



# Digital Kiosks Help Shoppers Find What They Want, Right Now

## With Intel and Moki, the digital and physical retail worlds collide for a revolutionary in-store experience

While 90 percent of sales happen in retail stores,<sup>1</sup> 81 percent of people find product information online.<sup>2</sup> Intel and our partners are helping retailers merge these digital and physical worlds.

### Enhancing In-Store Retail through Digital Interactions

While more consumers are seeking product information online, they still prefer to complete purchases at retail stores, where they can see, touch, and engage with products.

Customer Facing Devices (CFDs) are a new category of digital devices that help customers learn about products as they shop. Kiosks, digital signage, and mobile point of sale (mPOS) devices enrich the retail experience for shoppers, while boosting sales and freeing up store employees.

Moki's Total Control software, specifically designed for CFDs powered by Intel® Atom™ processors, empowers businesses to turn their stores into new digital channels. These solutions deliver an incredible range of management, analytics, and security tools. Now, retailers can manage CFDs across multiple stores, closely control and optimize the user experience, and keep data and devices safe.

### Retailers Seek to Bridge Physical and Online Worlds

Online shopping may be popular, but when it comes to how today's consumers buy products, retail stores are still their favorite channel by far. However, that doesn't mean retailers can ignore how mobile technologies are changing their customers' behavior.

While 90 percent of sales happen in retail stores,<sup>1</sup> a recent Deloitte study found that 81 percent of consumers find information about products online.<sup>2</sup> Consumers are expecting the best of both worlds—on the one hand, the ability to quickly and easily find product information as they shop, and on the other, a sensory-rich experience that only a physical store can provide.

**81%** OF CONSUMERS  
go online for product information<sup>2</sup>

**90%** OF SALES  
happen at retail stores<sup>1</sup>



**Figure 1.** Although consumers go online to research products, most purchases happen at physical stores.

Rather than relying on customers to use their own mobile devices to research products as they shop, forward-thinking retailers are embracing CFDs—part of an omnichannel approach that can both enrich the customer experience and streamline operations. But while they can be transformational, CFDs also pose challenges in deployment and management. With the right tools, retailers can enjoy new opportunities to surpass the expectations of the mobile customer.

### CFDs Bring Digital Experiences to Retail

Today, retailers are embracing the omnichannel experience. This is an exciting new environment that merges the digital and physical worlds for a more seamless transition between a retailer's online stores, in-store mobile devices, digital signage, and mobile check-out kiosks.

An important first step is the integration of CFDs. These digital devices are helping retailers create unprecedented opportunities for shoppers to interact with brands and offerings as they shop.

- Strategically placed **digital kiosks** encourage customers to browse additional inventory, research products, browse customer reviews, and find accessories. Retailers can also use ruggedized **mobile tablets** as kiosks for a low-cost, high-impact way to improve the retail experience.
- **Digital signage** can communicate a last-minute sale or deliver an interactive product demonstration. Retailers can easily turn premade marketing content, such as videos and photos, into engaging product demos.
- A **mobile point of sale (mPOS)** device makes it easy for customers to browse and pay for a product directly from the device, so they don't have to stand in line or wait for store associates.

Ultimately, CFDs help customers find information and materials faster, while freeing sales staff to take care of other tasks. CFDs are part of a larger trend in how businesses are harnessing



Figure 2. CFDs bring digital experiences to retail stores.

next-generation retail technologies to boost efficiency in operations, reduce costs, and increase sales. By starting with a strong foundation of flexible technology components and a proven solution blueprint, retailers can gain a distinct competitive advantage.

### Moki Total Control and Intel Atom Processors

The key to deploying CFDs in retail lies in purpose-built technology. Together, Intel and Moki are offering best-in-class mobile technology and management software to help retailers launch CFDs as part of a cohesive omnichannel strategy.

Moki Total Control software provides the means for retailers to deploy, manage, and secure CFDs in their stores. It also includes tools to measure and optimize in-store content delivery and customer interaction with devices. With Moki Total Control, retailers can remotely manage CFDs from a single dashboard, ensuring shoppers get a consistent user experience across all store locations and reducing costs by eliminating the need to dispatch support personnel.

