

Bosch IERO AI Based Personalized Engine

IERO Features

- ▶ Edge and cloud based, privacy centric context based personalization
- ▶ New-age digital business models



Provide context and location based services.



Increase relevance through targeted recommendations.



Create new value for end user and business partners.



Powered by Bosch

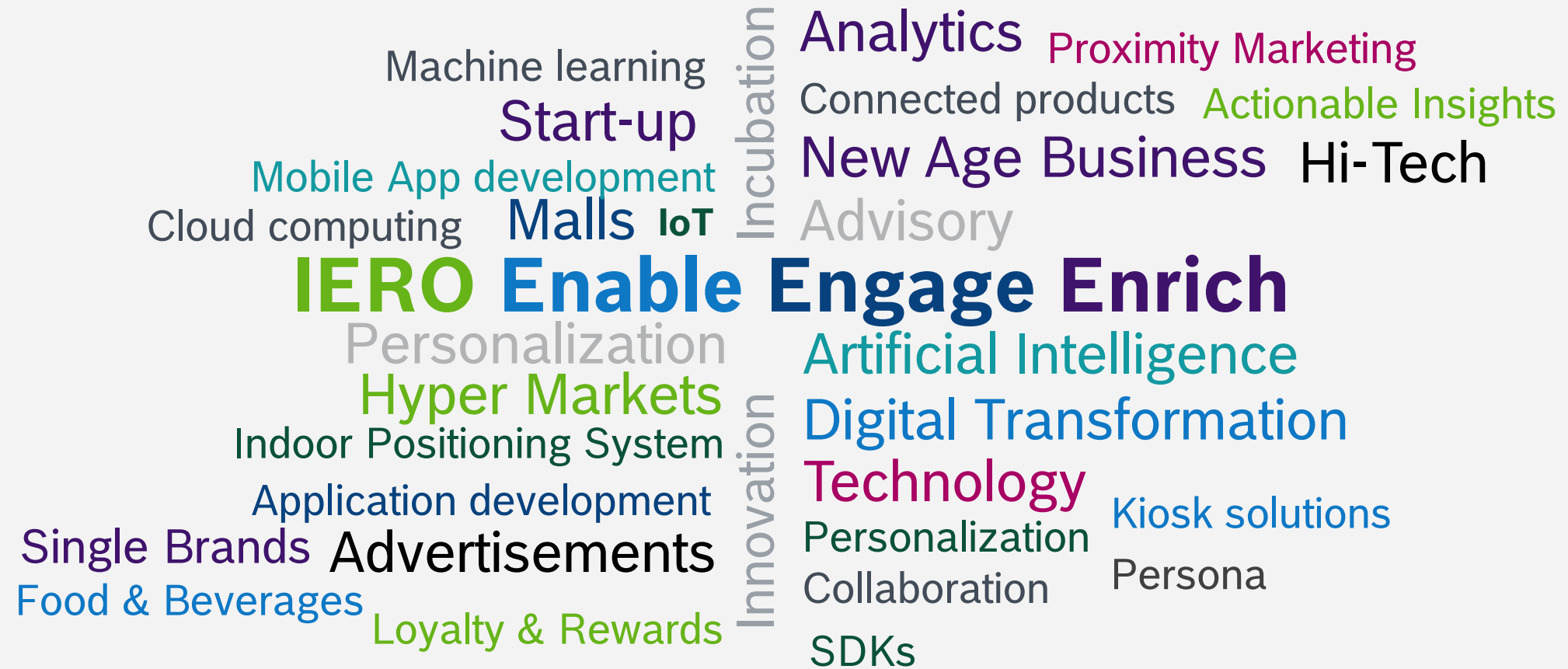
Redefine journeys with interactive experiences of user assistance and recommendations

