



EBOOK

# Harnessing the power of Smart Stores

Reinvent the in-store experience, improve operational efficiency, and accelerate innovation in the cloud with Smart Store solutions on AWS

# Contents

Physical stores still matter	3
Digital in the store	7
Empowering in-store operations	12
Seamless checkout	16
Why AWS?	19
Next steps	20

# Physical stores still matter

To thrive in the modern marketplace, retailers need to create an exceptional customer experience—both online and in the store. While ecommerce soared in popularity during the pandemic, physical stores still matter, representing roughly 80 percent of all retail sales. This is because stores remain an experiential destination for shoppers to discover, research, see, touch, and buy products.

A new retail landscape is emerging that integrates physical and digital channels to enhance the customer experience and drive business growth. Traditional silos separating online and offline channels, digital versus physical stores, and ecommerce versus brick-and-mortar operations are no longer sustainable. Omnichannel has become a priority for consumers and a challenge for retailers as shoppers increasingly demand a consistent journey across web, mobile and store environments. A recent study found that 73 percent of customers prefer shopping through multiple channels and omnichannel customers spend 10 percent more online as well as 4 percent more in-store than single-channel customers.<sup>1</sup>

This trend is gathering momentum. More physical stores are now serving as major fulfillment nodes with some retailers fulfilling up to 90 percent of online orders from stores. This is a sharp increase from the pre-pandemic days when only about 50 percent of online orders were fulfilled by stores. Increasingly brick-and-mortar stores are handling returns as well, with about 60 percent of customers returning online purchases to stores.

<sup>1</sup><https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works>

## Unlocking digital / It's time for Smart Stores

To stay competitive, retailers must equip their stores with the systems and tools that help them elevate the customer experience, operate more efficiently, and adapt with agility to changing market dynamics.<sup>2</sup>

*It's time to unlock digital innovation in stores. It's time for Smart Stores. ([Explore Smart Store Solution on AWS](#))*

Smart Stores reinvent brick-and-mortar stores to enhance the customer experience so it's fast, frictionless, and engaging. For example, smart stores can:

- Offer a shopping experience that allows customers to select items and leave the store without standing in a checkout line—enabling staff to focus on high-value consumer interactions
- Use computer vision technology to reduce stockouts and track and analyze shopper behavior to enhance sales
- Use an integrated customer loyalty and purchase-history database to send personalized offers to customers while they are in stores
- Leverage a holistic workforce management platform to optimize staff productivity and engagement and enable a better consumer experience

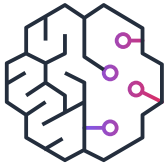
For more than a decade, Amazon Web Services (AWS) has been a leader in creating technology solutions that help retailers design and deploy smart store strategies. Working with a global community of industry partners, AWS helps retailers align operations and customer initiatives to create a differentiated, tech-enabled in-store strategy, helping them increase efficiencies, improve financials and gain an edge in today's competitive retail market.

## Powered by Cloud technologies

To build and manage a Smart Store, the most successful retailers leverage a new generation of technologies powered by cloud platforms. These include core technologies like [mobile](#), [computer vision](#), robotics, augmented and virtual reality (AR/VR), voice, and [Internet of Things \(IoT\)](#), combined with [artificial intelligence and machine learning](#) (AI/ML). All have been successful at helping retailers elevate customer experiences, operate more efficiently, and achieve IT agility in shifting markets.

<sup>2</sup><https://aws.amazon.com/blogs/industries/how-smart-stores-help-retailers-elevate-experiences-operate-efficiently-and-achieve-it-agility/>

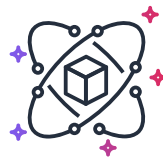
## Core technologies that enable Smart Stores



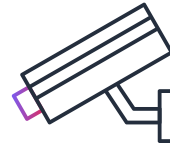
Data-Driven AI/ML Technology



Augmented / Virtual Reality



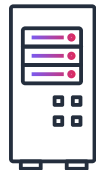
Internet of Things / RFID



Computer Vision



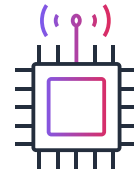
Mobile



Edge



Voice



Robotics

These core technologies help retailers deploy a wide range of digital capabilities to transform the traditional physical store. In the pages below, we'll explore many of these capabilities and use cases, including digitally enabled solutions we call "Digital in the Store," solutions that enhance day-to-day store operations, and solutions that revolutionize the customer's checkout experience.

