

Intel Retail Proof-of-Concept

Intel Corporation designed a retail proof-of-concept to demonstrate how technology can enhance the retail shopping experience. Intel's proof-of-concept showcases point-of-sale (POS), kiosk and digital signage in one integrated conceptual solution. The underlying technology utilizes Intel's most energy efficient processors and includes remote management capabilities that can significantly reduce a Retailer's total cost of ownership.

The POC is based on the energy-efficient Intel® Core™2 Duo mobile processor to help reduce energy consumption. Compared with legacy POS platforms, the processor in the demo can enable more than a 70 percent reduction in required power use while still providing as much as double the amount of raw processing performance as previous generations of processors.¹ As such, energy savings from this POS system are passed on to retailers by way of lower energy bills.

The proof-of-concept platform also features Intel® vPro™ technology (Intel® vPro™) with Intel® Active Management Technology and offers lower maintenance costs, improved power management and security options such as system diagnosis. Intel vPro technology allows administrators to manage systems remotely, making it possible to turn off all systems overnight to increase energy savings and reduce the need for technicians to go on-site for system maintenance, resulting in decreased carbon emissions and lower operational expenses for retailers.





The modular design of the proof-of-concept system promotes easy upgrades to next-generation CPU platforms so retailers can remain in sync with the latest technology advancements. The POS is customizable to meet evolving business needs with a removable PC board and individual modules that can be added on, taken off, interchanged and replaced.

Retail POC with Intel technology offer retailers the opportunity for revitalized revenue streams with features that cater to consumers' online shopping experiences, such as suggestive selling and real-time inventory access capabilities. Accommodating consumer self-serve tendencies, the POC suggests relevant product offerings that facilitate up-selling and cross-selling opportunities. The POC demo also encourages better customer-service experience and collaborative selling by providing salespersons with real-time access to store inventory. An improved in-store shopping experience, can deliver a significant differentiator for retailers in their customer service model that may result in increased consumer brand loyalty and an upswing in repeat business.

A POS system based on this POC can deliver significant operational savings and improve overall shopping experience. In today's economic climate, the operational savings delivered may be repurposed to improve a retailer's bottom line or invested in other customer valued improvements.

¹ "Advanced CPUs: The Impact on TCO Evaluations of Retail Store IT Investments" (IDC, September 2008; Scott Langdoc); report commissioned by Intel

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