



Smarter
technology
for all

Lenovo

Lenovo Retail Solutions

Trusted partnership with transformative power

One turnkey solution for a successful digital transformation.

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Our Vision

Lenovo recognizes the unique challenges faced by our retail customers. Drawing on our expertise in Smart Retail Store Solutions, IoT/Edge Computing, AI, Intelligent Devices and Sustainability, we developed a one stop Retail Solutions to help our customers succeed even in the toughest circumstances. Our purpose-built solutions simplify and streamline your evolutions to an exceptional shopping experience, earning the trust and loyalty of your customers.

Leveraging our expertise as a global IT leader

#1 in Intelligent Devices globally

Top 3 for Infrastructure Solutions

Transforming our own **Fortune 500 company**

IDC forecasts global spending on digital transformation will grow 16.3% annually for the next five years, reaching \$3.4 trillion in 2026.



16.3%

Seven in 10 business leaders (72%) are prioritizing investment in innovation in new technologies over optimizing their current tech stack.



72%

Our Values

- **Enhancing the customer engagement** through empowering customers to take control of their own shopping experience.
- **Optimizing business efficiencies and human resources** by automating the tedious and repetitive operational workloads.
- **Unlocking the new revenue stream** leveraging our supreme, hassle-free services, so that you can re-focus on your core business.

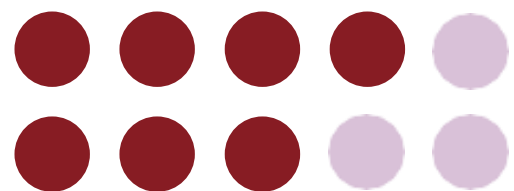


Global Trends

Customers' expectations are getting higher, and loyalty is running low : they feel they own the experience and not the other way around ^[1]; they have zero patience and zero loyalty ^[2].

Increasing labor costs and a tighter labor market weaken the operational profitability: 7/10 executives surveyed said labor was the number one challenge heading into 2023 ^[3].

Economic headwinds has become one of the biggest challenges post-pandemic : inflation makes consumers more price cautious than ever ^[4] : nearly one in five retailers have posted negative economic profit since 2015 ^[5]



70%

executives surveyed said labor was the number one challenge heading into 2023

Sources:

[1]Forbes "How Technology Is Making The Retail Industry More Efficient And Improving The Customer Experience "

[2]McKinsey "Retail Rest Playbook"

[3]Deloitte "Retail Reset Playbook"

[4]Forbes "Retailers Face Headwinds In 2023 As Consumer Spending Slows"

[5]McKinsey "Retail Reset Playbook"

Our Offerings:



Self Service Kiosk (SSK)

Featured a sleek and stylish appearance, our Self Service Kiosk (SSK) is an all-in-one solution that enhances customer interactions. With Scan & Go technology, user-friendly design, and seamless integration with various applications, it simplifies ordering, booking, ticket collection, and more. Its award-winning design seamlessly combines traditional POS functions into a compact package, providing a convenient and efficient self-service experience.



Digital Signage

Our Digital Signage presents stylish and durable display solutions for enhanced engagement. Choose from a range of sizes, including 10.1", 15.6" and 21.5", 24", 27", 32", 43" and 55", to suit your specific needs. With a robust all-aluminum chassis and Corning® Antimicrobial Gorilla® Glass, it combines durability with hygiene. The latest LCD technology ensures vibrant and high-quality visuals. Convenient USB-C ports support power, data, and visual transmission. Optional mounts and stands offer flexible installation options. Elevate your visual communications with our advanced Digital Signage.



Digital Shelving

Revolutionize retail with our AI-powered Digital Shelving. Through a seamless data flow from IOT devices to algorithm layers, shelf monitoring applications, and data intelligence applications, you can gain valuable insights into shelf display conditions and make data-driven decisions on display optimization, sales efficiency, and even personalized shopping experience. Centralize the shelf display management efficiently from anywhere, receive out-of-stock alerts via mobile apps, and optimize displays for various brands. Maximize human resources by allowing store staff to focus on core functions and value-added initiatives, enhancing execution levels across stores. Experience the future of retail.



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Lenovo POS

Our Point Of Sale (POS) system streamline the checkout processes and automate the repetitive work. It features a commercial grade stand compatible with Lenovo Tiny and inTouch monitors. The stand is constructed with durable aluminum and supports VESA 100 X 100 for versatile display options. Engineered to work seamlessly with ThinkCentre Tiny PCs, it offers a standard 3-year manufacturer warranty (extendable up to 5 years) and optional powered USB hub for enhanced connectivity.