IERO RETAIL

A PERSONALIZED MARKETING ENGINE

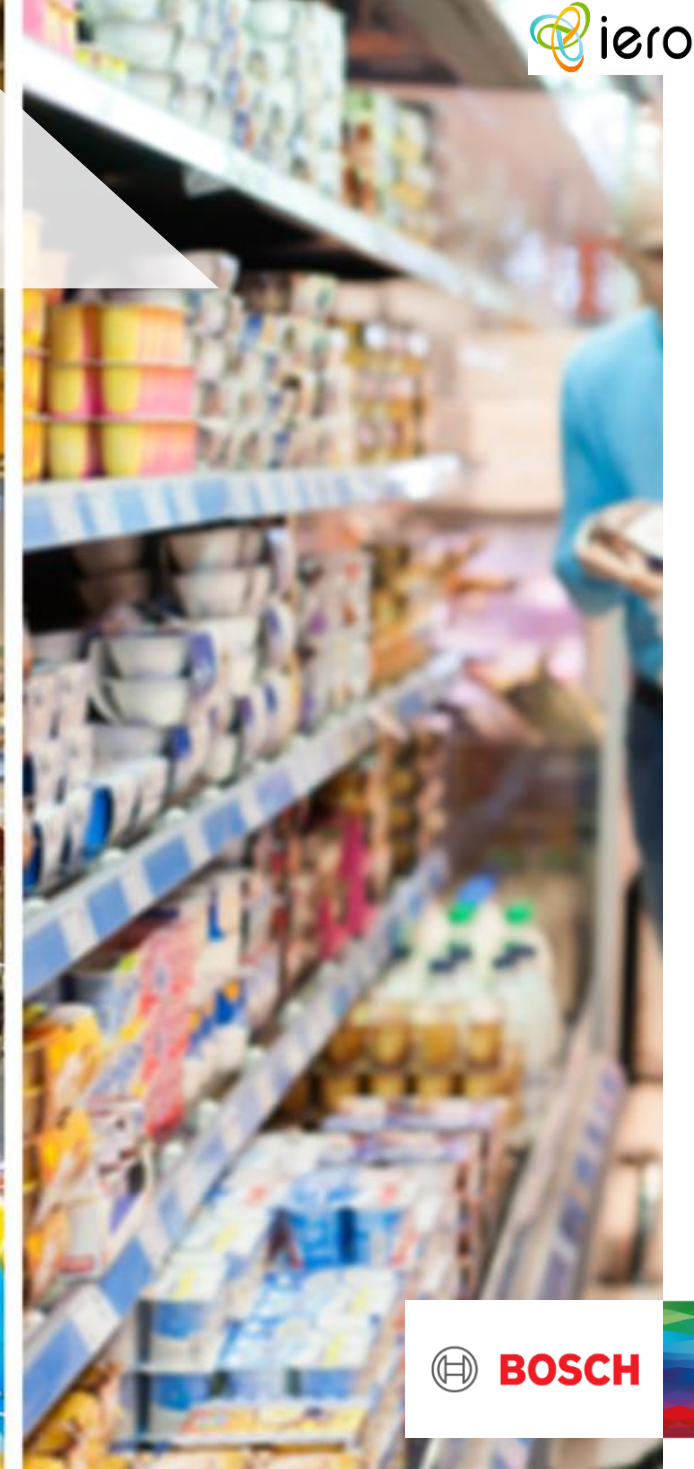
- ▶ Provides personalized experience by engaging with consumers in offline retail environment.
- ▶ Enriching retail enterprises with relevant actionable insights.
- ▶ Recommendation engine that sits behind the app.

