

A woman with curly hair, wearing a blue blazer over a light-colored shirt, is smiling and looking towards the left. She is holding a handheld tablet device in her right hand. The device screen displays a retail application interface with a map and product listings. The background shows a clothing store with mannequins and racks of clothes.

Avnet IoTConnect and Smart Retail Solution

Proximity marketing solution for the retail industry

AVNET

 Microsoft

Agenda

1. IoT market opportunity and challenges
2. Avnet IoTConnect
3. Avnet Smart Retail Solution
4. Get started today!

IoT deployments face unique challenges

Connecting devices,
data, and systems

Seamlessly connecting and integrating disparate legacy devices, data and systems can be a daunting task, requiring expertise that most businesses don't have.

Identifying the right
resources

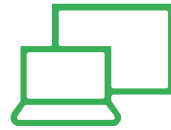
IoT complex and requires different hardware and software resources and more integration than most traditional IT projects.

Managing a complex
ecosystem of providers

It can take up to 10 partners to get an IoT system deployed, which can cause disconnects that slow time to market.

Avnet IoTConnect & Smart Solutions

Everything you need to jump-start the development of your IoT initiative



Secure connectivity & control



Optimized operations



Data-driven insights

How it works

An end-to-end solution that takes the complexity out of IoT



Your business infrastructure

Any devices, data, and systems you want to connect, such as:

- *Devices and equipment*
- *Sensors and gateways*
- *Internal data systems (ERP, CRM, etc.)*
- *External data (social media, weather, traffic, APIs, etc.)*



IoTConnect (PaaS)

A secure platform built on Azure cloud services

- *Multi-protocol connectivity*
- *Easy-to-use toolkit*
- *Hardware support*
- *Artificial intelligence*
- *Predictive analytics*
- *Data visualization*



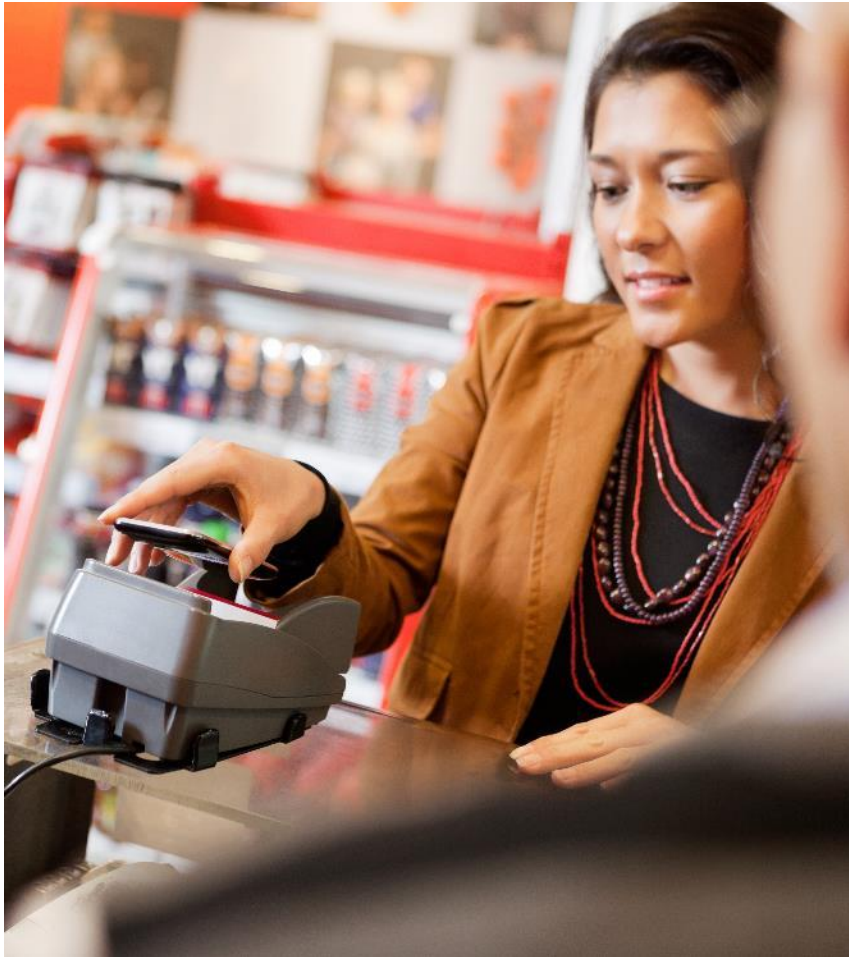
Smart Solutions (SaaS)

Nine pre-built solutions that address common business challenges



Smart Retail

Converting visitors into customers



A global company specializing in retail customer insights used Avnet's Smart Retail solution to send interactive, highly relevant mobile offers and messages to mall visitors based on their location and dwell time. These targeted campaigns led to better customer engagement and increased sales, while providing valuable data on shopper traffic and behavior patterns.

BETTER CUSTOMER EXPERIENCE

Shoppers receive valuable information on store locations and offers while at the mall and can ask questions using real-time chat.

TARGETED MARKETING

Tailor personalized offers to customer groups you create based on behaviors, interests, context, and location.

INCREASED TRAFFIC AND SALES

Retailers can deliver customized and interactive media content to arouse shopper curiosity and drive in-store traffic and purchases.

PERSONALIZED SERVICES

Use facial recognition and machine learning to deliver e-concierge services via a kiosk.

Powered by Microsoft Azure

Built on Azure services, IoTConnect includes the enterprise-grade security, connectivity and powerful analytics needed for a best-in-class IoT solution.



Connectivity



Scalability



Powerful
analytics



Artificial
intelligence



Security and
management



Next steps

- We'll connect you with the sales team for IoTConnect: iot@avnet.com
- Learn more about Avnet [IoTConnect](#)
- Learn more about Avnet [Smart Retail solution](#)

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