## Smart Stores in action

Digital in the Store	In-Store Operations	Checkout Experiences
Unified Commerce	Edge Computing	Just Walk Out
Omnichannel Experience	In-store Fulfillment	Dash Carts
Target Marketing/Personalization	Store Inventory Forecasting	Payment
Assisted Selling	Electronic Shelf Labels	Lockers
Curbside Pickup	Loss Prevention/Safety	Scan-and-Go
Retail Media Networks/ In-store Advertising	Workforce Management	RFID and IoT Checkout
Voice Interactive Help	Energy Management	Alexa Pay for Gas/EV Find-a-Charging Station
Store Analytics	Equipment Monitoring	

## The power of Smart Stores

Simply put, Smart Store solutions on AWS connect physical stores to the digital world. They allow retailers to reinvent the store experience, providing a fast, frictionless, and engaging shopping experience that delights customers while driving operational efficiency and IT agility.

### Intelligent strategies

As you look to modernize your stores with new digital retail technologies, keep these strategies in mind:



**Move fast.** If you move slowly with your Smart Store projects, you'll experiment less and you're less likely to find the best ones. In a world where customer expectations are rapidly changing, being able to quickly innovate and experiment increases the chances you'll find the winning combination of solutions and avoid getting left behind.



**Get ready to scale.** When your innovation succeeds, you need to be able to scale it quickly across your retail network. Retailers deal with large amounts of data over many locations, so scalability is key.



**Think big.** You shouldn't look at Smart Store solutions in isolation from one another. Rather, look for investments that address multiple outcomes. You'll want a solution that allows you to build more innovations.

# Digital in the Store

As consumers return to shopping, it's estimated by Forrester Research that 72 percent of U.S. retail sales will still occur in a physical store.<sup>3</sup> But retailers tell us their consumers still want to use many of the digital, mobile, self-service, and contactless technologies they adopted during the pandemic. This raises a need to deliver convenient, omnichannel digital experiences in physical stores. In fact, Forrester says that 70 percent of future retail sales will likely be "digitally influenced".<sup>4</sup>

As stores become the hub of omnichannel commerce, retailers will need to operate more efficiently and proactively. Receiving, stocking, pricing, selling, fulfilling, and maintaining the store are just a few areas where retailers can eliminate manual processes with smart store technologies. The most successful retailers are also transforming the employee experience, which in turn creates a better customer experience.<sup>5</sup>

However, many retailers are stuck with legacy systems that prevent them from unlocking true omnichannel digital experiences. That's how a growing number of retailers are modernizing their commerce software and architecture using a new generation of cloud technologies and tools from AWS and its [partners](#). Here's how these "Digital in the Store" technologies are making retailers smarter, more agile, and more profitable.

## Unified commerce

Encompassing all customer-facing touchpoints, unified commerce delivers a connected consumer experience regardless of channel. It breaks down the silos of a multi-channel approach and integrates marketing and operations on a single platform to delight your customer with a coherent brand engagement that increases advocacy.

To make unified commerce a reality, forward-thinking retailers are adopting flexible "composable" software applications that enable them to build digital retail solutions faster than ever before. By 2023, Gartner predicts that organizations that have adopted a composable approach will outpace competition by 80 percent in the speed of new feature implementation.<sup>6</sup>

<sup>3</sup>Source: <https://chainstoreage.com/forrester-physical-stores-account-72-us-retail-sales-2024>

<sup>4</sup><https://www.forrester.com/blogs/us-digital-influenced-retail-sales-will-top-3-8-trillion-in-2027/>

<sup>5</sup><https://aws.amazon.com/blogs/industries/how-smart-stores-help-retailers-elevate-experiences-operate-efficiently-and-achieve-it-agility/>

<sup>6</sup><https://www.bloomreach.com/en/blog/2021/composable-commerce>

Composable applications are based on a MACH-oriented<sup>7</sup> development framework that enables retailers to layer building-block microservices on top of a headless API architecture layer. The building blocks consist of a Smart Store portfolio, which contains use cases and critical integration points to guide retailers as they implement solution needs.

