

# Edge Computing: Retail



Innovating retail technology is made easier with the advent of edge computing, which places data processing and storage closer to the end users. Retailers can enhance their customers' shopping experiences, product recommendations, and promotional offerings with the help of edge computing. It also helps streamline some of their store's critical operations and processes that require real-time results with low latency.

*"Edge computing's ability to reduce latency makes self-service kiosks, in-store devices, digital displays, sensors, mobile applications, and other devices more reliable, secure, and capable of processing data faster."*



## Specific Use Cases

### Personalized Customer Experience

Edge computing's real-time response and quick automation capabilities allow innovative retail technologies to enhance the customer's shopping experience. The "walk-out" checkout is one of the most promising developments of edge computing in the retail sector. Amazon's Just Walk Out service uses this technology, allowing customers to browse stores, add purchases to their virtual carts, and pay via their smartphones as they walk out the door. This checkout-free technology uses real-time sensors, "smart shelves," and other edge devices that change how shoppers shop.

### Increased Store Security

Security cameras, sensors, and RFID tags are just some of the real-time data sources that can be analyzed by edge computing to help identify potential threats like shoplifters. Hence, this is a great way to increase the safety of your shop.

### Improved Retail Promotional Opportunities

Local data storage is a crucial feature of edge devices, making them ideal for tracking customer purchases and analyzing their preferences to tailor promotions. Furthermore, it assists you in anticipating your customers' future purchases, which can help improve sales through cross-selling and other methods. These are examples of personalized advertising, which uses targeted promotions to increase the likelihood of sales.



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## Better PoS and Inventory Management

Point-of-sale (PoS) systems represent one of the most fundamental and essential retail use cases for edge computing. Edge computing provides a solution for retailers in remote or developing areas and large stores with handheld checkouts that require PoS systems that can capture and process payment data without an internet connection. In addition, an edge-powered inventory management system helps you maintain an accurate inventory in real time.

## Dynamic Pricing

With the help of edge computing, you can adjust prices in real-time to reflect actual demand. With edge computing's real-time processing and fast network connection, a store can adjust the cost of an item up or down in response to fluctuations in demand. Thus, you can prevent stockouts and maximize profits.

## Power Up Your Business

Modular Data Centers and edge computing are complementary technologies that can improve your store's IT infrastructure's performance, scalability, and reliability. Real-time applications like POS and inventory management perform better in modular data centers, which are scalable to meet your business's needs. Because they require less space and power, they are also significantly less expensive than traditional data centers.

Stay ahead of the competition. Be flexible, scalable, and future-ready with modular data centers.



## About AnD Cable Products

Since 1989 AnD Cable Products' innovation and passion for problem solving have enabled more meaningful connections between companies' business goals and their marketplace success. AnD Cable Products creates a leading-edge physical layer, providing network infrastructure solutions for enterprise-wide environments. Headquartered in Concord, CA USA, our proven reputation for quality and intelligent design ideally positions us to promote your business growth in a connected world.



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