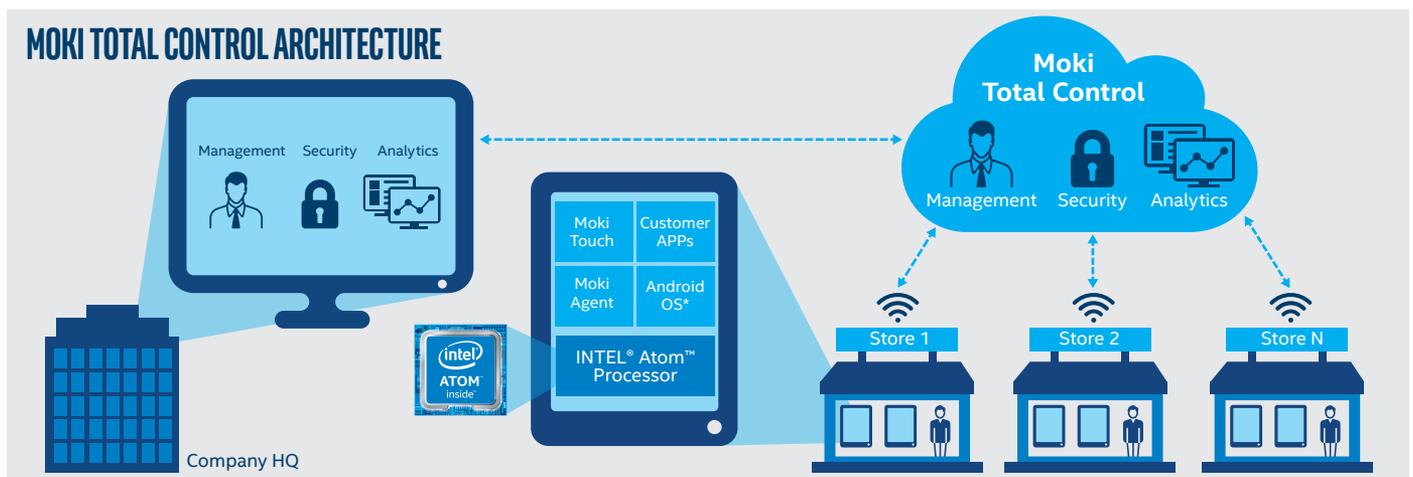


Figure 3. Intel® Atom™ processors and Moki Total Control software enable CFD deployment, management, and security.

At the hardware level, Intel Atom processors power a wide range of CFDs. The Intel Atom x5 and x7 processor families deliver a combination of low power and high performance, along with manageability, security, and excellent graphics for a great user experience.

### Secure CFD Deployment and Management

Moki Total Control software includes powerful tools for management, security, and analytics. Moki-enabled CFDs are automatically preconfigured, so retailers can simply connect them to Wi-Fi and deploy. CFDs can be locked down so that customers can access only certain apps, and retailers can control the finest of details, such as volume settings. The operating system, firmware, and apps can all be updated remotely, so store employees don't need to intervene.

Moki and Intel offer built-in security to protect retailers' valuable data. Hardware-based security features like Intel® Device Protection Technology (Intel® IDP) and Intel® Identity Protection Technology (Intel® IPT) help stop malware in its tracks. If suspicious activity occurs, Moki software can alert retailers so that store associates can immediately look into the issue. Intel Atom processor-based tablets support secure, hardware-accelerated encryption with Intel® Advanced Encryption Standard New Instructions (Intel® AES-NI). Data is stored in encrypted logs and sent to Moki servers through a secure network.

When it comes to analytics, Moki Total Control gives retailers the ability to optimize in-store content delivery in a similar way to digital marketing or eCommerce campaigns. Interactions are captured and counted at the device level. Retailers can monitor app screens viewed, sessions, time per screen, and content engagement. All this helps retailers see what's working—and what's not.



1. "On Solid Ground: Brick-and-Mortar Is the Foundation of Omnichannel Retailing." AT Kearney, 2014, [www.atkearney.com/consumer-products-retail/on-solid-ground](http://www.atkearney.com/consumer-products-retail/on-solid-ground).

2. "Insights: The growing power of consumers." The Deloitte Consumer Review, July 2014, [www2.deloitte.com/uk/en/pages/consumer-business/articles/the-growing-power-of-consumers.html](http://www2.deloitte.com/uk/en/pages/consumer-business/articles/the-growing-power-of-consumers.html).

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## RETHINKING RETAIL

Customer expectations are changing—and retail technology is changing in response. Intel® technology makes it easier for customers to find what they want, when and where it suits them. It also gives retailers a flexible foundation for better inventory tracking, smarter use of data, and frictionless experiences.

- **Mobile solutions**, including Intel® processor-based ruggedized tablets and kiosks, help customers find product information while shopping.
- **Digital signage** and vending solutions help retailers present customized offers and showcase products.
- **Omnichannel solutions**, like Intel® Retail Client Manager, deliver a consistent experience across a growing number of channels.
- **Data-driven solutions**, including sensors, beacons, gateways, servers, and analytics programs, collect and analyze real-time data for valuable insights.
- **Security solutions** help protect retailers against growing malware threats.

### Transforming the Retail Experience

With successful CFD deployment and management, customers can enjoy better experiences and retailers can generate more revenue. Once on their own to conduct product research, seek recommendations, and learn about customized options, shoppers can now be guided directly by the retailer. Intel and Moki are making it possible for savvy retailers to play a larger role in the customer journey—and enable more satisfying purchases—through technology designed with retail in mind.

### Contact an Intel Sales Representative

For more information about Intel® technologies in IoT, visit [intel.com/iot](http://intel.com/iot).

To learn more about Intel's solutions for retail, visit [intel.com/retailsolutions](http://intel.com/retailsolutions).

To learn more about Moki's Total Control software for the retail sector, visit [moki.com/retail](http://moki.com/retail).