## Accelerate innovation in retail with AWS Retail Competency Partners

[AWS Retail Competency Partners](#) can help accelerate adoption of unified commerce.

- AWS Retail Competency Partner Aptos Singular Retail™ solutions helps retailers integrate every part of their enterprise to enable seamless customer experiences no matter where, when, or how their customers shop.
- AWS Retail Competency Partner New Store provides a mobile-first, modular cloud platform that combines point-of-sale (POS), order management system (OMS), clienteling, inventory, fulfillment, and mobile shopping apps.
- AWS Retail Competency Partner XY Retail empowers retailers with a robust POS system and Unified Commerce solution to delight customers in the store and remotely across 27 countries. XY Retail's platform helps retailers handle complex omnichannel scenarios, drive in-store traffic with mobile clienteling capabilities, and fulfill online orders 300 percent faster.



### ISAIA successfully deploys global omnichannel solution from XY Retail on AWS

Luxury lifestyle brand ISAIA wanted to centralize its global data across point-of sale (POS), ecommerce, customer, catalog, inventory, and sales. Using the AWS powered retail platform from AWS Retail Competency Partner XY Retail, ISAIA stores can handle complex omnichannel scenarios, drive in-store traffic with mobile clienteling capabilities, and fulfill online orders 300 percent faster. ISAIA's corporate teams can deploy new collections globally, run bulk markdowns, and automate tax reporting across markets.

<sup>7</sup>[Microservices-based, API-first, Cloud-native, and Headless. A MACH architecture is a modern composable software strategy based on smaller solutions that seamlessly integrate with one another.](#)



## Enable omnichannel experiences

Powered by the cloud, omnichannel strategies gives consumers multiple ways to buy goods and services—both online and offline. For retailers, it opens up new pathways to sales, growth, and customer loyalty. The most innovative retail solutions can provide omnichannel experiences on a single app.

One leading sportswear apparel retail brand, for example, developed a single app that adapts to who's using it and where it's being used. The app is truly omnichannel, providing personalized navigation based on preferences, offering specials deals, and displaying stock availability for the closest store. Shoppers can scan products to check size availability and checkout through the app. They can “click and collect” to buy at home and then open lockers to pick up merchandise at the store.

## Get personal

Today's customer expects a high level of personalization in order to continue engaging with a brand. Rather than a generalized marketing campaign, enterprises are now using machine-learning to build and deploy curated recommendations and intelligent user segmentation at scale. You can deliver the right customer experience at the right time and in the right place. It's been shown that customers are twice as likely to purchase recommended products in-store compared to the previous statistically based recommendation approach.

AWS offers [Amazon Personalize](#) an ML-powered solution that makes it quicker to integrate personalized recommendations into existing websites, applications, email marketing systems, and more. When Mecca, an Australian beauty and skincare retailer deployed Amazon Personalize, it began to produce tailored [product recommendations within hours](#) and today generates more than 10 million product recommendations every week across all marketing campaigns.

## Assisted selling

When you add digital in your store, you open up effective new strategies for boosting sales, including assisted selling, also known as clienteling. The key is getting access to customer data, including their purchase history and product preferences, and then using that to drive engaging and personalized interactions (both in and out of store) which drive sales. Because the technique works consistently well, more retailers are building in-store apps to do just that.

Tech-enabled solutions on AWS allow you to build mobile assisted selling apps quickly and at scale. Take Neiman Marcus, an upscale retailer with a reputation for personalized service. To keep sales surging, the company built a digital selling app using a cloud-native serverless architecture on AWS, enabling the team to launch its “Connect” solution 90 percent faster than it planned. Associate productivity increased dramatically. Now in-store sales teams can engage with customers and assist them from anywhere—a high-touch selling approach that was not available before.

