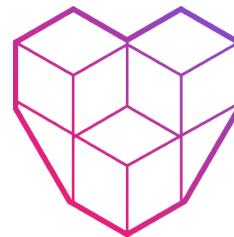
The Internet of Things

- Hardware and firmware engineering
- Product development
- Connected mobility (Vehicles, City)
- Smart Home/Environments



Human-machine Interaction

- Emerging Technology
- Mobility solutions
- Wearable Technology
- Augmented Reality
- Virtual Reality



User Experience Design & Development

- Assessment
- Vision
- Experimentation
- Planning
- Building

Innovation v Digital Transformation



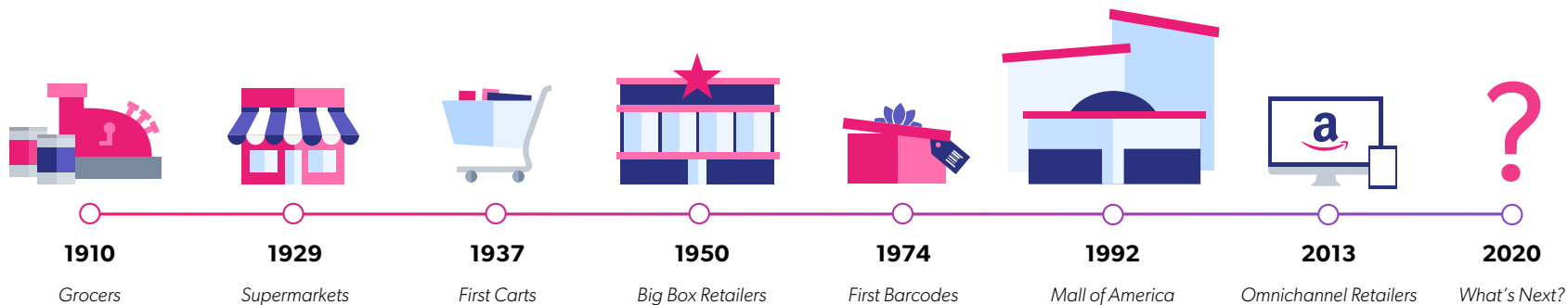
Innovation:

the rethinking or reimagining
of a business process that
already exists

Digital Transformation:

the process by which a company
forms a strategy to implement
technology to improve business
and meet the ever changing
demands of the consumer

History of Retail



The Future of Retail is Digital





Digital transformation is one of the most important topics facing retail today.



26% of retail and e-commerce specialists had a formal plan in place for digital transformation.

— SURVEY,
THE PULSE OF DIGITAL TRANSFORMATION

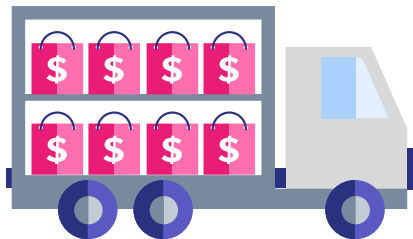




The Time to Transform is Now.

Consumers have become hooked on the real-time, personalized world of the modern digital landscape, and retailers who refuse to hop on now will be left behind.

