

Win in the flat world

# ShoppingTrip360

Intuition to Insights

FAQs



## What is ShoppingTrip360?

ShoppingTrip360 is a managed information service that offers visibility to shopper and shelf activity with unprecedented granularity by leveraging an in-store network of wireless sensor based applications. With features that empower shoppers to participate in the network using their personal cell-phones, the service allows people (shoppers), places (retailers) and products (CPG companies) for the first time to collaborate in real time at the point of purchase. This permission based implicit and real-time exchange of information is a paradigm shift in in-store shopping experience.

## How does ShoppingTrip360 work?

ShoppingTrip360 is based on a network of tiny wireless devices that can be deployed with minimal impact on existing store layout and operations. ShoppingTrip360 services with specific feature sets can be introduced into this network easily and with no infrastructure requirements.

ShoppingTrip360 operates as a managed information service where retailers and CPG manufacturers can subscribe to insights without having to risk capital investment or technology obsolescence.

## What are the benefits of ShoppingTrip360?

ShoppingTrip360 enables an information ecosystem where shoppers, CPG manufacturers and retailers can all win. Manufacturers and retailers get unprecedented visibility into shopper and shelf activity. A shopper, in turn, benefits from getting personalized and improved service at the store and out of it.

With this service, retailers could gauge in-store energy demand based on occupancy, or open new checkout counters when lines start building up. They could also monitor shelf level inventory of fast moving products without using expensive RFID tags. CPG companies can use information from this system to make choices on the right locations in the store to place their promotional products. They could also get greater visibility on the effectiveness of their promotional spend through an analysis of shoppers traffic in a particular area. Shoppers can download recipes from the internet and retrieve it on their cell phone in the store while shopping. They could also get recommendations on a matching wine, with personalized promotional offers that could be redeemed electronically.

## What kind of measurements and reports are provided by ShoppingTrip360?

Data gathered by ShoppingTrip360 components are analyzed and processed to give strategic insights into events in the store. These insights are classified as –

PEOPLE	<i>Information on store traffic, shopper paths, interests, etc.</i>
PRODUCTS	<i>Information on inventory, conversion, and storage conditions, etc.</i>
PLACES	<i>Information on location attractiveness, operational metrics like replenishment efficiency, etc.</i>

In addition, ShoppingTrip360 provides real time alerts to manage exceptions and anomalies proactively.

### Please describe the market need and opportunity for this solution.

Working with around 50 of the top retailers and CPG companies around the world, it became increasingly clear that there existed substantial gaps between the desired level of visibility into shopper and in-shelf activity and available technology. Retailers lacked granular visibility to understand out-of-stocks and what, where, and how shoppers shopped throughout the store; CPG companies were unable to measure how shoppers interacted with products in the store and had no real-time, granular insights on promotion displays; and both had no way of interacting with shoppers in a meaningful, non-intrusive way to help guide and influence their purchasing decisions.

ShoppingTrip360 is our answer. ShoppingTrip360 revolutionizes how retailers and CPG companies capture and leverage in-store data, and does so in a way that fosters and monetizes effortless collaboration between retailer and CPG manufacturer.

### What are the key components of ShoppingTrip360? Will they be sold as a suite and/or separately?

ShoppingTrip360 information network supports a number of services with specific feature sets. We have a defined road map for services on ShoppingTrip360 platform with a set of services being piloted with select retailers and CPG manufacturers. These include:

- **Store Heat Maps** to track movement of shopping carts within a store and provide insights like shopper concentrations, cart paths, etc.
- **Smart Shelf Pads** to track inventory and monitor storage condition of products in-shelf.
- **Shopper Concierge**: Cell-phone based concierge service that can manage shopping lists and other reminders for shopper as well as allow her to access location and context specific incentives and product information.
- **Smart Visual Merchandising**: A rich user experience platform where shoppers can interact and get information on products while at the same time get recommendations on related products.

Some of the services in beta currently are –

- **Electronic Shelf Talkers**: Enables dynamic change of product information including pricing
- **In-store energy management**: Allows retailers to control lighting and HVAC usage based on need and occupancy.
- **Perpetual checkouts**: Allows shoppers to continuously ring items as they buy and pay automatically, thus avoiding lengthy checkout lines.

### What are competitors offering by way of comparable solutions?

ShoppingTrip360 offers a suite of services delivered in an innovative business model that offers an unprecedented value proposition. There are niche companies that offer point solutions comparable to specific services of the ShoppingTrip360 suite, but none that offer a comprehensive unified service.

### What customers are currently using the solution? Please describe in detail.

Currently, we have both retailer and CPG companies involved in ShoppingTrip360 programs. It is too early to reveal names but feedback has been extremely positive.

### What partners have joined ShoppingTrip360 and in what context?

Infosys has independently developed the solution and owns the intellectual property in its entirety. We have an ecosystem of vendors from whom we source technology components.

### I've heard ShoppingTrip360 offers sustainable solutions. Please describe.

The entire ShoppingTrip360 solution uses low power devices and some of the services harness ambient energy for its operation. The information provided by the network can further be used to optimize in-store energy needs. For example, retailers can gauge in-store energy demand based on occupancy.

### What role does RFID play in ShoppingTrip360?

The core solution does not use RFID in any way. However, it can support application extensions that can work on RFID. For example, Smart Visual Merchandising uses RFID data to uniquely identify products that shoppers want to try.

### Was ShoppingTrip360 developed in-house or created through acquisition? Are all components tightly integrated?

ShoppingTrip360 platform and current suite of services are entirely developed by Infosys. The platform is architected to support future applications which are acquired or developed through partnerships.

### Certain aspects of ShoppingTrip360 (knowing which products shoppers did not purchase, offering deals on previously purchased goods for returning visitors) may be construed as an invasion of privacy. Your response?

Consumer privacy is a top priority for Infosys and its customers. The subscription to the service is voluntary and every single usage is permission-based. Also, the information is pulled by the shopper.

### How much has Infosys spent to develop this solution?

Infosys invests in the development of technology-led business solutions of topical relevance to the industries it serves. ShoppingTrip360 is a product of such an investment. We do not provide specific cost numbers on these investments.

### What about interference with other networks?

The platform is based on IEEE standards to co-exist alongside existing Wi-Fi Networks with no interference.

### Will it work if there is more than one shopper passing through the area?

ShoppingTrip360 is designed to optimally function irrespective of the number of shoppers.

For more information please visit  
[www.infosys.com/ShoppingTrip360](http://www.infosys.com/ShoppingTrip360)

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