

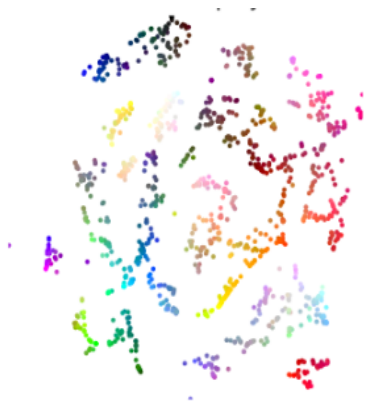
By 2025...



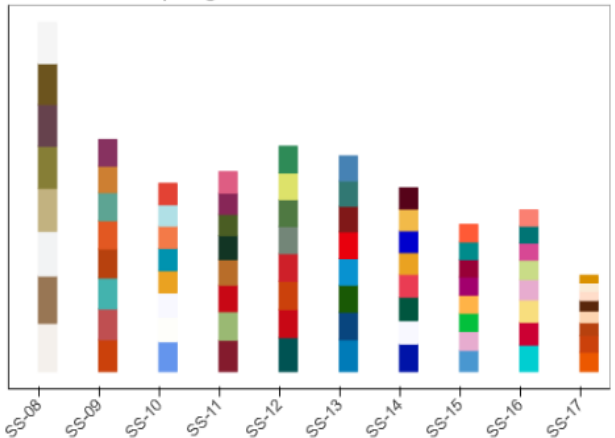
Julian Burnett
VP Global Markets

Cognitive tech is
everywhere.

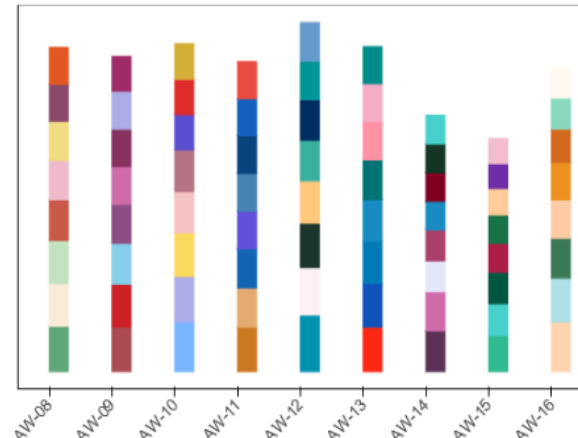
It will help understand what you're going to like (even before you do)...



Spring-Summer Color Trends



Autumn-Winter Color Trends

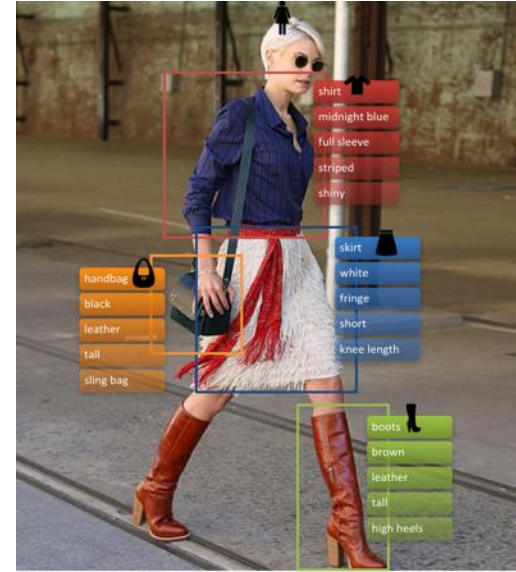
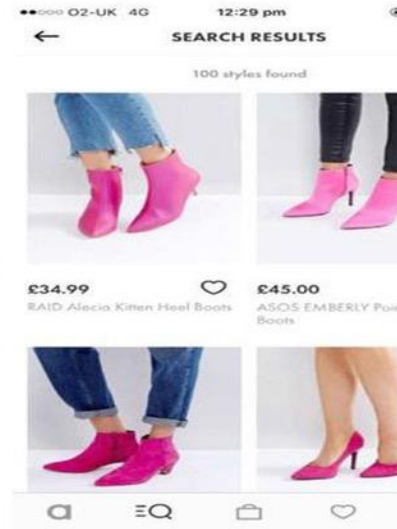
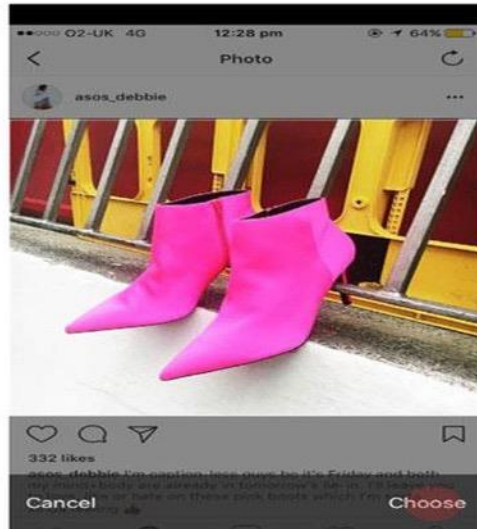
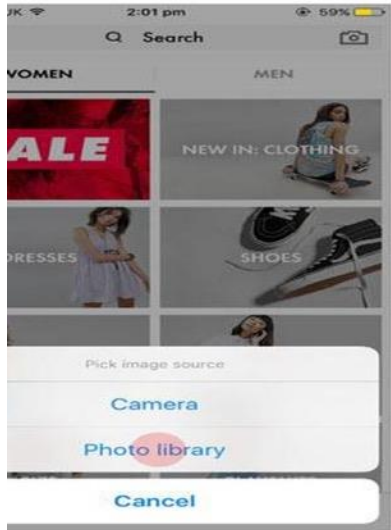


