

# Seize the power of edge computing in retail.

Create personalized customer experiences and improve operational efficiencies using Verizon 5G Edge with AWS Wavelength.

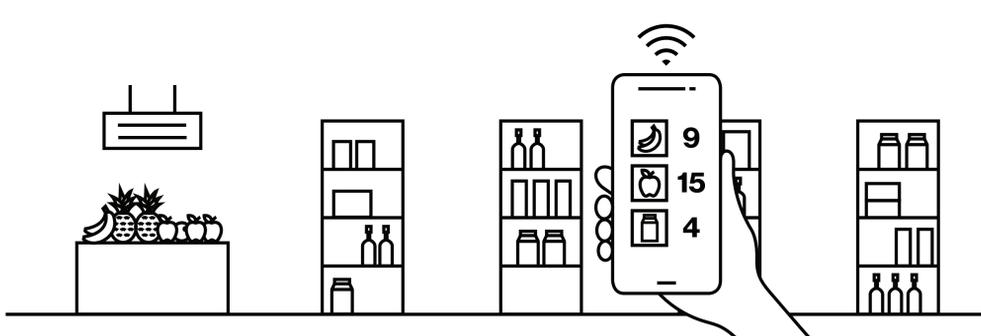
Retail is a world of constant disruption, and companies are continually adapting to evolving consumer habits and expectations. The most successful retailers are transforming their strategies to:

- Deliver seamless customer experiences that blend all channels and touch points
- Adopt technology that helps improve operational efficiencies

Key to this transformation is mobile edge computing (MEC), which places compute processing and analytics closer to the devices and people that use them. MEC opens the door to unprecedented innovations that can redefine retail.

## What is Verizon 5G Edge with AWS Wavelength?

Verizon has partnered with Amazon Web Services (AWS) to provide a MEC infrastructure—AWS Wavelength—colocated within Verizon's 5G network. With low latency, high density and powerful processing capabilities, 5G Edge with AWS Wavelength gives retailers the power to reimagine their business.



## Creating seamless, hyperpersonalized customer experiences

5G-powered MEC enables the use of Internet of Things (IoT) devices and the data they can transmit in near real time to fuel immersive, personalized customer experiences like autonomous checkout and inventory management.

# 86%

of consumers say a personalized experience promotes a positive, or at least a neutral, brand perception.<sup>1</sup>

# 33%

of North American retailers prioritize customer-facing technology in-store.<sup>2</sup>

# Up to 3x revenue growth rate

is experienced by retailers that offer immersive, personalized shopping experiences compared to those who don't.<sup>3</sup>

## Improving customer satisfaction and experience through autonomous checkout

Verizon 5G Edge with AWS Wavelength makes it possible to use near real-time computer vision-based applications to dynamically identify shoppers on an opt-in basis, track the in-store retail items they interact with and automatically complete the associated accounting transactions.

# 9 out of 10

consumers choose a retailer based on convenience and are looking for even greater savings in time and effort.<sup>4</sup>

# 60%

of customers prefer grab-and-go stores with self-checkout from their smartphones.<sup>5</sup>

# 10,000

stores are projected to be using autonomous checkout by 2024, up from 350 in 2018.<sup>6</sup>

# \$20 B

in autonomous checkout payment volume is projected for 2024, up from \$70 million in 2018.<sup>7</sup>

## Optimizing inventory management and supply chain operations

5G Edge with AWS Wavelength powers IoT, artificial intelligence (AI) and machine learning (ML) technologies to optimize inventory management and increase operational efficiencies.

# 70%

of shoppers will buy a different brand when the product they want is out of stock.<sup>8</sup>

# 40%

of businesses experienced inventory shortages in 2020.<sup>9</sup>

# 49%

of consumer fraud occurs with in-store-only sales.<sup>10</sup>

# \$62 B

in retail shrinkage was experienced in 2019.<sup>11</sup>

## We can help you navigate the disruption.

In retail, successful change requires investing in smart solutions. Using Verizon 5G Edge with AWS Wavelength, you can consolidate your mobile and cloud strategies and open the door to innovative solutions that improve the customer experience and optimize your operations.

For details on how Verizon 5G Edge with AWS Wavelength can help you transform your business, contact your Verizon Business Manager.

Learn more:

For more information on Verizon 5G Edge with AWS Wavelength, visit [verizon.com/5gedgeawscloud](https://www.verizon.com/5gedgeawscloud)



<sup>1</sup> "Impact of use of personalization on brand perception according to consumers in the United States and the United Kingdom as of February 2020," Statista, <https://www.statista.com/statistics/1208502/brand-personalization-perception-consumers/>  
<sup>2</sup> "Customer engagement priorities among retailers in North America for 2020," Statista, <https://www.statista.com/statistics/109982/customer-engagement-priorities-among-retailers-na/>  
<sup>3</sup> "The Future of Marketing is Here. Don't Blink," BCG, November 30, 2018, <https://www.bcg.com/publications/2018/future-marketing-here-do-not-blink>  
<sup>4</sup> "Convenience and the Dominant National Retail Federation," 2020, <https://retail.frd.com/research/consumer-view-nov-2020>  
<sup>5</sup> "Reinventing the Physical Store Through Harmonized Retail," Infosys, 2019, <https://www.infosys.com/about/knowledge-institute/insights/Documents/restructuring-physical.pdf>  
<sup>6</sup> "Number of stores which offer autonomous checkouts worldwide from 2018 to 2024," Statista, 2019, <https://www.statista.com/statistics/133383/number-of-stores-with-autonomous-checkouts-worldwide-statistic-container>  
<sup>7</sup> "In-Store Checkout Revolution: How payments companies can take advantage of new technologies like autonomous checkouts," Business Insider Intelligence, 2019, <https://www.businessinsider.com/in-store-checkout-report-1911>  
<sup>8</sup> "Out of stock cost U.S. retailers hundreds of millions of dollars in 2020," Storebrands, March 25, 2021, <https://storebrands.com/out-of-stock-cost-us-retailers-hundreds-of-millions-of-dollars-2020>  
<sup>9</sup> "Expectations and behavior as a result of the coronavirus according to retailers in the U.S. as of March 2020," Statista, <https://www.statista.com/statistics/1104216/us-coronavirus-retail-expectations-estimate>  
<sup>10</sup> 2020 National Retail Security Survey, [https://retail.frd.com/sites/default/files/2020-07/frd\\_nrs2020\\_2020\\_nationalretailsecuritysurvey.pdf](https://retail.frd.com/sites/default/files/2020-07/frd_nrs2020_2020_nationalretailsecuritysurvey.pdf)  
<sup>11</sup> 2019 National Retail Security Survey, <https://www.retailfwd.com/news/retail-shrink-totaled-nearly-62b-in-2019-08-1669/>