



RAIN RFID and Indirect Inventory Visibility

A new business model to grow with RAIN

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PUBLIC





SKU will be the new
Point of Interest



Omnichannel requires full visibility

MONO OR MULTIBRAND MANUFACTURER COMPANY

INDIRECT CHANNELS					DIRECT CHANNELS						
LARGE BUSINESSES			SMALL & MEDIUM BUSINESSES					WEB ONLY		MULTICHANNEL	
WEB ONLY	MULTICHANNEL		WEB ONLY	PHYSICAL	MULTICHANNEL						
Online	Online	B&M	Online	B&M	Online	B&M	Online	Online	B&M	Online	B&M
LACK OF DATA AVAILABILITY					CUSTOMER, SALES AND INVENTORY DATA						
Average 60% of the revenue					Average 40% of the revenue						





When you search, your desire is to find



80% local search to find store address, product availability, business hours and directions

76% local search on smartphone that visited a store within a day

28% local searches on smartphone that lead to a purchase within a day vs. 7% of non-local searches

75% consumers that want to check stock availability before visiting the store (1° consumer ask)

70% consumers that want to touch and feel products during their customer journey

65% consumers that are frustrated to not be able to locate products



Human senses must be delighted

Consumer interaction with goods **is** relevant



Consumer interaction with goods **is not** relevant





Watches	✓	✓				✓
Shoes	✓	✓				✓
Fragrances				✓		✓
Cosmetics	✓	✓				✓
Jewelry	✓	✓				✓
Handbags	✓	✓				✓
Clothing	✓	✓				✓
Sunglasses	✓					✓
Hat	✓	✓				✓
Cars	✓	✓	✓			✓
Home furniture	✓	✓				✓
Hi-Fi			✓			✓
TV	✓		✓			✓
Music instruments			✓			✓
Alcoholic beverage				✓	✓	✓
Suitcase	✓	✓				✓



Not been able to **leverage full visibility of supply chain** implies inefficiency

