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Transforming Retail Experiences with Lenovo and Intel®

Introduction

In the rapidly evolving retail landscape, businesses face a multitude of challenges that threaten their profitability. This use case explores how RazorStyle Co., a mid-sized retailer, leveraged Lenovo ThinkEdge devices, powered by the latest Intel processors, to address key challenges in the retail environment.

The company faced issues such as loss prevention, rising operational costs, and the need for enhanced customer experiences. By deploying the ThinkEdge SE10 client and the SE360 V2 server, RazorStyle Co. achieved real-time data processing, improved supply chain visibility, and strengthened data security.

The integration of AI-driven analytics facilitated better inventory management, customer behavior analysis, and theft reduction, ultimately transforming their retail operations into a more agile, secure, and customer-centric model. This use case highlights the effectiveness of Lenovo edge computing, powered by Intel

technology, in optimizing the RazorStyle retail experience and driving business growth in a competitive market.

About RazorStyle Co.

RazorStyle Co. is a mid-sized retailer specializing in trendy, sustainable fashion and lifestyle products.

- The company was founded in 2009 by two sisters in Los Angeles
- It has grown from one stand-alone store to 3,000 brick-and-mortar stores across major metropolitan areas in North America
- In 2021, RazorStyle Co. expanded its Ecommerce presence to cater to both domestic and international markets
- The company employs over 3,000 corporate, store, warehouse, fulfillment, and customer service team members

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The Challenges of RazorStyle Co.

Although RazorStyle Co. is a well-known name brand with a wide following, the company has struggled with increased costs, decreased profitability, and growing competition.



Supply Chain Management

RazorStyle Co. is struggling with accurately predicting customer demand and maintaining the optimal level of inventory for their brick and mortar and Ecommerce operations. Inaccurate forecasting is resulting in out-of-stock situations, longer fulfillment times, and lost sales.



Loss Prevention

Theft from employees and shoplifters has been a persistent issue for RazorStyle Co. Traditional security measures, such as video management systems and manual checks, have proven insufficient in combatting theft, contributing to an average shrinkage rate of 2% of total sales – higher than the retail industry average of 1.4%-1.6%.



Rising Operational Costs

RazorStyle Co. faces rising rent and utilities, along with growing salary expenses for warehousing facility staff. Balancing these costs with a 20% increase in digital transformation costs for higher-quality in-store experiences and investments in Ecommerce technology has proven challenging.



Security Issues

The growth of RazorStyle Co.'s online presence and adoption of digital tools has created more endpoints requiring protection, and the company has struggled to maintain consistent security protocols across their locations and software platforms. Additionally, as part of their ongoing loss prevention issues, RazorStyle has experienced employee theft of their in-store computing hardware.



Customer Experience Deficit

With increasing competition, enhanced customer experiences have become a critical differentiator. RazorStyle Co. has struggled to offer personalized promotions, recommendations, and services, leading to lower customer satisfaction and loyalty, losing millions of dollars annually in repeat purchases.

Powering a Digital-First Strategy with Edge Computing

ThinkEdge's real-time processing at the source of data generation reduces latency and optimizes retail operations, from supply chain visibility to in-store experiences. RazorStyle Co. chose the Lenovo ThinkEdge SE10 client for its store and warehouse environments due to its AI capabilities and versatility.

As the smallest member of the ThinkEdge portfolio, the SE10 offered DIN and rail mounting for easy deployment under retail counters in RazorStyle stores, and the enhanced physical and digital security of the devices provided a further layer of cybersecurity and theft protection.

RazorStyle Co. chose the ThinkEdge SE360 V2 server for its AI-optimized capabilities - critical for tasks like inventory management, customer behavior analysis, and security monitoring across the company's operations. ThinkEdge's seamless integration with the cloud allowed RazorStyle Co. to balance on-site data processing with broader analytics, and the versatile design of the devices, paired with Lenovo and Intel's commitment to AI innovation, aligned perfectly with RazorStyle's digital-first strategy.