The Cognitive Collection

designed by Jason Grech + IBM **Watson**



...and help you find all the stuff you like.





IBM Metro Pulse Powered by Watson

IBM Metro Pulse Powered by Watson

Performance

Executive Summary

Location Details

Explore Map

Scenario Planning

Uncaptured Opportunity

Visibility

Out of Stock

Product Mix Alert

Expansion Opportunity

Customer Churn

Region Boundaries

Area

Use Cases

- Uncaptured Opportunity
- Visibility
- Out of Stock
- Product Mix

Points of Interest

Search for a Store or Location

Consumer Packaged Goods

- Region Boundaries >
- Points of Sale >
- Use Cases >
- Points of Interest >
- Population Movement >
- Weather >
- Events >

Sunflower Del & Grocery

Market Opportunity	Sunflower Del & Grocery
Existing Sales Last Month	\$1,739
Uncaptured Opportunity	\$394
Uncaptured %	23%
Alerts	



Sunny with a chance of pastries

How everyday weather affects retail

Once you realize that your customer's everyday weather events have an obvious effect on business, **but what about the subtle changes in weather?** Sunny 20° days can also add up to big opportunities for retailers. IBM and The Weather Company are partnering to bring all weather data into focus for deeper insights into how weather affects what we buy, when we buy and why we buy.

Hyperlocal + Accurate Forecasts Drive Insight

Weather conditions can now be forecasted down to a 500-foot radius and using an IoT network of over **120,000** weather stations worldwide.

Coverage across the globe **100x** better than government sources.

220 Weather Company researchers.

"The old paradigm for weather was cope and avoid. The new paradigm is to analyze and anticipate."
- Paul Walsh, VP Weather Analytics, The Weather Company

Humidity + Pop-Tarts®

During hurricane season, retailers get alerts to stock extra batteries and batteries, but what about Pop-Tarts®? Consulting weather data with inventory, retailer Walmart® discovered that shoppers buy Pop-Tarts less on rainy days but more when humidity was approaching. The breakfast staple is perfect during power outages. Pop-Tarts do not require refrigeration, and they are ready to eat out of the box.



Chilly Weather + Grocery Pick-up

A large supermarket in Europe uses weather data to help location staff within the right departments in its stores. Chilly days mean a grocery pick-up service, the weather conditions help a retailer's staff set up increases in demand for the service. Proactive staff increases ahead of time to service their best-up customers ahead of service delays and increased adoption of the service.

Buying Behavior

Rainy Fridays + Croissants

An urban-based coffee company had the idea to use and needed to accurately predict customer patterns. Armed with IBM Analytics, the chain is matching weather conditions to buying behavior to help predict and manage demand for goods based on their own insights. It found that the number of croissants sold differs significantly on a rainy Monday as opposed to a rainy Friday.



Weather Brings Sunnier Sales Projections for Retailers

Weather plays a significant role in changing the behavior patterns of customers in various industries. But a sunny morning or a rainy evening, no one way or another is affecting your business. Retailers are using weather data to get a better handle on what to stock, how their customers buy and how to optimally staff their stores. The Weather Company and IBM have come together to build a highly sophisticated tool to understand and take action on the impact of weather on industries. Read more on how [#WeatherMatters](#) for your industry at [ibm.com/weathermatters](#)



It will help predict, place, price & promote things more precisely

It will drive new levels of product personalisation...

