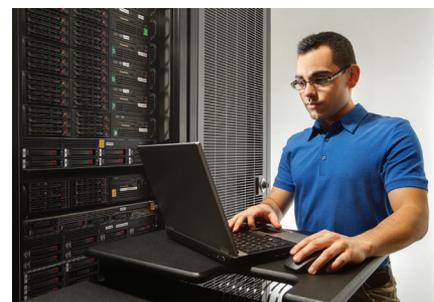


# Intelligent Device Management Solution Improves Retail System Manageability and Brand Engagement

The solution remotely manages various retail systems across Ethernet, Wi-Fi and 3G/4G networks, and supplies anonymous customer demographics information.

Consumers want a consistent, comfortable brand experience, whether they are checking out at your retail counter, looking at a sales promotion on a digital sign or using a kiosk to find product information. One way to ensure that level of consistency is to deploy an end-to-end retail solution designed with manageability and networking interoperability in mind, making it easier to present uniform brand messaging that builds sales. This is possible using readily-available, off-the-shelf components and systems that are integrated into Intel's Intelligent Device Management Solution.

In addition to effective brand promotion, this solution makes it more cost effective to manage devices and collect anonymous data using the powerful data collection and audience measurement tools provided by the Intel® Audience Impression Metrics Suite (Intel® AIM Suite). Intel AIM Suite helps retailers improve brand engagement by providing customer demographics information, such as age range and gender, while maintaining high standards of privacy and security.



## Manage devices from one location

Today, IT departments can use a single device management console to remotely fix many software issues on servers, POS terminals, kiosks and digital signage, thereby reducing the number of expensive on-site service calls. For example, Vodafone\* reported Intel® vPro™ technology allows them to remotely diagnose and resolve 99 percent of their software issues on a network of more than 4,200 digital signage systems.<sup>1</sup>

Retail systems based on Intel vPro technology and Intel® processors simplify the implementation of a multichannel strategy by supporting secure, unified device management across wired and wireless networks.

## Consolidate back-end solutions

An all-in-one server rack allows IT departments to run their retail applications on a single system, which lowers energy costs, reduces support effort and facilitates failover via virtualization.

## Employ various types of connectivity

IT departments can use off-the-shelf hardware and software components to quickly deploy wired Ethernet, Wi-Fi and 3G/4G networks for communications, content pushing and advanced device management.

## Maximize outsourcing options

Retailers can avoid burdening their internal IT departments by contracting cloud-based third-party IT specialists for device and content management services.

## Learn more

To get more details about this solution, download a full length Solution Blueprint at <http://www.intel.com/content/www/us/en/retail/intelligent-device-management-solution-blueprint.html>.

For more information on intelligent retail solutions, visit Intel's Intelligent Retail Web site: [intel.com/retailsolutions](http://intel.com/retailsolutions).  
Follow us on Twitter at @RetailerInsight.

<sup>1</sup>Source: "Lowering Operating Cost for Digital Signage" at <http://edc.intel.com/Link.aspx?id=4213>.