## Curbside pickup

Digital technologies underpin a new mode of buying where customers place orders online, and then drive to the store to collect them. However, once they arrive, the goods are delivered to them, like a drive-through shopping experience. Hence the name BOPAC (buy-online-pickup-at-curb).

The new approach is gaining in popularity. U.S. pet store chain [Petco](#), for example, was able to keep fulfilling customer needs quickly and conveniently during the pandemic by developing a curbside pickup service it deployed in just six weeks with the help of AWS Retail Competency Partner JBS Solutions (JBS). Petco’s new mobile-app offering, built using [AWS Lambda](#) and [Amazon DynamoDB](#), also provided a raft of personalized services, improved operational efficiency, and reduced costs.



### **Petco brings greater convenience and personalization to pet parents**

Petco adopted a cloud-first microservices architecture built on AWS to rapidly deploy multiple customer-facing mobile applications. Their approach delivered the business agility to deploy curbside pickup, food finder, appointment scheduling, and delivery services in just six weeks.

[Read the story >](#)

## Retail media networks / In-store advertising

In-store advertising has always been a good way for consumer goods companies to expose shoppers to their products. Now, new digital capabilities from AWS for Retail are allowing brands to better target in-store shoppers while helping retailers grow their business by monetizing in-store ads.

A good example is Amazon Fresh groceries, an online and physical grocery that uses a demand-side platform (DSP) from AWS to allow brands to programmatically purchase ad space in Amazon Fresh stores. With AWS, brands get more control over where their ads are featured to reach new and existing audiences on and off Amazon.

## Interactive voice help

When retail customers want fast answers to questions, waiting for a store associate to help out can be a hassle. Here again, digital can help with advance interactive voice response (IVR) solutions, which uses the latest in AI and ML technologies to hold intelligent “conversations” with consumers and provide them with the information they need, when they need it.

Amazon Fresh, for example, leverages Alexa voice capabilities in-store to help consumers with questions and support. Easy to interact with, the IVR system also provides product recommendations and guides you to product locations from your mobile device.

## Store analytics / Turning data into sales

When you add smarts to your store, there is a host of useful insights you can deploy to make your operations more efficient, launch innovative new services and features, and attract more foot traffic. Parkland, under its Phillips 66 brand, is a great example of the power of store analytics. The Canadian convenience store chain has started testing [AWS Panorama](#), an Edge [Computer Vision](#) solution that is expected to increase the speed and convenience of shopping and fueling at the store.

When fully deployed, the store plans to benefit from an [array of analytics](#), including automated “heat maps” to track in-store behavior and parking lot vehicle volume and license plate analysis to better manage customer traffic. Currently, the store plans to add computer vision to five to seven existing IP cameras at selected locations.

# Empowering in-store operations

Day in and day out, retailers tackle a slew of operational activities needed to keep their stores running at maximum efficiency and keep customers coming back over the long run. From edge computing and new in-store fulfillment options to loss prevention, workforce management solutions and more, new smart store solutions are empowering retailers to handle the most complex store operations with modern cloud technologies, IoT devices, and analytics.

## Edge computing

To keep up with ever-increasing customer expectations, retailers must invest in their stores to deliver a better customer experience. With [Edge Computing Services](#) on AWS, retailers can create a Smart Store architecture that runs both cloud and edge workloads and supports advanced capabilities, like Internet of Things (IoT) and computer vision projects. With these solutions, retailers can deliver unique in-store experiences to customers and automate tasks for peak efficiency.

## Giving your store an Edge

Combine AWS Edge Computing Services with your on-premises retail facility to improve both the customer experience and operational efficiency. Using architecture that runs both on the cloud and edge will support advanced services such as sophisticated retail kiosks, common in many airports, where you can buy cosmetics, eye masks, ear plugs, and other amenities for travelers. Learn more about Edge Retail.