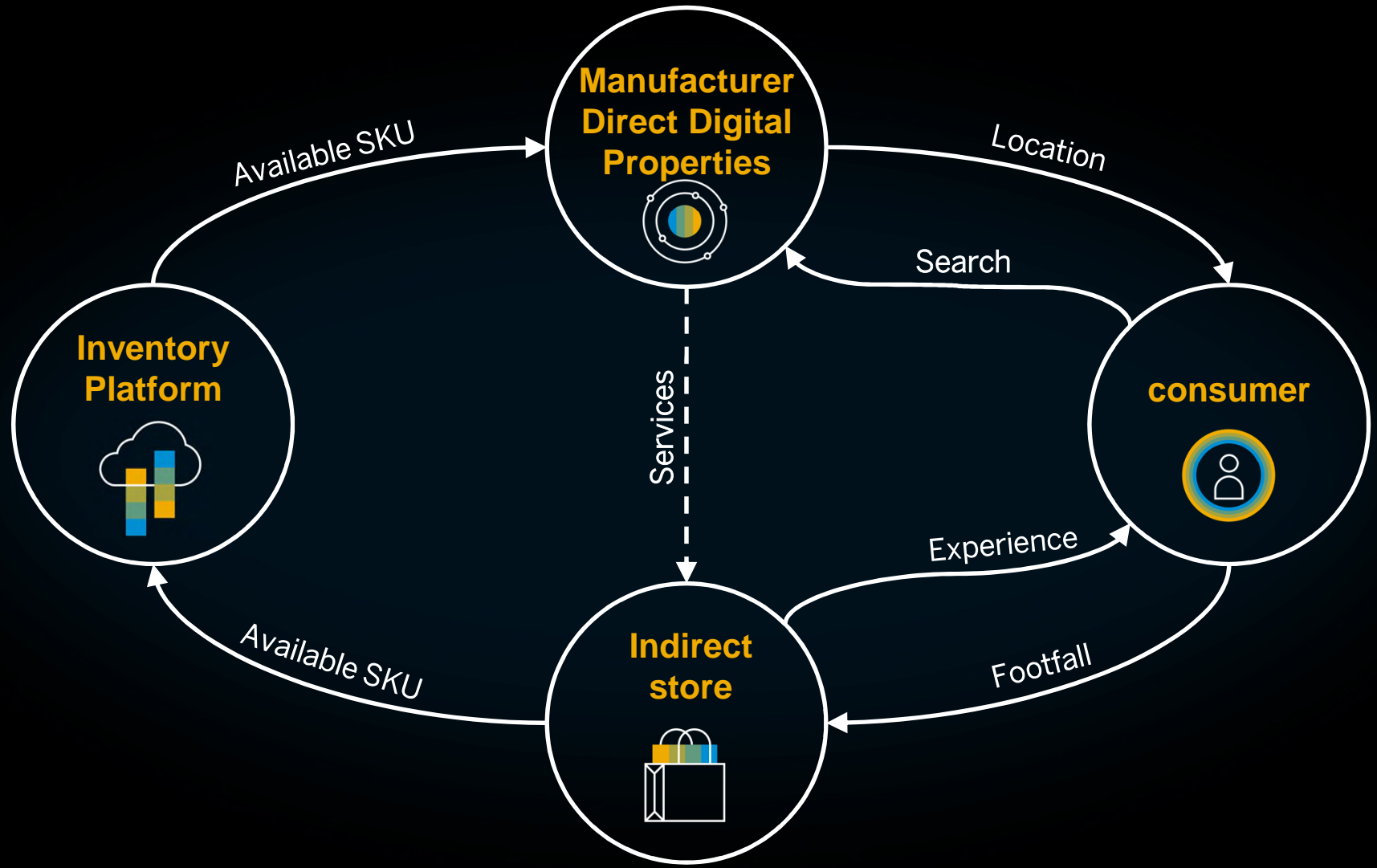


Not been able to **provide product location** to consumers implies a lost in sales