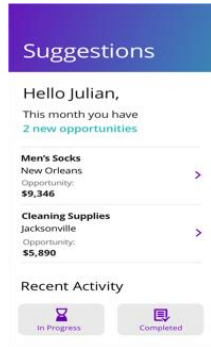
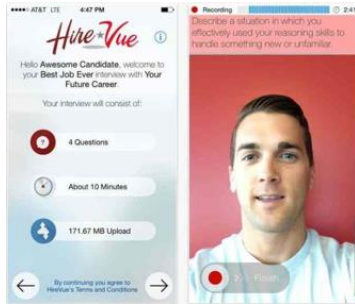




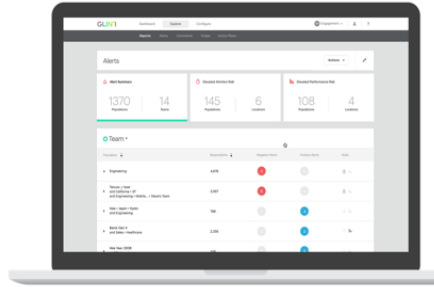


...and more
immersive &
engaging store
experiences.

HireVue



GLINT™



It will help figure out how everyone is doing and feeling...

IBM Rex

Stella


Presence Insights

Store Overview

Toggle Areas: off on

Toggle Asset Alerts: off on

Store Presence Breakdown



■ 14% ■ 8% ■ 78%

Busiest Area (s)

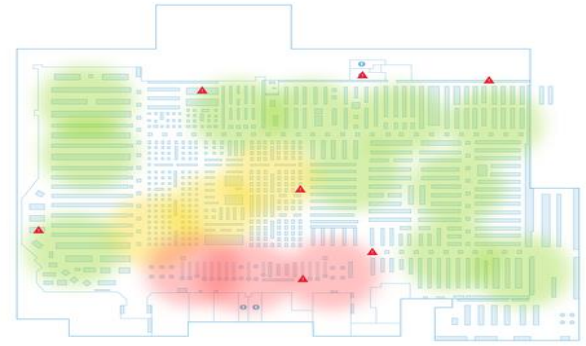
Area 24 - Check out
Area 18 - Cheese

Areas Growing Busy

Area 16 - Shoes
Area 17 - Alcohol

Quietest Area (s)

Area 02 - Seasonal Goods
Area 03 - Tinned Goods



Enterprise All Buildings / EGL C /

EGL C


75°F 60%

Top Priorities

Priorities	Date	Time
EGL C Light894 having high energy usage of +9.52 KW/h	05/16/2018	04.00pm
EGL C Light894 having high energy usage of +9.52 KW/h	05/16/2018	04.15pm

Details

Unusual consumption was detected for 2 hours in last 24 hours




EGL C Light894 having medium energy usage of +6.52 KW/h	05/16/2018	02.00am
EGL C Light894 having medium energy usage of +6.44 KW/h	05/16/2018	03.00pm
EGL C Light894 having medium energy usage of +6 KW/h	05/16/2018	05.00pm

Priority Buildings

Select Date: 05 / 04 / 2018

2 High 3 Medium 15 All



Unusual Usage Energy Comparison Energy Usage Energy Waste



and help preserve scarce resources & minimise waste.



Industry5.0

Camera

DroidCam Taille Get DroidCamX Pro

07:29:09:09

Control

- switch
- Mode:
- Pneumatic Air Cylinder Y
- Pneumatic Air Cylinder X
- Pneumatic Air Cylinder Z
- Rotation Pince
- Pneumatic Air Cylinder P
- Matrix

Pieces Check !