Electronic Shelf Labels (ESL)

Our ESL solution is designed to transform retail business management with it's remarkable features. Pricing and promotion information can be effortlessly updated without the need for heavy manual work, ensuring the immediacy and accuracy. The real-time inventory status can be facilitated and displayed, enhancing the customer experience. It features a premium visual design, offering 30% greater transparency and brightness. It comes with multiple color display options to entertain various promotion needs. Constructed with solid and durable materials, it is one of the thinnest ESL on the market. Rated IP68, it's designed to be resistant to sand, dust , dirt , and water for up to 30 minutes at a depth of 1.5 meters. With exceptional battery life of 15 years and cold resistant up to -20°C, it can ensure reliability even in challenging environment. It also comes with function -extendable access point which can be integrated with existing models (Aruba, Meraki, Cisco, Fortinet, Mist, Extreme..etc).

Lenovo POS Application

This cloud-based solution supports multiple stores, self-service devices, and various use scenarios. It centralizes the store operation, and provides compatibility with different languages, currencies, and payment methods. Leveraging Microsoft Azure, it ensures data reliability and security. Capture timely insights and omnichannel order management capabilities through our POS/SSK software. It will help enhance your store effectiveness and efficiencies. Experience streamlined retail operations with our cloud-based Lenovo POS Application.

Dynamic Pricing

Transform the retail O2O (online to offline) model with our powerful Dynamic Pricing solution. With our solution, we empower the retailers to provide a seamless shopping journey to their customers. The shoppers can enjoyably navigate the stores by using the store membership app to scan QR codes, access product information, add items to their online shopping carts, and complete payments. Enhance customer satisfaction, loyalty, and store competitiveness in the digitalized world with features like "order online pick up in-store" and targeted pricing and promotions. With our single-platform solution, you can effortlessly oversee over ten millions ESLs simultaneously. Our solution can also be easily integrated with other backend databases and systems, providing you with the power of integrated data management and insights.



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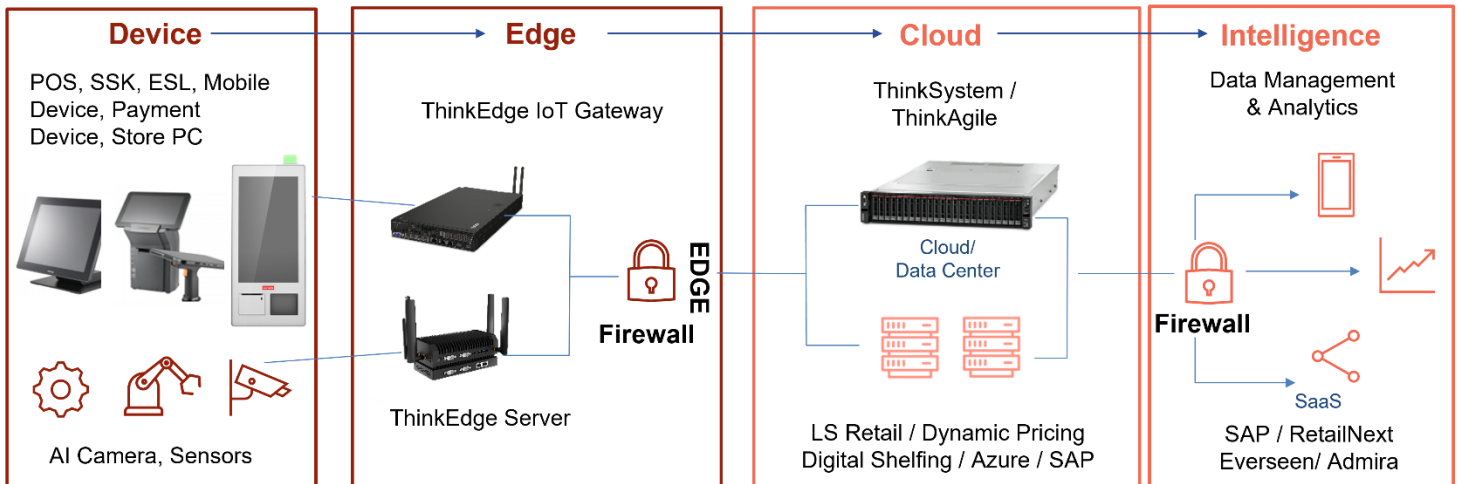
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Store Infrastructure

We provide one stop solution from client devices, edge, cloud, internet, to intelligence:

Store Front

DaaS, Installation, Store IT support, Uplift Services



Store Backend

DaaS, Deployment, Uplift Services

Optimize technology consumption with as a service model

Right-size your technology, shift expenses from CapEx to OpEx, and reduce emissions and waste. With our Device as a Service model, you can efficiently manage your intelligent devices, eliminating overprovisioning and optimizing resources. It is delivered through a convenient, predictable and eco-friendly subscription model.



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We believe...

With the right technology, your Retail Business can soar to new heights. Join us to explore the limitless possibilities for your digital transformation journey. Let's work together to make the future sustainable.

**Are you ready to jumpstart your digital transformation journey with
Lenovo Retail Solutions?**

Learn more on how :

<https://techtoday.lenovo.com/us/en/solutions/retail-solutions>