Retail Innovation in Key Areas



Delivery



Customer Enhancements



Retailer Enhancements



30% of retailers indicate that their IT budget increased by more than 5%



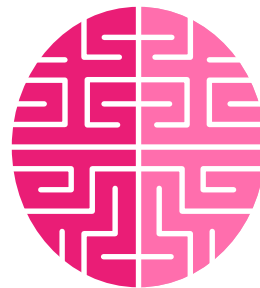
Retail Innovation in Key Areas



Mobile



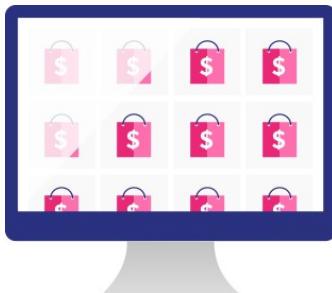
IoT



AI



Smart Beacons



eCommerce



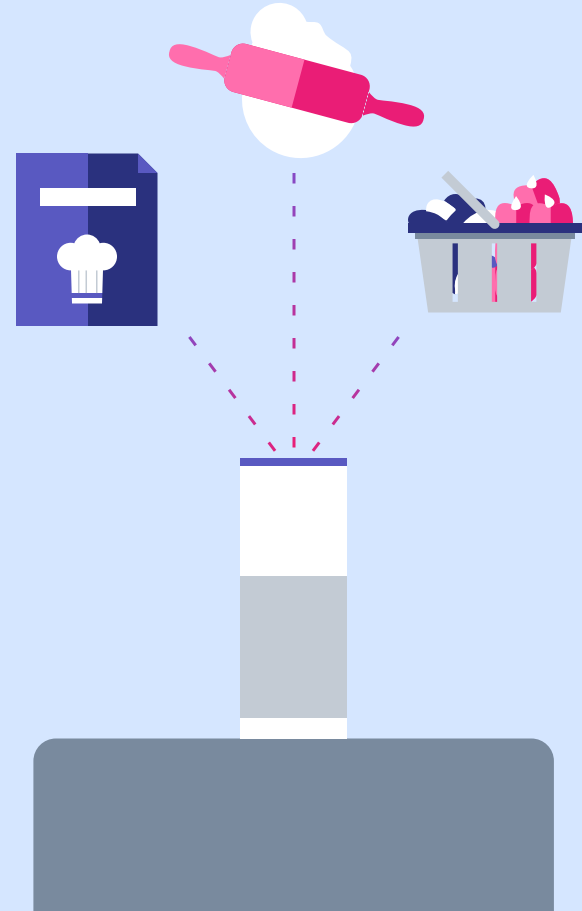
AR/MR/VR

Use Case 01

A publishing house runs a well-known cooking magazine. The idea is to make cooking recipes more interactive, more visible and also to generate new revenues.

Through the Amazon Echo, the cooking magazine is much more interactive. You can talk and ask questions, you'll receive individual suggestions, and if you'd like to buy some ingredients you easily can order them via Amazon.

Alexa is also connected to the magazine's shop.

