



Lenovo

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# Revolutionizing Retail with Edge Computing

Deliver the highest level of customer satisfaction with Lenovo and Intel®

Lenovo and Intel are enabling a new era of smart, seamless commerce in retail. Powered by the latest Intel processors, Lenovo's ThinkEdge solutions are purpose-built for the physical and digital retail environments, delivering real-time data processing and analysis.

## The retail shift to digital-first

The new age of retail transformation, marked by store closures, labor shortages, and reduced profit margins, has prompted retailers to adopt digital-first, AI, and machine learning technologies to enhance customer engagement, increase sales, and improve operational efficiency.

**57%**

Of organizations plan to use computer vision and AI solutions for fraud prevention, traffic intelligence, and queue management.

**71%**

Of organizations plan to invest in IoT solutions to improve the in-store experience.

**66%**

Of organizations are running or plan to run AI workloads at the edge.<sup>1</sup>

## Edge computing is key to retail innovation

Creating more personalized shopping experiences while reducing shrinkage and increasing productivity requires the ability to gather massive amounts of data. Edge computing quickly and efficiently harnesses this data at the source, speeding transmission and providing immediate business intelligence.



Edge computing processes data closer to where it is created, increasing bandwidth, reducing latency, and facilitating real-time analysis.



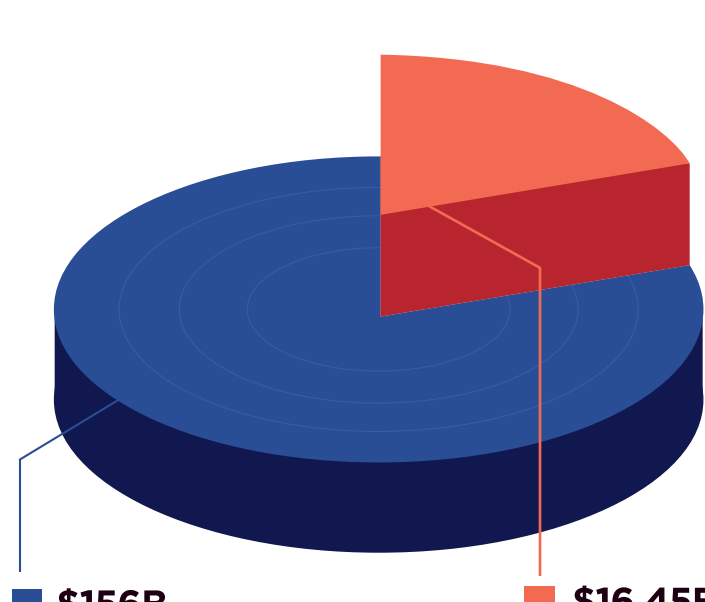
Edge computing reduces data in transit, minimizing the risk of exposure and enhancing data privacy.



Edge computing has a distributed architecture, increasing scalability in existing and future retail applications.



Edge computing has the power to process large amounts of data in real-time, allowing retailers to maximize smarter technologies.

