



# Go beyond just using 10%

And see the other 90%  
you could be missing out on

**intel**  
Powered by Intel®



## We've all heard some variation of the “we only use 10% of our brains” myth.



**It's obviously not true. But imagine  
if it was. Just think of what we could  
achieve with the other 90%.**

Retailers are often only aware of 10% of  
what Lenovo does. Which is why we're  
giving you a closer look at our tech,  
to show you what your business could  
achieve with our full-service offering.

## There's never been more pressure on retailers

Today's consumers need a good reason to shop in-store rather than online. Retail spaces need to be exciting. They need to be immersive. And every visit has to feel personal. That means using data, Internet of Things (IoT) and Edge AI (artificial intelligence) to connect retail endpoints, help customers check out seamlessly, prevent shrinkage, and send out real-time offers.

Intelligent technologies enable retailers to meet these expectations by merging digital and physical assets.



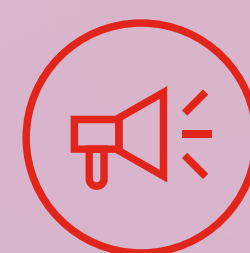
### The good news:

Retailers with physical stores have an advantage over ecommerce businesses. They can use their stores to deliver personalized experiences. And with the right digital solutions, powered by Intel® technology, they can capture customer insights for future upsell opportunities.



### The tricky news:

Modernizing a retail organization isn't easy. It requires experts who understand your IT infrastructure and hardware and how to create physical/digital operations that deliver value now and in the future – who can be tricky to find.



### The great news:

Lenovo doesn't just supply hardware to retailers. We understand where you're trying to get to, and we have the expertise, innovations, and on-going support to make it happen. We're your partner for a smarter future.

## Lenovo retail services powered by Intel® technology

### Smart retail

Lenovo's IoT solution can create smarter retail operations by deploying interactive endpoints, such as self-check-out and real-time offers. By connecting IoT data with the broader retail network, you can increase visibility over the customer journey and generate better insights to drive future growth.



**Self-Check-out:** Give your customers more control over what they purchase with Lenovo's interactive, intuitive POS (point of sale) solution. In addition to creating a seamless check-out experience, it generates valuable insights that boost future upsell opportunities.

**Electronic Shelf Label:** Stay in control of your labels with our digital signage solution. You can send out real-time offers and updates across your retail network, and keep your POS consistent.

**Edge AI:** Incorporate AI into your IoT and existing hardware to help you identify and address issues like theft and shrinkage. Scan errors can be identified at POS in real time by adding AI onto your existing CCTV. Get results in cost savings and a better experience for customers quickly.

### Future operations

Shrinking margins are driving pressures to maximize efficiencies and get the most out of your store network. Lenovo's ThinkReality platform enables you to deploy AR (Augmented Reality)/VR (Virtual Reality) applications on a global scale. It enables teams to conduct training, audits and inspections no matter where they are located. This drives efficiencies and meets employee needs in a personalized way.

**AR Workflow:** AR from Lenovo allows your employees to complete training, maintenance, and operations inspections remotely. Our smart glasses solution creates a customized, expanded workspace from anywhere, saving time and money.



**VR Training:** Lenovo's VR solution mimics the physical experience of training on-site, but in a safe, cost-effective, and flexible manner. Boost productivity by conducting training in a risk-free, repeatable environment without spending avoidable time and money on travel and admin.

## Get in touch

Our team of retail innovators has access to some of the best hardware, software, partnerships, infrastructure, and aggregate domain knowledge in the industry, all powered by Intel® technology.

We've helped dozens of retailers solve real-world problems and deliver excellent outcomes for their customers, employees, and bottom lines.

[Learn more](#)

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