## In-store fulfillment

Grocery stores are discovering a game-changing service for customers who like to order their groceries online and get them delivered without delay. Using an integrated set of cloud-based ecommerce services on AWS, a large UK grocery chain has launched just such an offering.

The chain partnered with AWS Partner Naveo Commerce to gather orders from customers online, use barcode-based picking to quickly assemble them for delivery, and a last-mile delivery partner (Bringg) to deliver the goods over optimized routes. That's just one way sophisticated retailers are transforming their stores into high-efficiency fulfillment hubs.

## Smart inventory management

To operate stores profitably, retailers need an accurate forecast of product demand to keep its inventories at ideal levels. That's why More Retail, a leading grocery company in India, deployed a new demand forecasting and automated ordering system built on Amazon Forecast. The cloud-based system's AI/ML data science and learning algorithms outperform traditional methods of demand forecasting, resulting in higher levels of accuracy, improved stock levels, and lower food waste.

Choosing the right mix of products is key for consumer goods companies, and many are taking advantage of new mobile-enabled technologies that can capture thousands of images of the store shelf and provide real-time analytics to understand inventories and shelf layouts. AWS works with Singapore-based Trax to provide scalable compute and analytics to power this solution capture by mobile devices from around the world.

## Electronic shelf labels

Advanced electronic shelf labels are gaining traction in retail stores around the world. One of these label systems, made by [VUSION Retail IoT platform](#), is now installed in 300-plus retailers in over 60 countries. It combines the most advanced electronic shelf labels technology, IoT ultra-low-power communication infrastructure, high-resolution color displays, sensors, and computer vision. The cloud-based technology is part of a revolution in store automation, shopper engagement, and data analytics.

## Loss prevention / Preventing losses

Retailers are learning to protect their margins with the help of loss prevention solutions powered by edge and IoT technologies. These edge-as-a-service solutions provide real-time, secure data and monitoring services that can thwart potential theft and underpin a range of other benefits including cold-chain monitoring, inventory management, and employee safety.

Rigado IoT Edge-as-a-Service is one example of an AWS Retail Competency Partner Solution that helps retailers create these IoT edge infrastructures quickly, accelerating the move to Smart Stores. Retailers can use the solution's IoT and RFID tracking technology to monitor site inventory and stock, as well as manage site safety.

## Workforce Management

Many retailers are struggling with labor turnover, higher labor costs, and worker burnout.<sup>8</sup> This leads to challenges in maintaining adequate staffing, providing consistent training, and delivering an optimal consumer experience. To address this, more retailers are investing in employee experience as a driver of growth and innovation, and many are automating repetitive tasks so staff can better serve customers. Indeed, 76 percent of retail workers think that adopting digital processes would boost their productivity and engagement, according to peopleHum technology Inc.

Beekeeper Digital Workforce Platform is a new cloud-native mobile-friendly service that gives employees one place to look for shift schedules, paystubs, onboarding, training, tasks, safety checklists, announcements and more. Companies using the platform are seeing increased employee engagement, reduced turnover, and improve operational productivity. AWS Retail Competency Partner Qudini Retail Choreography helps retailers and banks orchestrate great retail experiences and store operations with cloud-based solutions for appointment scheduling, event booking, and walk-in virtual queuing.

<sup>8</sup><https://progressivegrocer.com/4-strategies-hire-retain-workers-during-labor-crisis>

## Energy management

With energy prices surging, retail stores are looking for ways to reign in power consumption. Smart store technologies are helping out with real-time operational monitoring using non-intrusive load management (NILM) technology. For example, one convenience store retailer is using AWS Partner Bosch's Phantom Solutions powered by AWS to automate energy management of in-store refrigeration equipment. The solution, which can be easily replicated across most retail operations, provides granular, load-side energy data, giving stores valuable insights to inform their energy savings and sustainability goals.

