

Experience Ready Infrastructure:

Unlocking the power of distributed infrastructure to accelerate next generation experiences



Address your needs for real-time data processing and decision-making with Experience Ready Infrastructure (ERIn): a flexible, scalable technology platform that leverages Google Cloud's Anthos™ multi-cloud application platform, Edge AI, and advanced networking to fundamentally transform the speed, ease, and economics of delivering new solutions to stores.

Pressure to become more efficient and deliver better experiences

Retailers are being driven to adapt due to margin pressures, shifting expectations, and increasing technological complexities. In a rush to address, many retailers have implemented one-off technology use cases rather than inter-connected solutions on a common platform; thus, making the path to value realization complex, expensive, and slow.

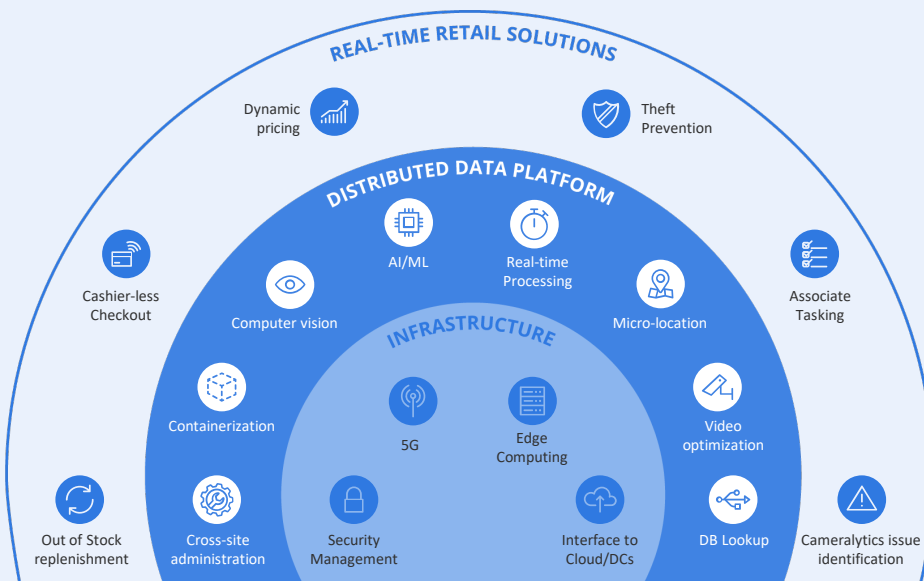
In order to better meet the evolving consumer expectations and to deliver new store experiences, a smart-evolution in technology deployment needs to occur.

BY 2026:

90%

of the top 2000 retailers will employ edge computing to leverage data in stores for better workforce productivity, customer experience, and cost reduction.¹

¹ Filippo Battaini, Jon Duke, Leslie Hand, Ornella Urso, Margot Juros, Giulio Raffaele, Jordan K. Speer, Ayush Narain, IDC, [IDC FutureScape: Worldwide Retail 2022 Predictions](#), October 2021.



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Accelerate store digitization and innovation with ERIn



- 1 Edge infrastructure:** acts as the foundation that supports a menu of retail solutions
- 2 Distributed data platform:** supports video optimization, computer vision, containerization, etc. that are necessary to implement technology use cases
- 3 Real-time retail solutions:** includes specific use cases such as theft prevention, hazard detection, and cashier-less checkout, which can be stacked after establishing the foundational infrastructure

Execute advanced use cases through ERIn to create significant potential value for your organization

ERIn can help improve the resiliency, reliability, and redundancy of core infrastructure; thus, enabling the deployment of new, advanced use cases quickly and at scale, while also better managing uptime and modernization of current workloads.

ASSOCIATE PRODUCTIVITY	OPERATIONAL EFFICIENCY	CUSTOMER EXPERIENCE
Real Time Prioritized Workforce Task Lists	Omnichannel Inventory Visibility	Dynamic & Personalized Pricing/Promotions
Automated Notifications for Shelf Replenishment	Real Time Data Demand Forecasting	Optimized Clearance Prices Informed via Internal and External Signals
Delivery Visibility & Tracking	Spoilage Prevention via Freshness Tracking	Hyper-Personalized & Geo-Tagged Product Recommendations
Cameralytics for Store Upkeep	Theft Prevention via Monitoring	Cashier-less Checkout
Planogram Design & Compliance	Identification & Prevention of Out of Policy Returns	Personalized In-Store Display
VR-Enabled Employee Training	Warehouse Asset & Equipment Monitoring	Real Time & Precise Order Tracking

Deploy ERIn to potentially unlock billions in value

 Revenue .8% to 1.1% uplift over 5 Years*	 Operating Margin 1.8% to 3% uplift over 5 years*
<ol style="list-style-type: none">1. Reduce out of stock inventory in real-time2. Enhance replenishment process3. Create stronger, more dynamic pricing value in real-time4. Serve-up real-time recommendations based on cart5. Provide frictionless experience6. Enhance non-sales revenue (adds, slotting, discounts etc.)	<ol style="list-style-type: none">1. Improve beginning-on-hand (BOH) accuracy2. Control inventory and improve order quantities3. Experience shipping and purchasing savings4. Enrich freshness tracking and reduce shrink5. Improve associate productivity and training6. Reduce spill and enhance upkeep

*Representative of opportunity for retailers with 1,000+ locations

Deloitte can help you...



Build a strategy around solving key business problems



Identify priority starting points to lay the foundation for scale and growth



Support the full stack of solutions to execute and operate your store

Start the conversation



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