IERO Retail



IERO Retail

Market Segmentation across Retail Industry



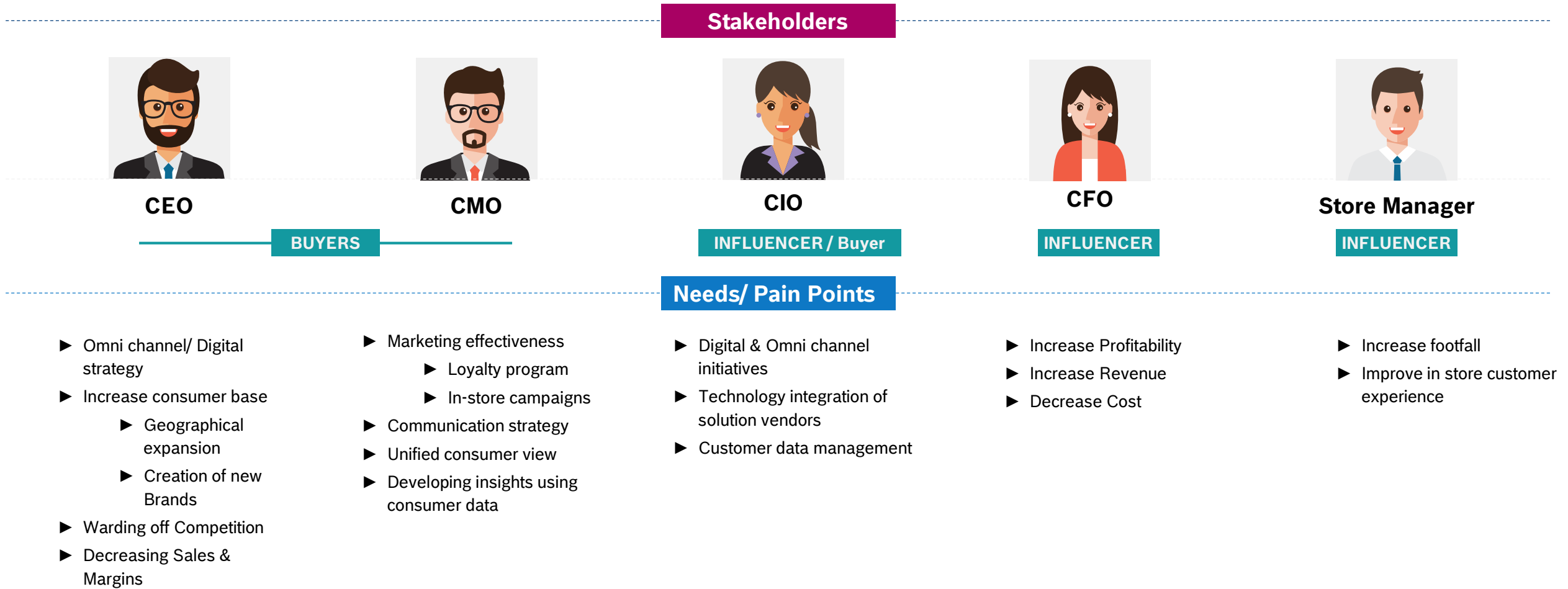
Retail Industry

- ▶ Hypermarkets, Supermarkets Chains, Single brand retail: Apparels, Fashion & Cosmetics, etc.
- ▶ Restaurant chains
- ▶ Shopping malls