## Equipment monitoring

Real-time operational monitoring helps retailers manage not just energy consumption, but the condition of all sorts of in-store equipment. For example, a leading U.S. foodservice chain with 1,000+ stores nationwide deployed IoT sensors to automate the servicing and management of over 10,000 food preparation appliances including ovens, coolers and soda machines. The boost in uptime drove annual savings of \$25,000 per store in service costs, lifted revenue by 10 percent from faster recipe innovation, and enhanced the guest experience resulting in higher satisfaction ratings and repeat business.

# Seamless checkout

It's estimated that over the past year, 86 percent of U.S. consumers have abandoned purchases because of long wait times in lines, leading to more than \$38 billion in lost sales.<sup>9</sup> That may explain why 85 percent of shoppers in a recent survey rate the checkout experience as both “very important” or “important”, yet only 23 percent of shoppers are satisfied with it.<sup>10</sup>

To fix this problem, retailers have launched a variety of new checkout solutions, such as self-checkout, “scan & go”, home delivery, and “click & collect.” Consumers benefit from a more convenient and satisfying shopping experience and retailers can increase in-store productivity by reassigning staff to handle high-value interactions and tasks while improving the customer experience.<sup>11</sup>

## Amazon Just Walk Out technology: Scalable, frictionless checkout

When it comes to a hassle-free in-store shopping experience, [Just Walk Out technology by Amazon](#) is setting the standard. This leading-edge retail solution uses a combination of technologies to determine “who took what” from the store and lets them breeze past the checkout line. The concept is simple: When a shopper takes something off the shelf, it's added to their virtual cart (and if they put the item back on the shelf, it comes out of their virtual cart). Then when the shopper leaves the store, they're automatically charged for their purchases without pulling out their wallet. It's an ideal solution for time-pressed consumers on the go.



<sup>9</sup><https://footwearnews.com/2018/business/retail/long-checkout-lines-retailers-revenue-loss-1202554602/>

<sup>10</sup><https://www.supermarketnews.com/retail-financial/customers-waiting-hardest-part>

<sup>11</sup><https://www.mckinsey.com/industries/retail/our-insights/tech-enabled-grocery-stores-lower-costs-better-experience>



## Amazon Dash Cart

The traditional grocery-store shopping cart is getting an upgrade with Amazon Dash Cart, an intelligent shopping cart that makes a quick grocery trip even quicker by allowing you to skip the checkout line. The tech-enabled cart uses a combination of computer vision algorithms and sensor fusion to identify items shoppers put in their cart. When they exit through the store's Amazon Dash Cart lane, sensors automatically identify the cart and the payment is processed using a pre-registered credit card.



## Contactless identity and payments / Just wave your hand

Retailers now have access to an innovative technology that lets their customers move through checkouts and entry gates faster than ever. It's called Amazon One and it's a fast, convenient, contactless identity service powered by the palm of their hands. They just hover their palm over the device to enter stores (and other venues), identify themselves, and pay. For store operators, it's yet another way to boost customer satisfaction and loyalty.

## Self-service lockers

In an omnichannel world, customers love self-service options. Amazon Hub Locker meets that need with secure, self-service delivery locations where customers can easily pick up and return their Amazon.com packages. Retail stores that host these self-service lockers also enjoy tangible benefits, including new revenue from the extra foot traffic and in-store advertising dollars.

## Scan-and-Go: mobile in-store shopping and checkout

For many retailers, the smart phone is becoming an integral part of the new smart store. UK supermarket giant Sainsbury's is taking the lead in this capability, launching a mobile app that allows grocery customers to scan their items, pay, and skip the checkout queue. The company's SmartShop app is expected to increase basket spend, relieve customers of long checkouts, and offer a channel for pushing in-store deals.

## RFID and IoT checkout

Radio-frequency identification (RFID) tags are a proven tracking technology in every industry, using tiny radio transponders to automatically identify and track tags attached to objects, including consumer packaged goods in retail stores. [TensorIoT](#), an AWS Retail Competency Partner, leverages these smart devices and can help design and deploy frictionless checkout systems for a variety of retail applications.