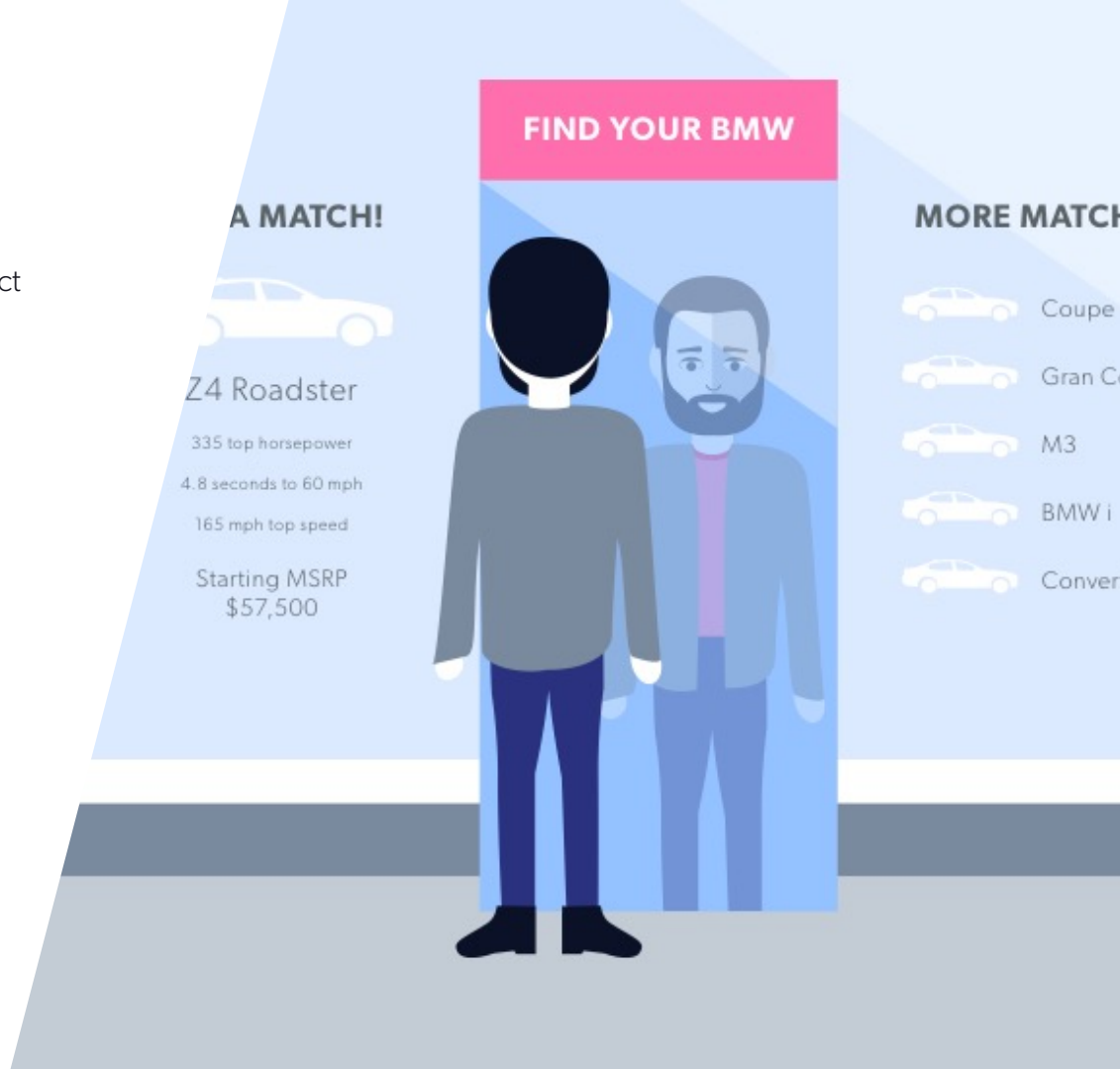


Use Case 02

Today's automotive dealers have a challenge to attract new clients and make their dealerships look more inviting.

An interactive window is an opportunity to draw in people walking along outside the dealership. Face recognition and interactive communication with the customer can intrigue them and encourage them to buy a new car.

The customer enters the dealership with the information gathered at the window, and the data is pushed to a salesman's smart phone to help them prepare before talking to the customer.

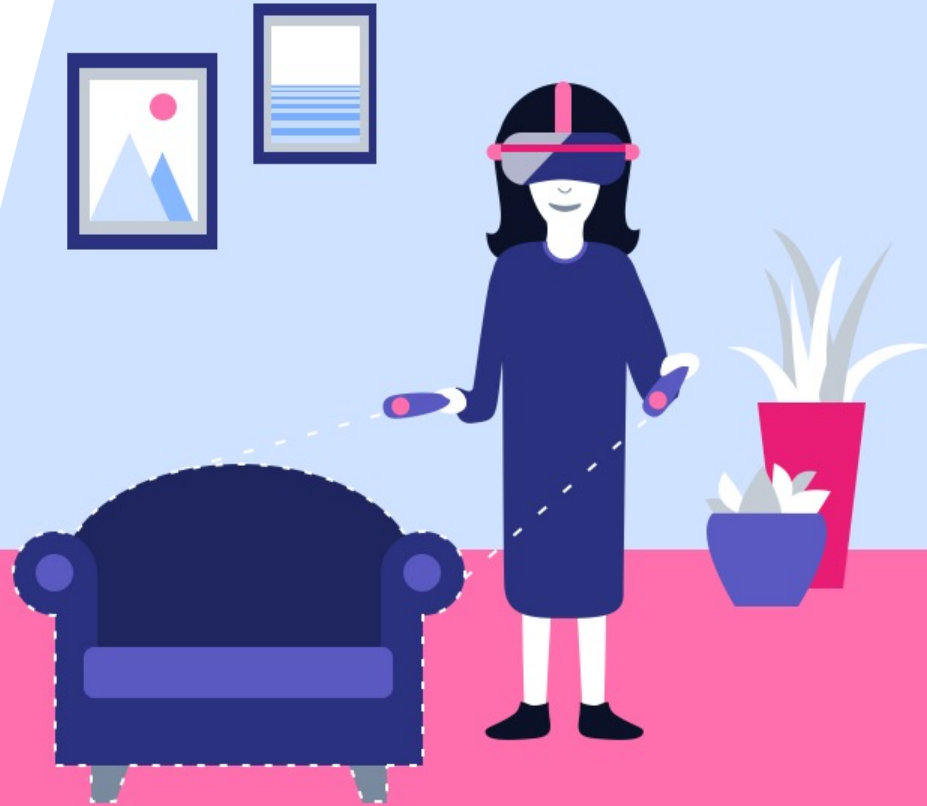


Use Case 03

The future of furniture retail is digital. A fully functional furniture catalogue in which models can be configured either on web or mobile.

With AR you can walk through your home and easily place the furniture wherever you want. Change colors and styles quickly to find the perfect setup.

If you need help, push the support button and call an interior specialist who will come to your home to assist you in the final decisions before you order the furniture.





We can no longer be a little bit digital.



How will your company
embrace the future of retail?



@VECTORFORM



VECTORFORM.COM

Invent with us.



Martin Tabery

MTABERY@
VECTORFORM.DE



Mona Wehbe

MWEHBE@
VECTORFORM.COM

Thank You

Vectorform



Invent with us.