

# Redefining Retail with AWS Smart Store Capabilities

## Reimagining the Store

To thrive in today's hyper-competitive marketplace, retailers need to create an exceptional customer experience—both online and in the store. But if 80% of sales still come from brick-and-mortar stores, why does all the innovation seem to be happening on the digital side?

Smart Store capabilities from AWS empower retailers to reinvent the store experience, providing a fast, frictionless, and engaging shopping experience that delights customers while driving operational efficiency and IT agility. With AWS Smart Store capabilities, retailers innovate faster, keep costs down, and scale effortlessly as their business grows.

"Time is so valuable for consumers today. If they choose to give their time to us, we need to make sure we deliver the best possible experience. We can do that using AWS. "

–Kapies Vallipuram, Director of Software Development, ALDO Group

## Born from Retail, Built for Retailers

AWS was born from running one of the largest, most successful retailers in the world. With our Smart Store offerings, we share that experience with retailers worldwide.



### Transform Customer Experience

Shoppers want more from their store experience. With AWS Smart Store capabilities, you leverage next-gen technologies to help customers find the right products faster and enjoy super-fast checkouts in healthy and safe stores.



### Innovate Faster

The faster your business moves, the more ideas you can try out. Our large and growing set of AWS Smart Store capabilities helps you innovate and experiment quickly, so you find winning ideas faster and drive the outcomes your business needs.



### Scale Quickly to Meet Demand

Retailers deal with vast amounts of data across many stores and systems. AWS can extrapolate that data into intelligent insights to inform better decision-making. When your innovations succeed—and demand surges—AWS helps you scale them quickly.



### Optimize Your Technology Investments

When your IT applications work together as one, you multiply the power of your investments. AWS Smart Store offerings allow you to seamlessly combine data and resources from across your business, helping you streamline costs and accelerate innovation.

## The Industry's Largest Retail Ecosystem at Work

We know how important your partners are and the critical solutions they provide. That's why we've created the industry's largest ecosystem—thousands of partners who deploy, extend, and enhance those capabilities for even greater value.

We believe a big part of our job is ensuring that your partners and solutions work better together.



## Smart Store Capabilities for Every Part of Your Business

From artificial intelligence (AI) and machine learning (ML) to fast, scalable, and secure cloud and mobile services, AWS provides the broadest set of retail technologies and cloud services in the industry. If you're seeking to transform your retail stores, AWS delivers the capabilities to help you boldly leap forward.



### Transform Customer Experience

**Deliver engaging store experiences that ignite sales**

- Personalized store experiences and recommendations
- Mobile apps to help shoppers find what they need
- Virtual product exploration using AR/VR tools
- Healthy and safe stores using cameras and robots
- Fast check out with mobile and cashier-less technologies



### Boost Store Efficiency

**Increase store productivity, lower costs, and drive continuous innovation**

- Digital tools to help shoppers make better buys
- IP cameras to monitor and improve store traffic
- Efficient store pickup with mobile tools and cameras
- Better inventory visibility with RFID and smart shelf technologies
- Automated floor cleaning and inventory with robots
- Sensors and ML tools to detect equipment failure



### Enhance IT Agility

**Next-gen cloud platform drives savings, flexibility, and innovation**

- Mission-critical store computing at the edge
- Robust IT scalability and security
- Rapid creation of new store apps and websites
- Optimized application management via AWS Cloud

## How Retailers Accelerate Innovation with AWS Smart Stores



Lotte Mart sells a variety of groceries, clothing, toys, and other goods to over 600,000 daily shoppers across 189 stores. With Amazon Personalize, Lotte Mart cost-effectively recommends new products and discovers shoppers' hidden buying needs. With this Smart Store capability, the retailer has seen a 5x increase in response to recommended products. "The new recommendation service powered by AWS is the first of a much broader roll-out of AI technologies across our organization." Read more [here](#).

## PERFECT

Perfect Corp. aims to transform the beauty industry by marrying AR and AI technology to reimagine the shopping experience. With over 800 million downloads globally, Perfect Corp.'s suite of AR technologies—powered by AWS Smart Store—enables shoppers to virtually try on multiple products without staff help. The AWS cloud saves costs and minimizes latency. "AWS gives us the ability to scale with minimum engineering effort and zero interruptions to existing customers' operations." Read more [here](#).

## Learn more, get started, and stay ahead.

Get started today with AWS Smart Store capabilities:

- Visit our AWS Retail page: [aws.com/retail](https://aws.com/retail).
- Visit our AWS Smart Store page.
- Learn about strategies for [building smarter retail stores](#).
- Ask how AWS can support your retail transformation with Smart Store capabilities. [Contact](#) your AWS account team today to get started.
- Find out how our [global community of partners](#) can accelerate your modernization and innovation journey.