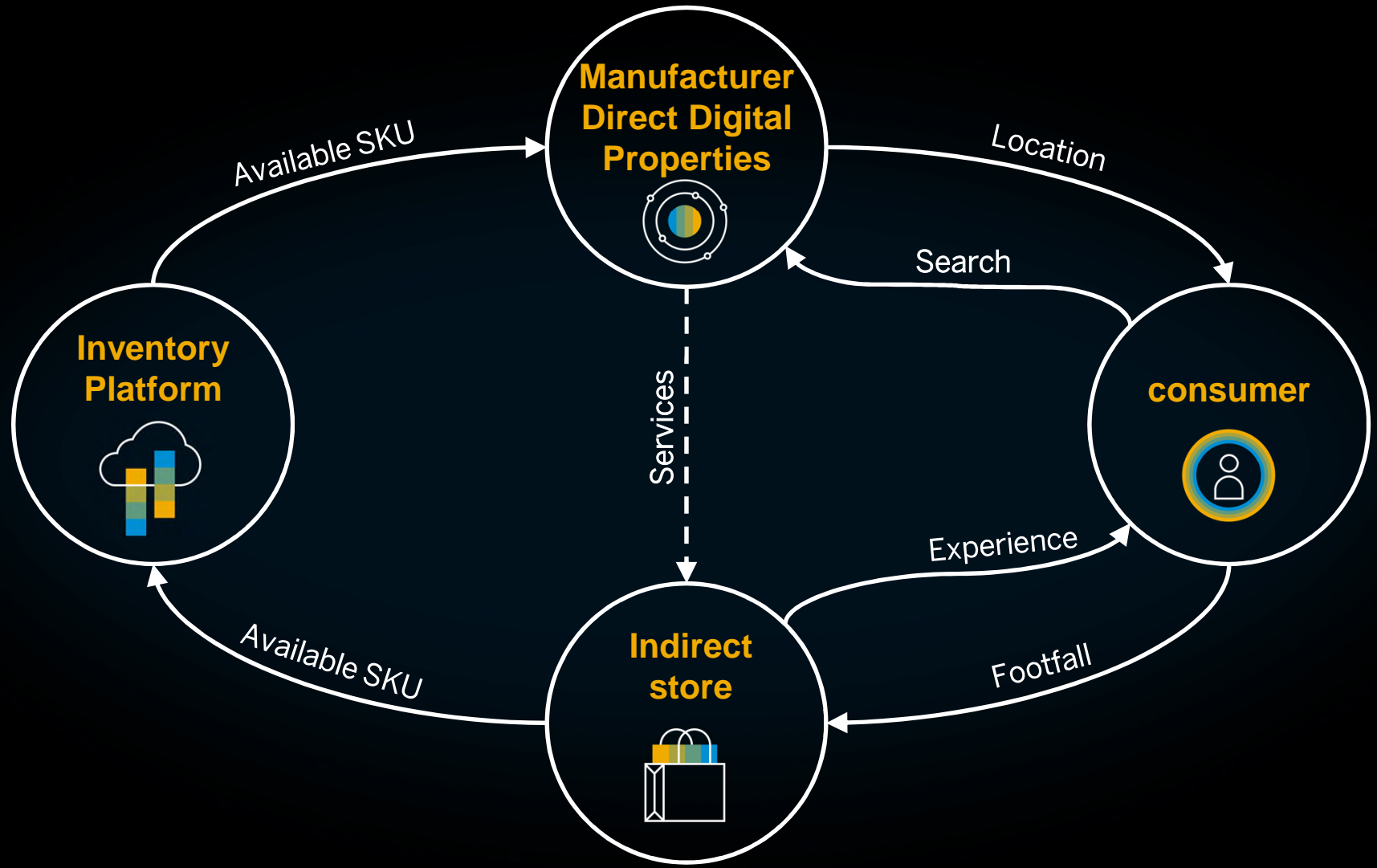


Not been able to **let consumers interact with products** represent a lost in sales

How to close the gap



The Art of possible





After sales inventory allocation & commission
Use independent store as Distribution Center for online sales
Optimized demand and supply chain planning



Build revenue sharing models based on physical try-on
Improve replenishment processes and services
Provide on-line channel to independent stores



Remove attrition thanks to proximity
Wide spectrum of options for pick-up, returns, warranties
Engagement when required



Customer data from independent stores
Prepare the landscape for RFID and IOT objects network
Enabling marketplace processes

What about the market?

Local inventory ads overview





AT&T LTE 7:08 PM new balance 574

Shop for New Balance 574 Sponsored

Nearby Women Men Kids Boys Active

Results from

- Champs Sports** 5.6 miles Bridgewater
Today: 10:00 AM - 9:00 PM
- Foot Locker** 5.6 miles Bridgewater
Today: 10:00 AM - 9:00 PM
- Macy's** 5.6 miles Bridgewater
Today: 10:00 AM - 9:30 PM
- Journeys** 5.6 miles Bridgewater
Today: 10:00 AM - 9:00 PM
- Journeys** 5.6 miles Bridgewater
Today: 10:00 AM - 9:00 PM
- Lord & Taylor** 15.0 miles Lawrenceville
Today: 10:00 AM - 9:00 PM

AT&T LTE 7:08 PM new balance 574

- Lord & Taylor** 15.0 miles Lawrenceville
Today: 10:00 AM - 9:00 PM
- Journeys** 15.9 miles Lawrenceville
Today: 10:00 AM - 9:30 PM
- Champs Sports** 15.9 miles Lawrenceville
Today: 10:00 AM - 9:00 PM
- Foot Locker** 17.4 miles Lawrenceville
Today: 10:00 AM - 9:00 PM
- Foot Locker** 17.2 miles East Brunswick
Today: 10:00 AM - 9:30 PM

- \$49.99** from 3 stores Champs Sports (474)
- \$59.99** from 10 stores Foot Locker (49)

AT&T LTE 7:12 PM google.com

Mens New Balance 574 Classic Shoes Brown Sugar/Dynamite Size 9.5 SAVE

★★★★★ (474)

\$49.99 · Champs Sports 15.9 mi · Lawrenceville **VISIT SITE**

MORE LOCATIONS

\$59.97 · YCMC.com +\$9.95 shipping. No tax **VISIT SITE**

COMPARE PRICES

Color: Brown Sugar/Dynamite

Size: 8 8½ 9 9½ 10 10½ 11

Width: M

AT&T LTE 7:16 PM google.com

Nearby stores

Sponsored


- Champs Sports** 15.9 mi · Lawrenceville **\$49.99** Limited stock
- show fewer
- Champs Sports** 18.4 mi · Edison Limited stock

SONY


SONY

vodafone IT 4G 17:55 41% sony.com

Z9F | MASTER Series | LED | 4K Ultra HD | High Dynamic Range (HDR) | Smart TV (Android TV)
XBR Z9F SERIES

★★★★★ (9) 

- Picture Processor X1™ Ultimate for unparalleled realism
- X-Wide Angle ensures beautiful pictures from all sides
- Amazing contrast with X-tended Dynamic Range PRO
- Fast action stays smooth and clear with X-Motion Clarity



Select to compare

Model and price


65" class (64.5" diag) **\$3,499.99¹**

75" class (74.5" diag)

More product information


Where To Buy

vodafone IT 4G 17:55 39% sony.com



★★★★★ (9 customer reviews)