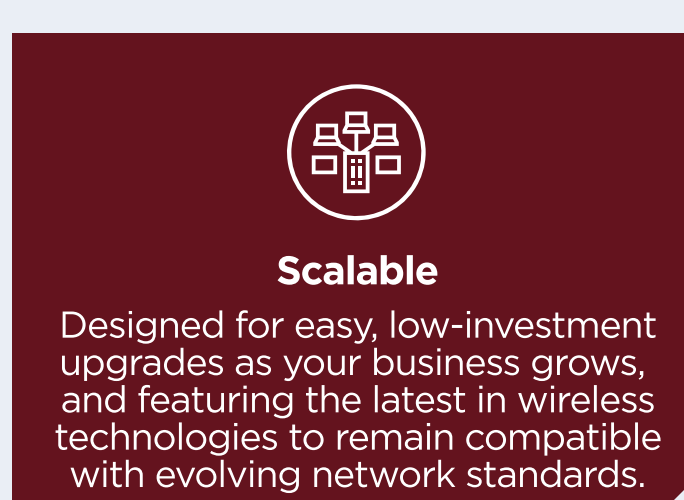
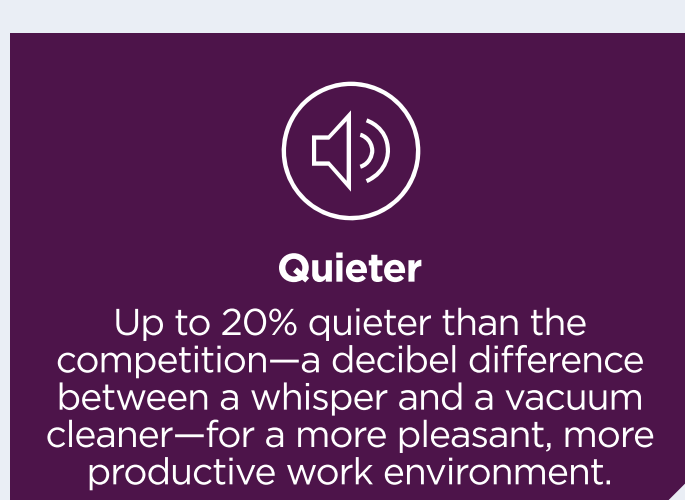
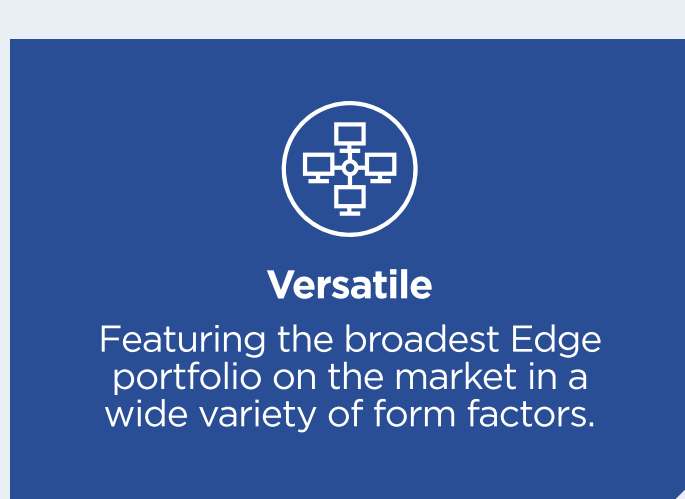
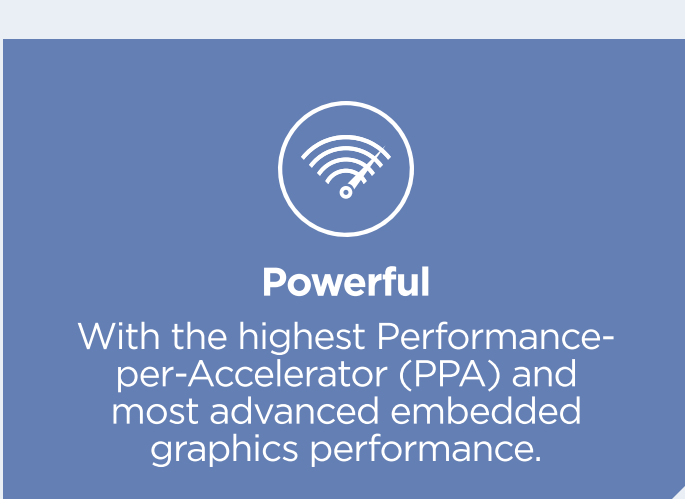
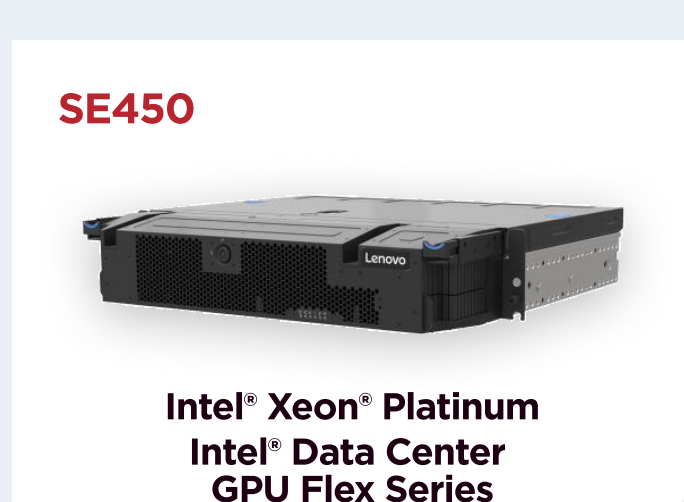


