



## Bridging the Physical and Digital Shopping Experience

### COGNIZANT RETAILMATE™

Retailers are challenged with adopting new technologies to adapt to the digital shift in consumer expectations. Consumers have more choices than ever, and they can shop and buy anywhere, anytime. Traditional retailers need to find more innovative ways to grab and keep hold of their interest.

Cognizant is enabling retailers and brands to bridge the physical and digital shopping worlds. Connect shoppers to your brand and enhance their experience across channels by instrumenting the physical store environment and capturing data on in-store engagement with Cognizant's RetailMate™ solution. RetailMate works with **ERP Platforms (SAP, NetSuite and Microsoft Dynamics)** and **Microsoft Azure IoT Technology**, and empowers retailers to understand in-store shopping behavior with sensors and smart devices.

Our simple, easy-to-use IoT solution monitors real-time, in-store consumer interactions. RetailMate harnesses shopper data to provide advanced insights that help identify opportunities to drive engagement in the store aisle. Retailers and the brands they carry gain the ability to enhance customer engagement by providing a more personalized experience, while increasing replenishment cycles, and optimizing product placement and shelf stocking patterns.

## KEY BENEFITS

Improves decision-making and enhances personalization with real-time analytics-driven insights and dashboard reporting.

- Enables digital touch points for the Smart Store.
- Increases dwell-time and improves customer satisfaction.
- Enhances the overall in-store experience and customer engagement.
- Optimizes store operations and improves sales.

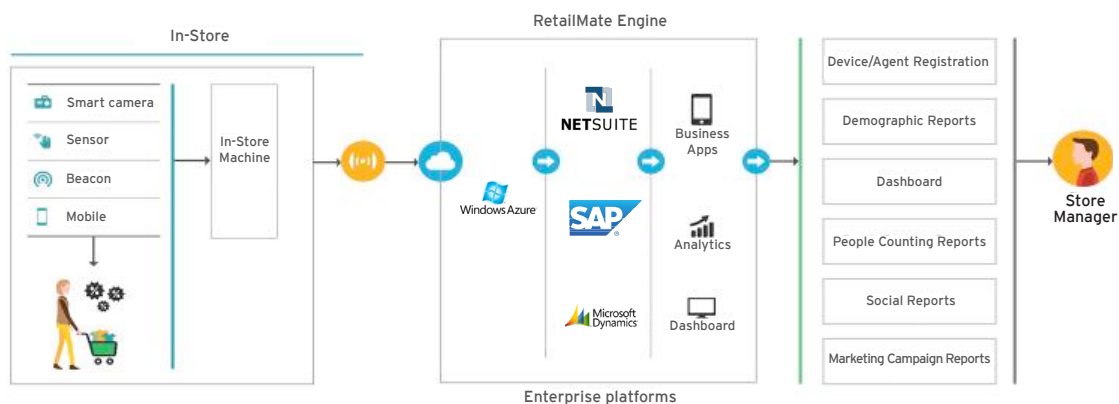
## DRIVE UPSIDE REVENUE WITH ADVANCED ANALYTICS

RetailMate collects data from shoppers real-time via smart cameras, sensors, beacons and smartphones. The data is sent to the Microsoft Azure cloud for analysis and provides a wealth of advanced analytics that directly impact customer satisfaction and drive upside revenue potential.

## RETAILMATE DASHBOARD

The dashboard is a web-based application deployed on common **ERP platforms such as SAP, NetSuite, and Microsoft Dynamics** to provide retailers with a comprehensive dashboard view of customer buying and shopping patterns. As real-time shopper data is received, the dashboard displays historical data to enable teams to make better decisions, design more compelling engagements, and promote the right balance of in-store personalization helping them to influence brand loyalty.

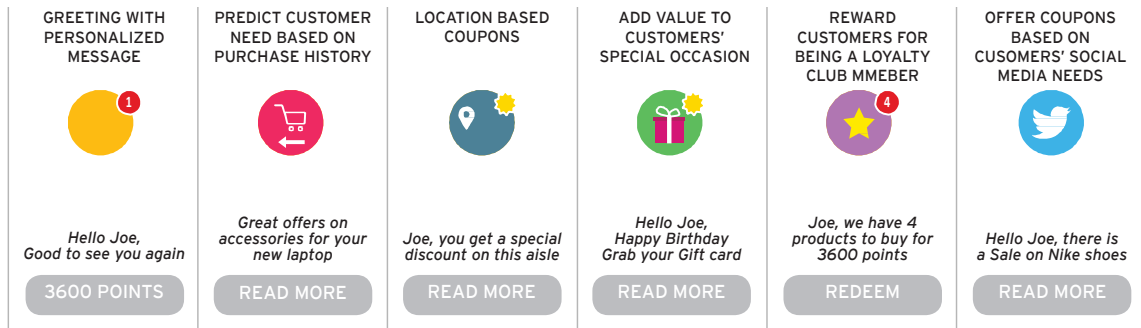
## Solution Architecture



\*For more information on RetailMate™ reach out to [retailmate@cognizant.com](mailto:retailmate@cognizant.com)

# RetailMate™ Digital Experience

Cognizant RetailMate (TM) enables personalization and adds predictive insights combined with online and offline merchandising tools to help create the Store of the Future - Today.



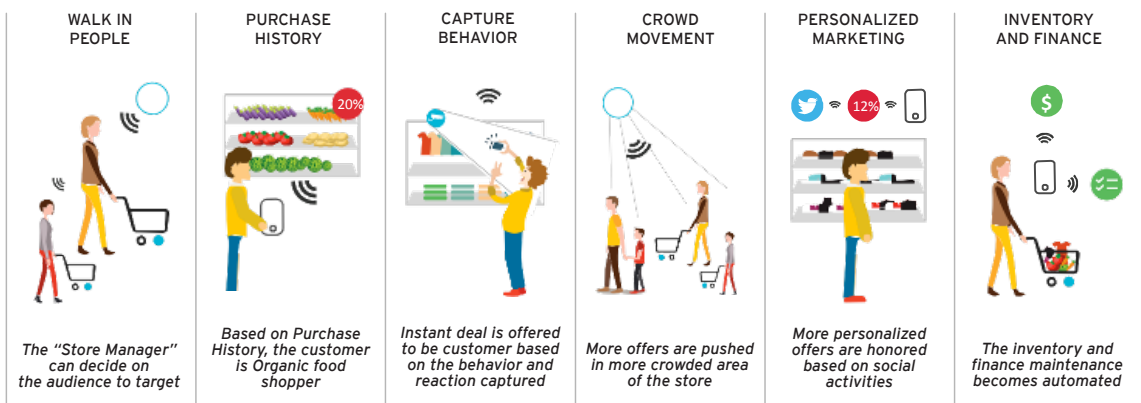
## SHOPPER

Digital Shopping Experience



## STORE MANAGER

Digital Metrics Dashboard



<p><b>BENEFITS OF RETAIL MATE</b></p>	<ul style="list-style-type: none"> <li>Improve Store Sales</li> </ul>	<ul style="list-style-type: none"> <li>Enhance Shopper Experience</li> </ul>	<ul style="list-style-type: none"> <li>Effective Personalization</li> </ul>	<ul style="list-style-type: none"> <li>Efficient Targeting</li> </ul>	<ul style="list-style-type: none"> <li>Optimize Store Operations</li> </ul>
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## ABOUT COGNIZANT

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 100 development and delivery centers worldwide and approximately 233,000 employees as of March 31, 2016, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at [www.cognizant.com](http://www.cognizant.com)



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