Recognition Score

0.862

0 units 1

result Piece defectuse

Noise dB

Noise

60
50
40
30
20

20:28:28 20:28:58 20:29:28 20:30:03

System Monitoring

Accelerations

-80
-60
-40
-20
0

20:28:31 20:29:01 20:29:31 20:30:03

Accelerations

-14
-16
-18
-20
-22

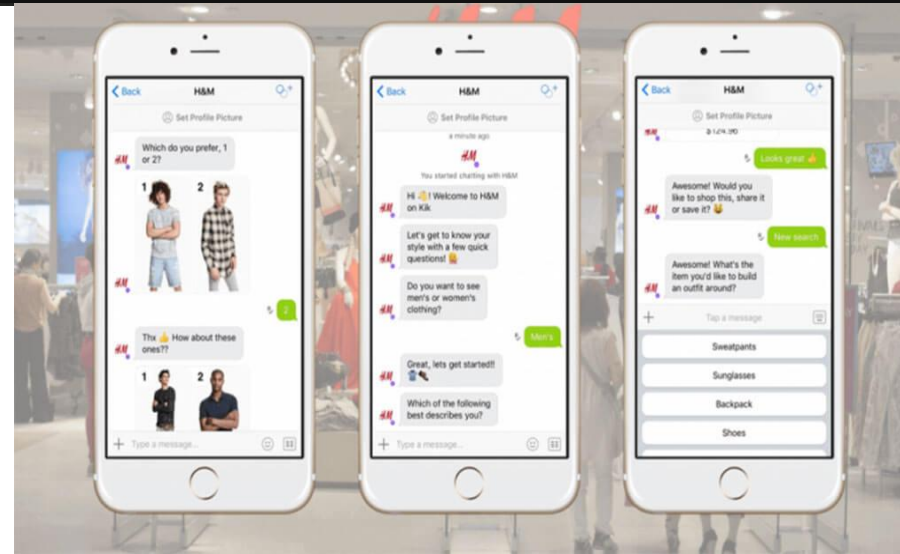
20:28:33 20:29:03 20:29:33 20:30:03

Accelerations

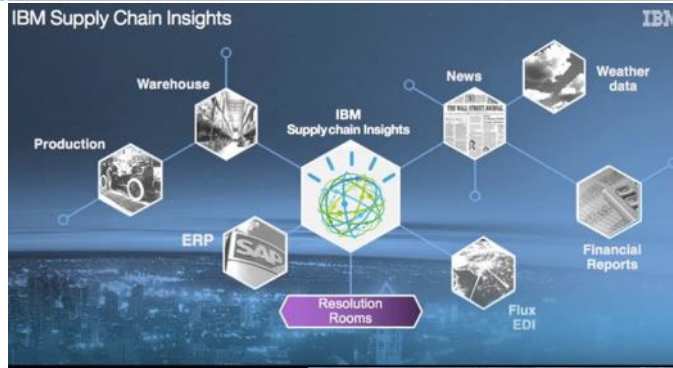
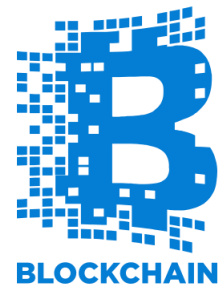
1,004
1,002
1,000
1,018
1,016
1,014

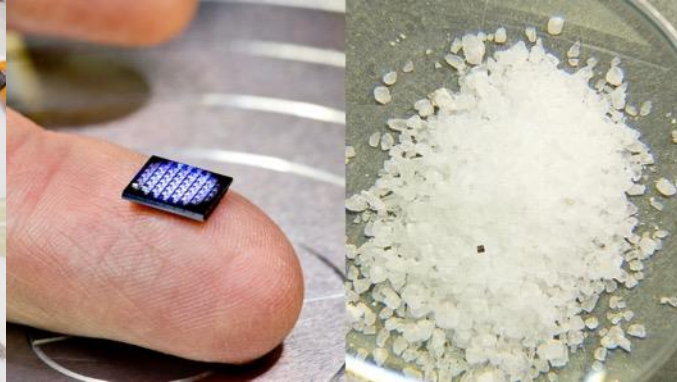
20:28:33 20:29:03 20:29:33 20:30:03

It will automate physical & digital processes...

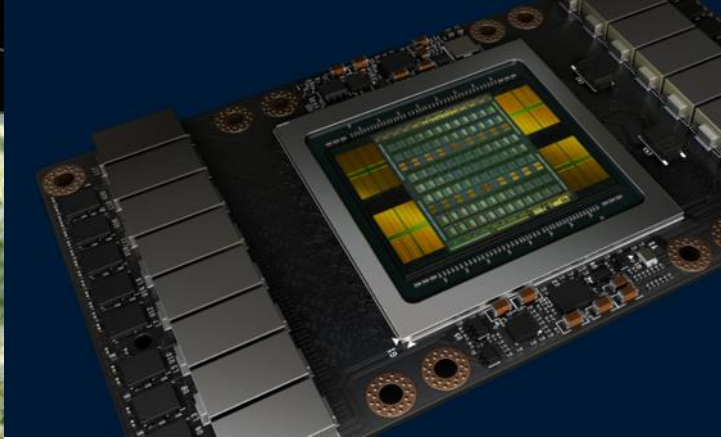


...and drive new levels of transparency, efficiency & value from our supply chains & inventory...





...allowing us to verify authenticity & origin, fully conscious of our environmental and ethical impact.



And it will demand ever more powerful computing & storage capabilities.



Julian Burnett
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