SE10



Intel® Atom
Edge client for
smart retail

SE360 V2



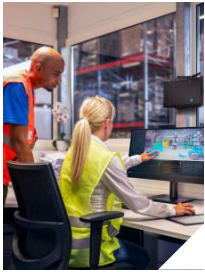
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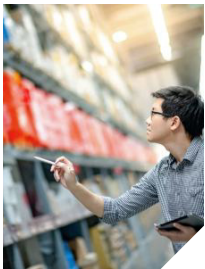
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Reinventing RazorStyle Co. with Lenovo ThinkEdge and Intel



Supply Chain Efficiencies

With Lenovo ThinkEdge SE10 devices deployed in warehouses and distribution centers, RazorStyle Co.'s Warehouse Management System (WMS) can now process data locally from barcode scanners, RFID tags, and IoT sensors installed on forklifts, allowing for real-time updates on stock levels. The SE10 also enabled RazorStyle's WMS to optimize order picking and packing processes and generate real-time picking routes for warehouse workers, which improved the speed of order fulfillment.



Cost Reduction

While accurate, real-time data from ThinkEdge prevents excess inventory and reduces storage costs, RazorStyle Co. also leveraged sensor data fed into the SE10 to analyze customer flow, allowing the retailer to adjust staffing levels dynamically and reduce labor costs. It seamlessly integrated with their Ecommerce platform to enable efficient buy online, pick up in-store (BOPIS) processes. By processing these orders locally at the store level, ThinkEdge ensured quick coordination between online orders and in-store fulfillment.



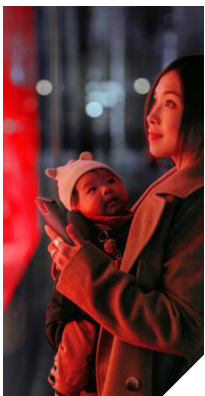
Digital and Physical Security

By processing sensitive data locally, the Think Edge reduced the risks associated with transferring large volumes of data to the cloud. Physical security features such as lockable Security Bezels and Security EIA Brackets ensure that RazorStyle's edge devices remain secure, while tamper detection sensors, security processors managing Self-Encrypting Drive keys, and XCC management functions ensure customer data is never at risk.