MASTER Series 4K HDR TV with Picture Processor X1™ Ultimate and X-Wide Angle

 ENERGY GUIDE INFORMATION









Black

\$3,499.99¹

Find a store near you

vodafone IT 4G 17:56 37% sony.com


Find Online


	\$3,499.99 ✓ In Stock	Shop
	\$3,498.00 ✓ In Stock	Shop
	\$3,498.00 ✓ In Stock	Shop
	\$3,498.00 ✓ In Stock	Shop
	\$3,499.91 ✓ In Stock	Shop
	\$3,498.99 ✓ In Stock	Shop
	\$3,498.00 ✓ In Stock	Shop
	\$3,498.00 ✓ In Stock	Shop

vodafone IT 4G 17:58 37% sony.com




Find Stores Nearby


New York City, NY



1  0.4 mi
1880 Broadway
New York, NY 10023
Call for Stock

Open today
Mon-Thu: 10:00am - 9:00pm
Fri: 10:00am - 10:00pm
Sat: 9:00am - 10:00pm
Sun: 10:00am - 8:00pm

 Directions  Call Store  View Online

2  0.4 mi
Magnolia Design Center at Best Buy
1880 Broadway
New York, NY 10023
Call for Stock



UNDER ARMOUR.



Cross channel assortment and merchandise planning for wholesale, retail and web-channel

Plan promotions on behalf of wholesale customers

Load POS and inventory data from wholesale customers

Find a store near you:

manhattan United States 25 miles **SEARCH**

Under Armour Brand Houses Under Armour Factory Houses Under Armour Dealers

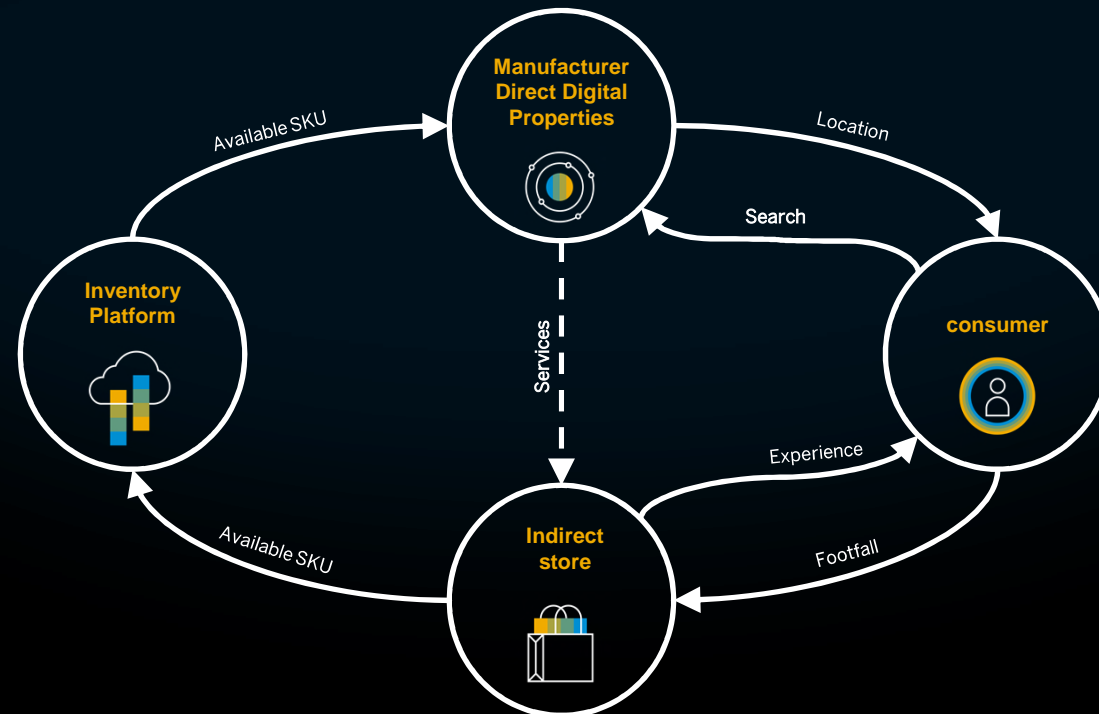
25 RESULTS IN 7.4 MILES

1	Under Armour Brand House Store Hours ▶ 185 Greenwich St., Space LI4302 New York, NY 10007 646-863-7408 Driving Directions ▶ Store Details EMAIL TEXT	3.75 mi
2	Modell's Sporting Goods 234 West 42nd St New York, NY 10036 212.764.7030 Driving Directions ▶ EMAIL TEXT	0.42 mi
3	Modell's Sporting Goods 51 East 42nd Street New York, NY 10017 212.661.4242 Driving Directions ▶ EMAIL TEXT	0.43 mi



... being present into big retail chains is
the key to survive ...

being present into every store is what will make the difference ...



Thank you.

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