

Autonomous Store

Eviden is a next-gen technology leader in data-driven, trusted, and sustainable digital transformation. With a strong portfolio of patented technologies and worldwide leading positions in advanced computing, security, AI, cloud, and digital platforms, it provides deep expertise for all industries in more than 47 countries.

What We Offer

- **Duty-Free Support:** Catering to duty-free shopping requirements for international travelers.
- **No App/Phone/Preparation Required:** Shoppers can enter and use the store without any prior setup, enhancing accessibility.
- **Real-time Consumer Experience:** Providing immediate feedback and interaction for shoppers.
- **Real-time Customer Business Insights:** Offering valuable analytics and data insights for business optimization.
- **Intrinsically GDPR Safe Architecture:** Ensuring compliance with data protection regulations, prioritizing consumer privacy.
- **Single Point of Customer IT Integration:** Streamlining IT integration for clients, simplifying operations.



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How it Works

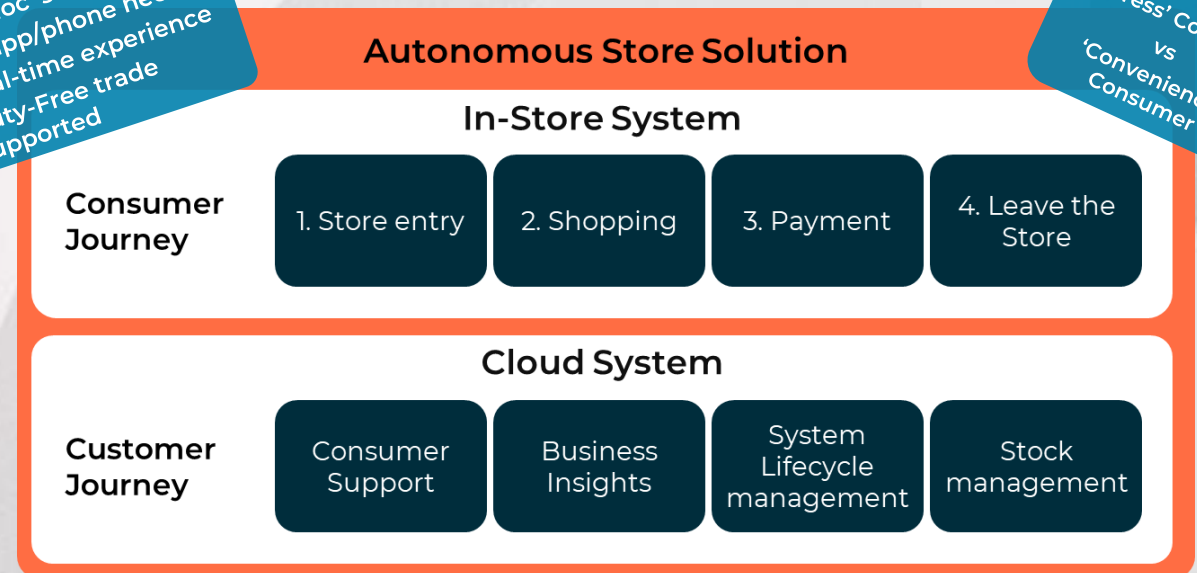
- The system covers a consumer journey and a customer journey.
- Consumer journey consists of entering/leaving the store, picking/putting back items, duty-free/duty-paid payment, requesting staff support, and real-time insight. The consumer doesn't have to scan picked items. The system automatically identifies who picked what.
- In-store edge logic handles real-time tracking and tracing of people and items. Architecture aims to continue store operation in case of WAN connectivity issues.
- Azure-based cloud technology is in place to support the customer journey: store management, system management, consumer support, business insights,
- Single point of Customer IT integration.

Execution Strategies and Solutions

- Product development following Agile / Scrum & DevOps
- Delivery based on various business model options
- Delivery execution based on professional services track to assess needs, feasibility, and scope.
- Deployment: Physical installation by 3rd Party. Eviden to execute configuration, testing, and commissioning.

• 'Ad Hoc' store usage
• No app/phone needed
• Real-time experience
• Duty-Free trade supported

'Express' Consumer vs 'Convenience' Consumer



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Customer Outcomes

Reduced Staff Dependency up to 75% thus increasing store results

Frictionless Real-time Duty fee/Duty paid Consumer experience leading to the highest consumer satisfaction

Increased store preparedness to meet customer needs based on real-time Business insights

Customer Success

Company: A global leader in the Travel Retail Industry

Solution:

- Creation and launch of a live, airside duty-free store at Brussels Airport at the end of 2022
- Real-time operation to provide real-time insights for both the consumer and the client
- Ad-hoc store usage enabled to allow store visits without any preparation like installing an app
- Duty-Free shopping enablement based on consumer boarding pass scanning
- Functional scalability enabled adding features and in-store components such as fridges etc.
- Ease of integration with client IT for economic scalability across a high number of stores

Outcome:

- Frictionless shopping experience reducing our client's dependency on human resources, enhancing consumer satisfaction and store operation profit
- Real-time tracking and recording of in-store consumer activities, leading to the highest consumer convenience
- 'Ad-hoc' store usage with no prior app installation required
- Supports duty-free/duty-paid mixed shopping
- Ease of integration with customer IT environment via customer's POS system