A growing number of retail store operators are using [IoT technology](#) to enable shoppers to leave stores without pausing to pay. For example, an innovative store in Seoul teamed with AWS to launch a completely "man-less" store called the Uncommon Store, run by Hyundai. The store's frictionless checkout system leverages [AWS IoT Core](#) to manage IoT device data at the store and [Amazon Kinesis Video Streams](#) to manage video streams.

## Alexa Fuel & Pay / Pay hands-free for gas

Smart gas station operators now have a powerful tool to attract more customers and drive loyalty. It's a new mobile app that lets customer safely activate a pump and pay for gas. They simply use the Alexa app on their phone (an Echo Auto or an Alexa-enabled device in their car) to find and activate the pump while the driver is still inside their vehicle. Payment is authorized by the customer and the receipt is immediately sent out by email. The entire experience is swift and convenient.

For drivers of electric vehicles, Amazon now offers a new way to find a nearby charging station. Drivers simply ask Alexa (Amazon's voice-activated virtual assistant) to find a station and they get a list of nearby locations with availability by plug type, as well as the time and distance to arrival. The service is connected to over 150,000 public stations in the U.S.

# Why AWS?

The pace of change in the retail industry has increased dramatically in recent years, spurred in no small part by the pandemic and the innovations that followed. Even before then, we have seen the rapid merging of the digital and physical worlds that transformed how traditional brick-and-mortar stores operate, from the shoppers' in-store experience to the way brands design, equip and manage their stores.

To compete, physical retailers are deploying new technologies that offer consumers a plethora of new buying and delivery channels while adding unprecedented efficiencies and agility to in-store operations.

At the center of the rise of Smart Stores is the enabling power of cloud technologies. Among the leaders in this revolution is AWS for Retail, which has the broadest set of services, technology, and partners to support the retailer's journey. Born and tested in retail, AWS for Retail is uniquely positioned to deliver Smart Store solutions to retailers. As the number-one innovator in the retail industry, we are customer obsessed and boast a 10-year head start in cloud services, leading this key technology sector.

Smart Store capabilities on AWS empower retailers to reinvent the store experience, providing a fast, frictionless, and engaging shopping experience that delights customers while driving operational efficiency and IT agility. With AWS Smart Store capabilities, retailers innovate faster, keep costs down, and scale effortlessly as their business grows.

## Born from Retail, Built for Retailers

AWS was born from running one of the largest, most successful retailers in the world. With our Smart Store offerings, we share that experience with retailers worldwide.



**Transform Customer Experience** - Shoppers want more from their store experience. With AWS Smart Store capabilities, you leverage next-gen technologies to help customers find the right products faster and enjoy super-fast checkouts in healthy and safe stores.



**Innovate Faster** - The faster your business moves, the more ideas you can try out. Our large and growing set of AWS Smart Store capabilities helps you innovate and experiment quickly, so you find winning ideas faster and drive the outcomes your business needs.



**Scale Quickly to Meet Demand** - Retailers deal with vast amounts of data across many stores and systems. AWS can extrapolate that data into intelligent insights to inform better decision-making. When your innovations succeed—and demand surges—AWS helps you scale them quickly.



**Optimize Your Technology Investments** - When your IT applications work together as one, you multiply the power of your investments. AWS Smart Store offerings allow you to seamlessly combine data and resources from across your business, helping you streamline costs and accelerate innovation.

When you add intelligence to your stores, you'll reap the benefits of happier customers and increased sales. Find out how AWS and our extensive industry partner network can support your retail transformation.

Learn more at [aws.amazon.com/retail/](https://aws.amazon.com/retail/) and [contact AWS](#) today to get started.

AWS Retail Competency Partners provide innovative technology offerings that accelerate retailers' modernization and innovation journey across all areas in the enterprise. These include Customer Engagement, Supply Chain and Distribution, Physical, Digital, and Virtual Store, Advanced Retail Data Science, and Core Retail Business Applications. AWS Retail Competency Partners offer strategy and deployment services to retailers, to help accelerate their digital transformation.

Find [AWS Retail Competency Partners](#) >