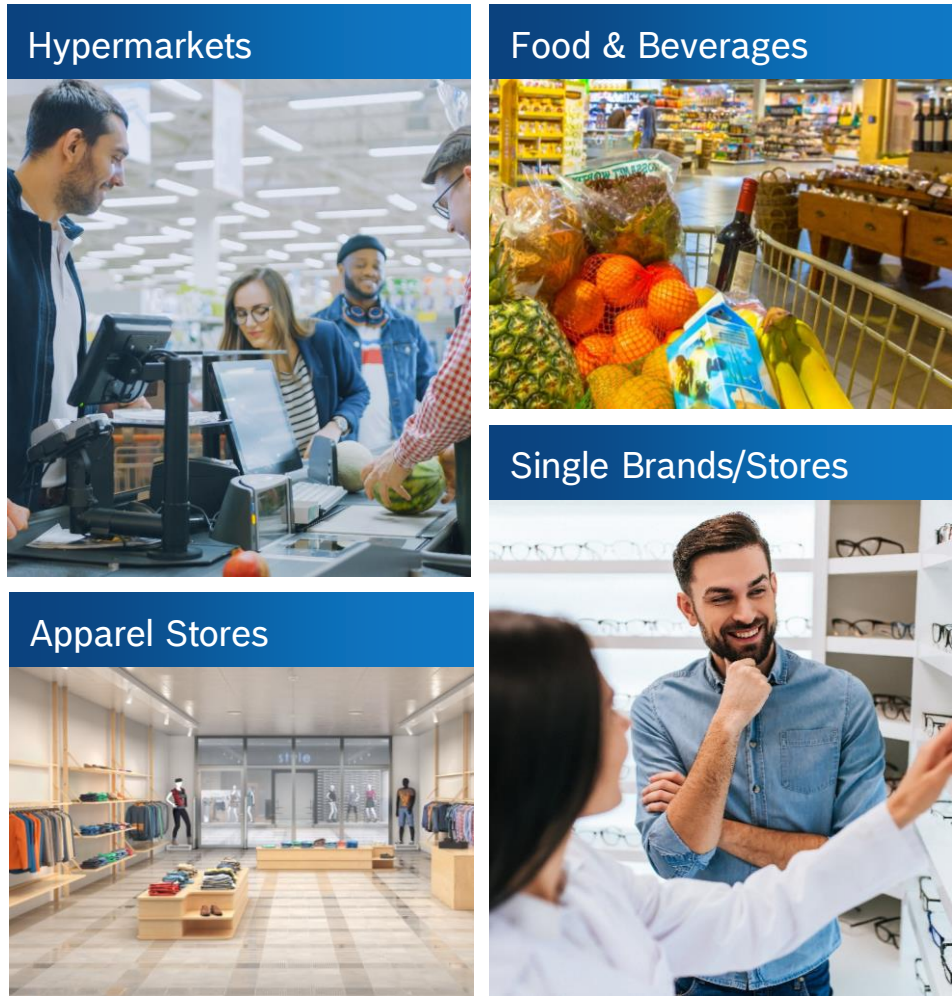


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Benefits for stakeholders



IERO Retail Recommendation Engine Capabilities for Retail Industry

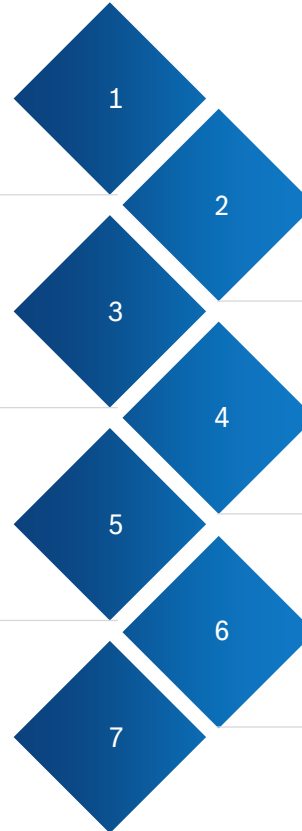


Enhanced & Enriched experience.

Persona Identification for usage of effective loyalty programs.

In-store navigation and product search powered by IERO IPS

Gamification for interactive experience.




Identify premium / loyal customer in store to provide customized service.

Personalized Proximity marketing powered by IERO AI Engine.

Actionable insights through heat maps, consumer analytics

IERO Retail

Use Cases for Identified Potential users




Use Cases Under Implementation

- ▶ Customer enters the store through geo-fencing
- ▶ Guidance to Point of interest
- ▶ Information about upcoming / ongoing store promotions or events
- ▶ Deliver Ads based on Product / Brand Affinity, purchase history, user preferences
- ▶ Personalization based on consumer segment and persona

Potential Users

- ▶ End consumers of retail industry
- ▶ In store kiosk users
- ▶ Retailer's Omni channel app users
- ▶ Online users



IERO Retail Solution Offering

Customer interaction channels

- ▶ App & Browser Notification
- ▶ Kiosk
- ▶ Email
- ▶ POS
- ▶ Mobile
- ▶ Voice
- ▶ CRM
- ▶ Social Media

Processing of customer data

- ▶ Machine Learning & AI Engine
- ▶ Demo graphics
- ▶ Purchase Behavior
- ▶ Interaction Linkage
- ▶ Social Activity
- ▶ Content Awareness
- ▶ Customer Identity