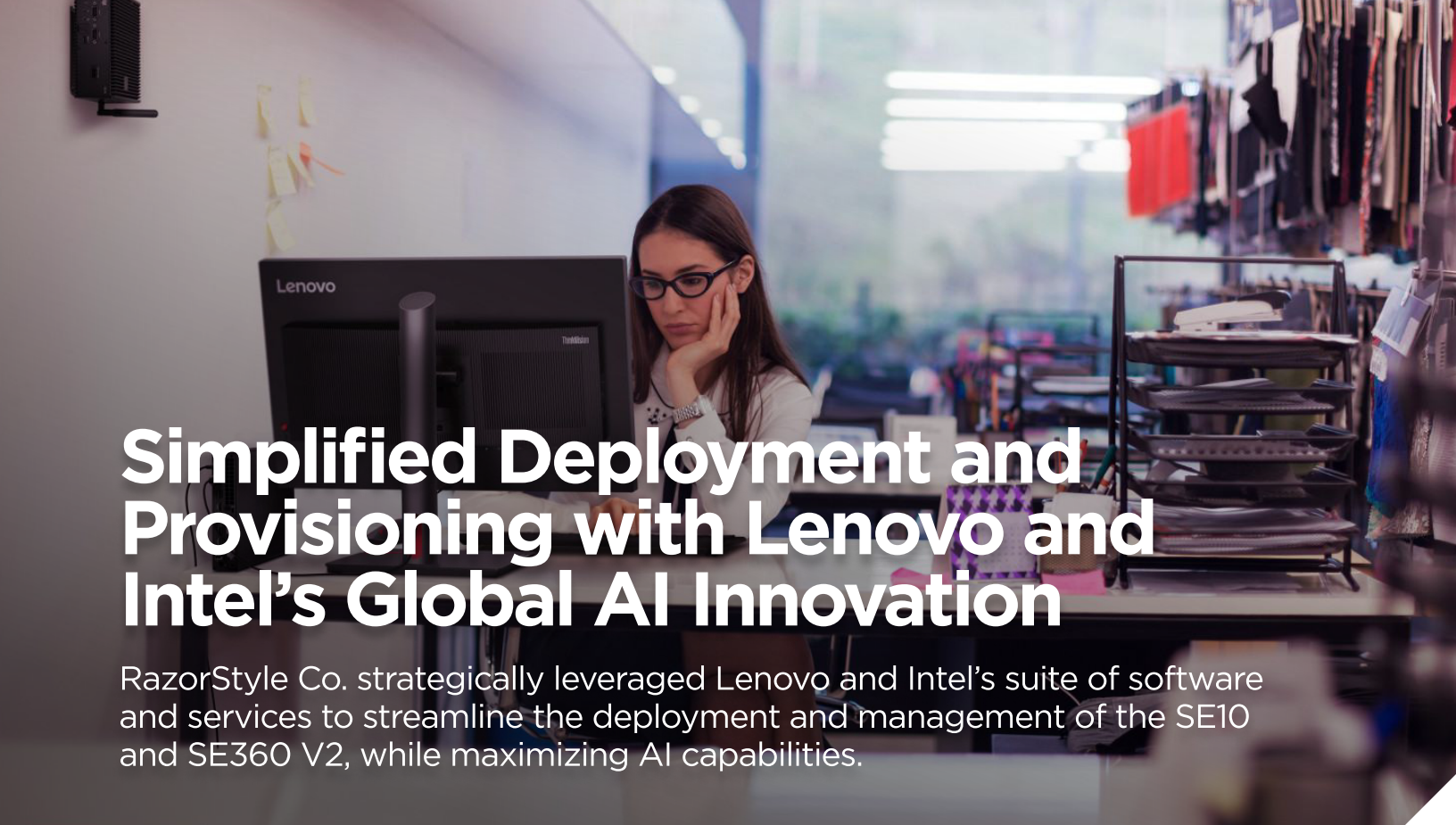
Theft and Shrinkage Prevention

The ThinkEdge SE360 V2 helped RazorStyle Co. better leverage their video feeds from existing, on-site camera systems, allowing for instant analysis of footage using AI-powered algorithms. Detection of suspicious behaviors like loitering and shoplifting trigger immediate alerts to security personnel, preventing losses before they escalate. And by continuously monitoring inventory changes, ThinkEdge helps flag potential shrinkage issues due to employee theft - ultimately lowering their shrinkage rate from 2% to 1.4%.



Customer Experience Enhancement

With the integration of ThinkEdge to RazorStyle's Ecommerce and CRM platforms, customer data from loyalty programs, purchase histories, and in-store behavior gathered from IoT sensors and cameras allowed RazorStyle to tailor product suggestions based on individual preferences. These real-time, personalized recommendations encouraged customers to purchase complementary products and upgrade to higher-value items, boosting sales. Additionally, the integration of ThinkEdge with RazorStyle's interactive digital signage and in-store displays to analyze customer interactions with products and offer individual promotions increased the likelihood of impulse buys. Increased sales as a result of improved shopping experiences helped RazorStyle greatly offset their rise in digital transformation costs.



Simplified Deployment and Provisioning with Lenovo and Intel's Global AI Innovation

RazorStyle Co. strategically leveraged Lenovo and Intel's suite of software and services to streamline the deployment and management of the SE10 and SE360 V2, while maximizing AI capabilities.

With **Lenovo's Open Cloud Automation (LOC-A)**, RazorStyle Co. automated the provisioning of edge devices across multiple locations, while rapidly scaling the IT infrastructure without excessive overhead. LOC-A supports zero-touch provisioning, which enabled RazorStyle to deploy new devices remotely without sending IT staff to each location.

RazorStyle leveraged **Lenovo's XClarity** to provide their IT team with a unified dashboard to monitor the health and performance of deployed devices. This allowed for real-time insights into system performance, resource utilization, and potential issues, ensuring optimal performance across the retail network.

The **Intel® Tiber™ Edge Platform** provided powerful AI capabilities that enabled RazorStyle Co. to run complex AI models directly at the edge, improving real-time decision-making for inventory management, customer behavior analytics, and personalized marketing.



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RazorStyle collaborated with Lenovo and Intel AI specialists provided by **Lenovo's AI Innovators Program**, receiving hands-on support to tailor AI models to their specific business needs. This partnership enables them to continuously experiment and innovate with new AI-driven retail solutions, such as smart mirrors and chatbots powered by machine learning.

Transform Your Business with AI at the Edge.
Discover How at lenovo.com/IntelEdgeAI

Smarter technology for all 