**The Rapid Growth of Edge Computing<sup>2</sup>**

\$16.45B in 2030 \$156B in 2023

## ThinkEdge powers the edge in retail

Lenovo and Intel's edge solutions bring the highest-performing, most secure and reliable compute power to where it is generated for fast insights and faster ROI.



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## Purpose-built edge solutions for diverse retail environments

Lenovo and Intel's right-sized infrastructure, security solutions, and guided expertise ensure real-time recommendations, immersive shopping experiences, and smart inventory management across any retail location or scenario.

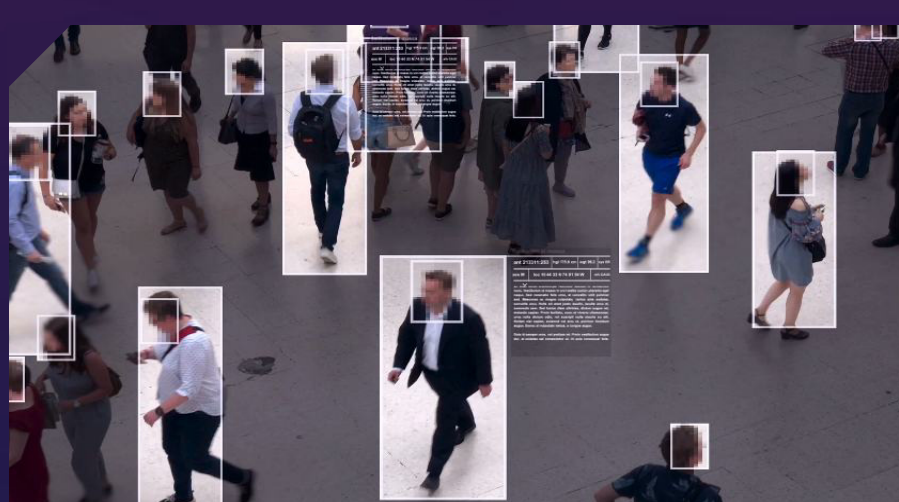
### Immersive Shopping Experiences

Interactive digital kiosks, mixed reality mirrors, and augmented reality applications, providing personalized recommendations for increases sales



### Loss Prevention

Computer vision, cameras, and real-time video analytics to reduce theft and shrinkage, while increasing threat recognition and in-store safety



### Inventory Management

IoT devices, RFID, and smart shelves for real-time inventory visibility, prevention of overstocking, and minimization of supply chain disruptions



### Customer Service

AI-enabled chatbots and virtual assistants on digital signage, kiosks, and websites, providing immediate responses to customers and improving overall satisfaction

**Transform Your Business with AI at the Edge.**

Discover How at [Lenovo.com/IntelEdgeAI](https://Lenovo.com/IntelEdgeAI)

<sup>1</sup> IDC's Global Retail Operating Models Survey, August 2022  
<sup>2</sup> Grandview Research, <https://www.grandviewresearch.com/industry-analysis/edge-computing-market>