



What is a Smart Shelf?

Smart Shelves are an easy way to improve both B2B and B2C customer experiences. What makes these shelves 'smart' is their inherent technology to understand when something has been removed or added, and can even have sensor-like technology allowing you to understand where customers are in your store. All of this allows for a simple, yet extremely functional way to understand your customers' specific needs.

How it Works

Smart shelves are about the ability to detect when something is removed. This feature is important as it can alert the employee responsible for restocking in a B2C scenario, or alert a warehouse manager when stock is removed in a B2B scenario.

In the Spryker back-end, weight is translated into an item. When that item, or weight, is removed, the data is sent to the Spryker Commerce OS either adding that item back into a Shopping List or Cart and remains there until the employee with the correct authority initiates the order. The shelf matched with Spryker can also send the same data in the opposite direction, meaning if a customer or warehouse worker puts back the item(s) it will cancel the order or delete it from the cart.

What Spryker Capabilities can I use With Smart Shelves?

- Middleware or Glue API
- Product
- Cart
- Shopping List

Example Cases

Imagine you're in the supermarket. You grab one of the last items off the shelf and move on not realizing you've just set off a chain of events all designed to maximize your happiness and satisfaction. The weight of the item you removed from the shelf sends an alert to a computer, mobile phone or smartwatch of an employee. This person alerts their team to restock that item from stock in the back.

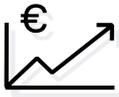


The item you need could be very popular due to high demand from seasonality, locational needs, or other. Just like it would in a retail location, these factors can also make the stock in a warehouse or stock room run low. When an employee removes a pallet from its shelf, the loss of weight triggers an alert to the warehouse manager. In the Spryker back-end, the same manager can approve the items added to the shopping list or cart, helping to limit unnecessary buying with a clearer understanding of inventory.

Time to Implement

It depends on the scope of the implementation of your project, but a small shelf is estimated to take about one month for setup. Though, once the technology exists, you have the ability to copy and paste the code to each shelf and bigger product line.

Opportunities for B2B and B2C



Increase Consumer Revenue with real-time inventory tracking. With the use of smart shelves, the employees in a retail location are always conscious of the products that are in the highest demand. This also can be valuable for a B2B warehouse environment, as you can track what is purchased the most making sure all inventory is valuable for the customer based on seasonality or general demand.



Better planning which is crucial to help reduce wasted inventory. Knowing what is being purchased or removed and when, will help your company plan better for item seasonality, sales, and be better prepared when purchasing for generally more needed or popular items. This makes sure no matter what type of customer you have, your shop is always personalized for their needs.



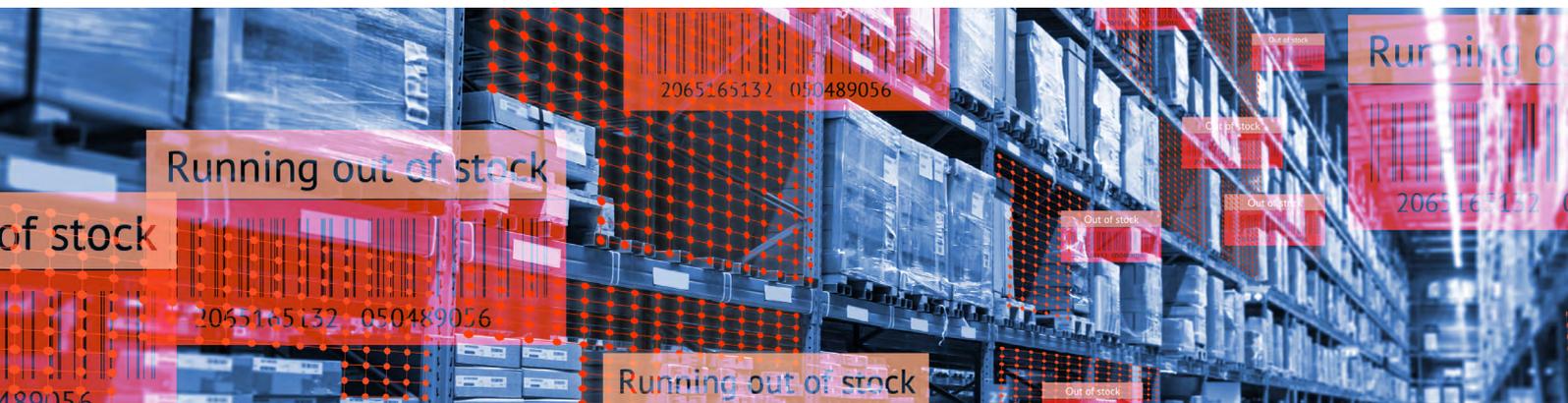
Optimization with real-time alerts. This optimization can also aid your customers as they can receive notifications when items are back in stock, or running low helping them to plan accordingly. As a warehouse or store manager, this information can help save time and stress allowing your employees to focus on other tasks.



Interact with your customers through their different smart devices, like smartphones. Smart Shelves typically have sensors that can tell when a customer approaches. B2C businesses can utilize this technology through a customer's smartphone, for example, giving the retailers the ability to push customers deals or similar items they may need for cross-sell and upsell opportunities while purchasing is top of mind.



Connect with your customers before they even leave their homes. Improve your customer's out-of-home and in-store experience when your customer creates a shopping list in your online shop. Your in-store smart shelves can interact with the customer-created lists and to highlight for the customer where items are in the shop. Improve on this experience even more, by pinpointing needs, offering deals and upsell items before they even enter the store to improve revenue opportunities for you and brand loyalty for your customer.



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