Context relevant recommendations for customers



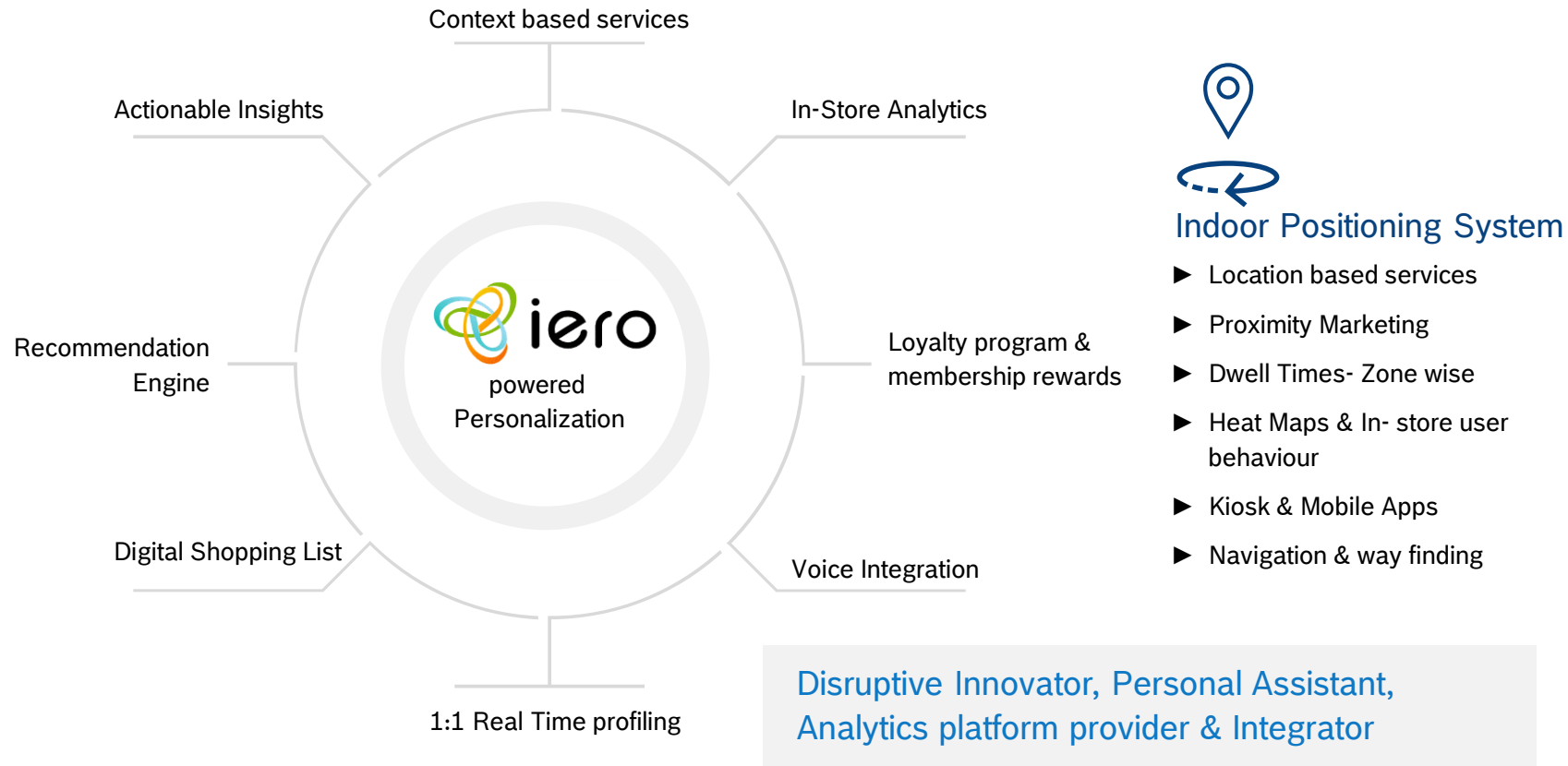
Actionable Insights for Retailers



- ▶ Dwell- time analytics
- ▶ Heat Map analytics
- ▶ Customer ad analytics

IERO Retail Value Proposition

Instore Personalization



Benefits for Retailers

- ▶ Omni-channel experience for consumers
- ▶ Enable Higher customer engagement
- ▶ Increase Footfall
- ▶ Inventory Management
- ▶ Enable Cross selling & Up selling
- ▶ Provide Recommendations basis Brand affinity, category affinity, purchase history
- ▶ Analytics & Actionable insights

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Key Differentiator & USP

Technology Features	IPS Players	Personalization Engine Providers	Retail CRM Providers	IERO
Personalization				
Indoor positioning				



