


Tapping into Smart Retail

Through Global Standards & Data Intelligence



Key Challenges for Retailers & Brand Owners

- 
- Lack of data and insights to drive sales and marketing
 - Lack of sales channels
 - Poor Omnichannel management including warehouse and user experience
 - A shortage of workers & high staff turnover rate

An end-to-end Smart Retail Solution powered by data intelligence



Why GS1 HONG KONG?

We are data driven

In a highly connect world, data intelligence & interoperability are paramount, and they are part of our DNA and at the forefront of everything we do

We innovate

We deliver innovative and scalable solutions for a smarter business

We offer agile solutions

Leveraging global standards, we provide flexible options to connect devices, processes and systems

We have an expansive ecosystem

We continue to build strategic partnerships with industry stakeholders and vendors to evolve our offerings

GS1 Global Standards

GS1 standards and keys including Global Trade Item Number and Global Location Number enable accurate, sharable, searchable and linkable data to generate insights that help drive optimized business decisions.

ezTRACK, built on internet based visibility standard EPCIS, is an interoperable, data powered IoT platform that facilitates information sharing & tracking.

Turn **DATA** into **INSIGHT!**

With advanced technology including:

- 1 real time video analytics
- 2 IOT/RFID
- 3 AI & Big Data Analysis

Interactive Consumer Experience



Touch Screen Kiosk Display

Provide up-to-date product information and create immersive shopping experience.



Digital Coupons

Drive sales and increase customer loyalty.



Personalised Product Recommendations

based on AI and machine learning to significantly increase conversions.



Deep Understanding on Consumer for Merchants

3



Sales Performance

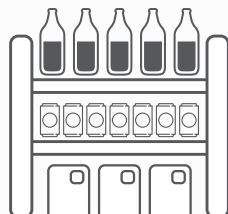
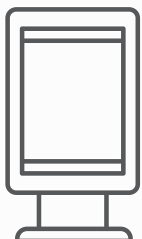


Consumer Profiling & Segmentation



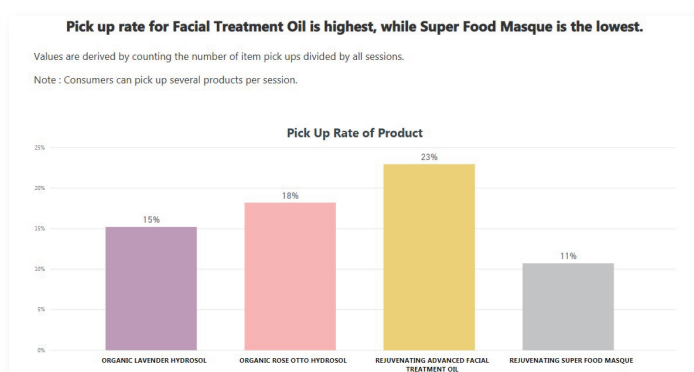
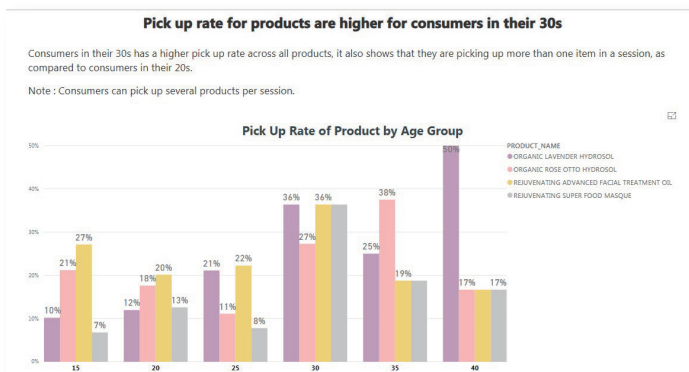
Product Popularity

Smart Touch@Store - In either KIOSK, SHELF, TRAY or other formats you can think of!



Unlock Consumer Insights to deliver personalised shopping experience and drive sales

- Capture first hand, owned data for **consumer segment & traffic analysis**
- Deepen understanding on shopper information including **demographics, product preferences and shopping behaviour**
- **Optimise promotion effectiveness** with **data-driven marketing** based on customer insights
- Enables **immediate on-line purchase and direct check out** through connected retail platform



The Right Smart Retail Solution for:

RETAILER

- Engage consumers with instant marketing & promotion
- Save manpower to focus on serving clients
- Gain analytics on consumer profile and product preference
- Deliver personalized experience & remarketing
- Enable instant inventory tracking & minimize stock shorage

BRAND OWNER

- Provide an additional advertising channel
- Promote new products & test the market
- Gain analytics on consumer profile and product preference
- Drive O2O commerce & offer seamless consumer journey

SHOPPING MALL & HOTEL

- Provide innovative shopper experience
- Offer merchandises in addition to existing tenant offerings
- Drive traffic to shops at poor location
- Gain insights on consumers traffic and profile

CONTACT US: **services@gs1hk.org**
or **+852 2863 9750**