Context based Personalization capabilities

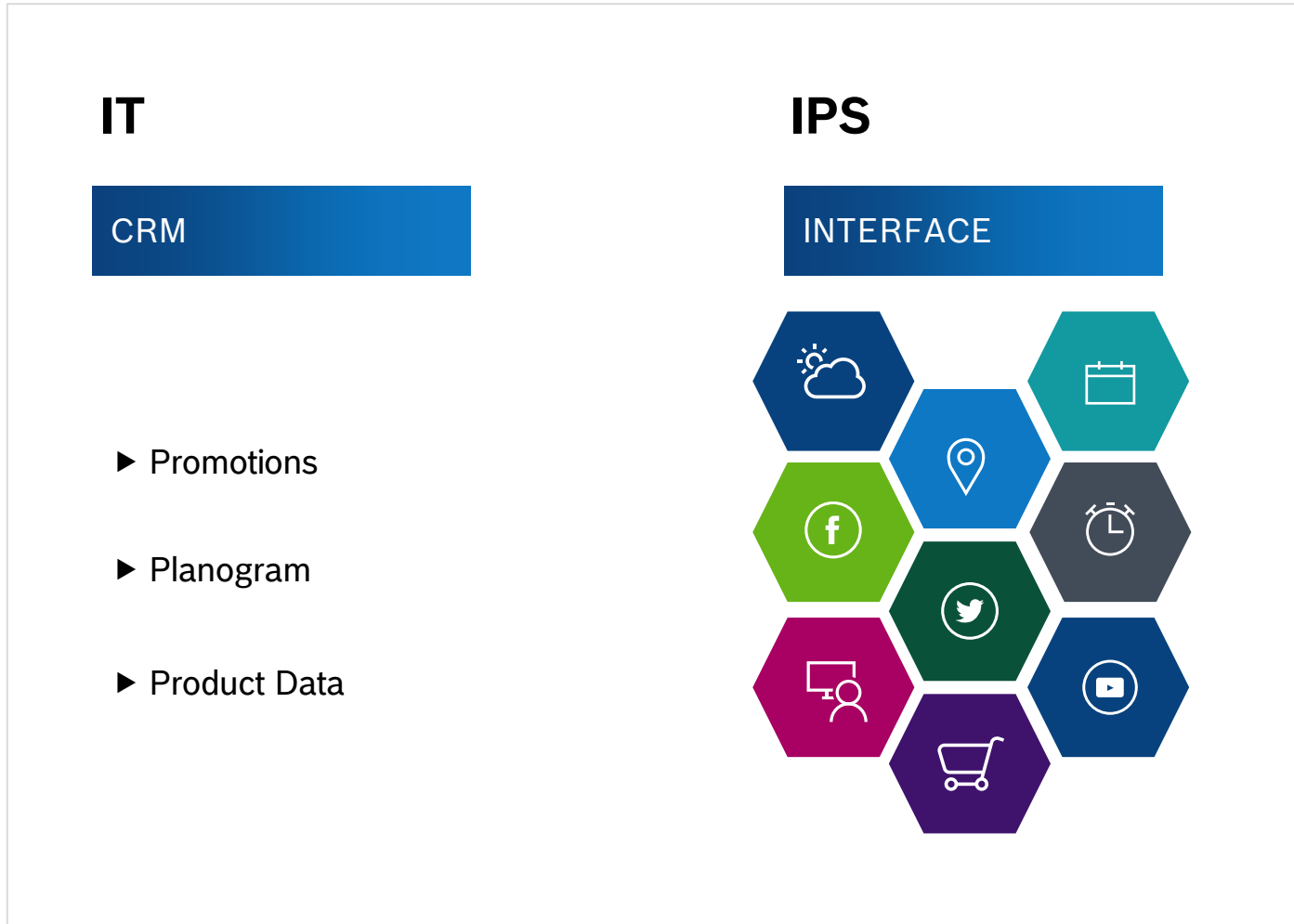
Integration of various contexts (location, time etc.)



One to one personalization

Based on previous purchase history, lifestyle & demographics

IERO Retail Solution architecture



Recommendations

Digital Marketing Channels

Recommendation Engine



IERO Retail Delivery Model

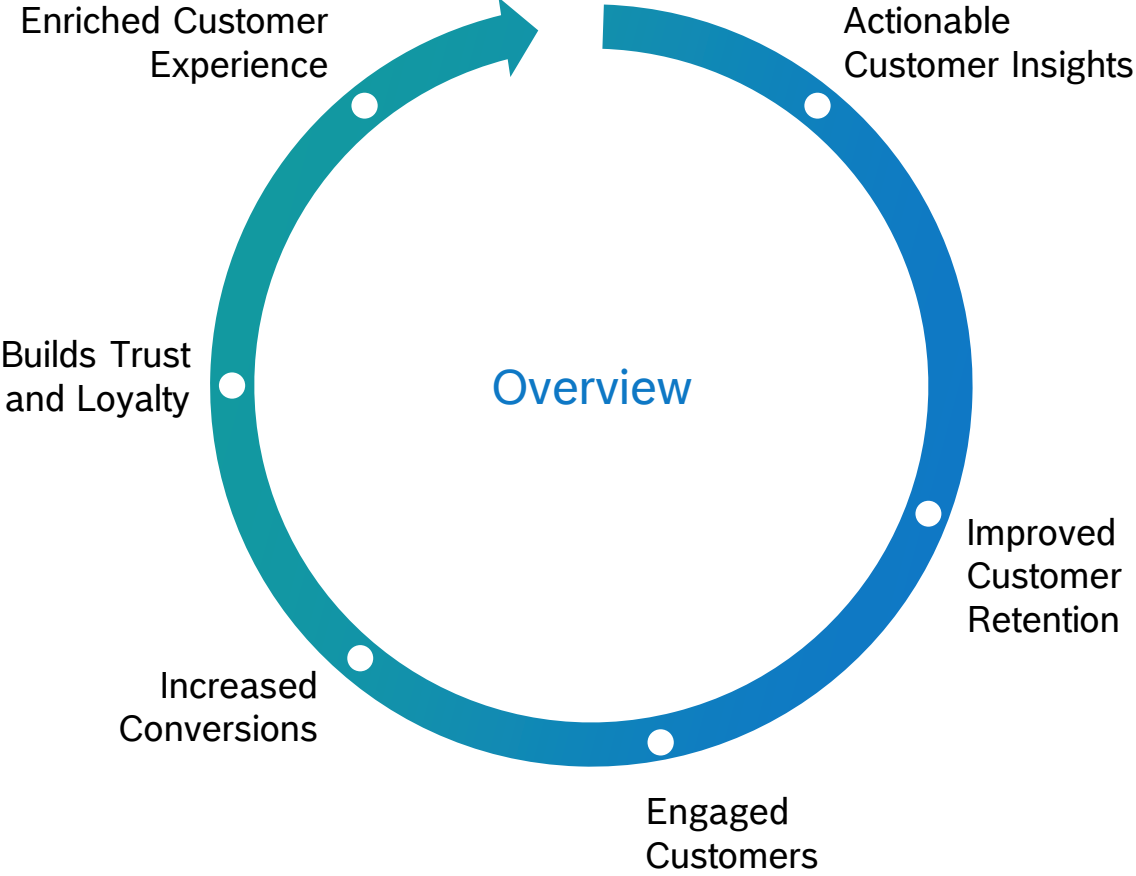


As a part of Omni channel app
As a part of Kiosk

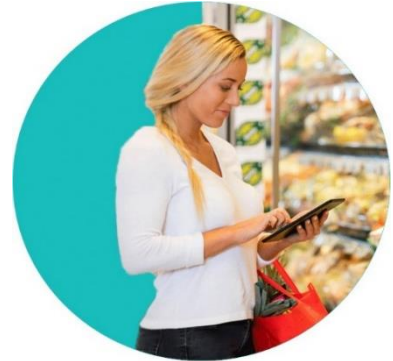
As a part of CRM solution
(Integration with SAP, MS
Dynamics etc.)



Bosch IERO Overview



Engaging Consumers



Enabling Experiences



Enriching Insights



www.bosch-iero.com



IERO Retail

Contact us



Ready to experience the power of Personalization?

→ We will connect you with the Bosch IERO Team:

bhuvan.shetty@in.bosch.com

→ Learn more:

www.bosch-iero.com

