

Premium Retail Services – Internet of Things

APIs, Web Applications and Device sourcing to accomplish business objectives

OVERVIEW

Premium Retail Services provides merchandising, assisted sales, training, field marketing and more for retailers and manufacturers across all trade channels.

29 years ago PRS began improving the retail experience through a consultative approach to merchandising, product marketing, and influencing customer decisions at the point of retail decision making.

CHALLENGE

As a leader in retail innovation, PRS has long been ahead of the technology curve and a leader in retail decision influence.

As modern technology began to enable new opportunities PRS decided to tackle a few impactful processes:

- **Employee Engagement:** Employees are critical to improving the customer experience. To turn employee investment into a competitive advantage, retailers need to empower their people with the right devices and tools.
- **Operational Efficiency:** More complex supply chain and fulfillment networks affect operational efficiency. Inefficient operations contribute to high costs and hinder the ability of retailers to innovate and engage their customers.
- **Improved Product Placement:** Product placement influences purchase decisions. Up to 75% of purchasing decisions are made in front of the display case. Ensuring product placement and on-site marketing execution is a critical success factor.
- **Leverage field devices:** PRS employees already have mobile, LOB, and other field devices. To maximize return on prior investments, these devices would be leveraged as part of

SUMMARY

Business Challenge:

Engage w/ employees, reach operational efficiencies, improve product placement and leverage IoT field devices

Solution:

Develop APIs and web applications, paired with the right devices, to accomplish stated challenges

Benefits:

Streamlined IoT technologies helped this customer rapidly execute strategies for the realizing business, product, & technical objectives

any solution.

SOLUTION

This client contacted Oakwood to develop API, Web, and Device solutions that accomplish each of the business objectives.

PRS asked Oakwood to help overcome those challenges by providing product, technical architecture guidance. In this solution we aided PRS in developing the next generation of their employee, operations, and asset tracking applications to leverage field devices.

OUTCOME

Oakwood applied our Lean Startup & MVP models of product development and streamlined IoT technologies to help this customer rapidly execute strategies for the realizing business, product, & technical objectives.

Oakwood has also identified a number of ways the client could improve other means of better serving their retail customers.

By selecting the right partner the first time, one with a convergent base in business, products, and a broad understanding of applicable technology you can maximize innovation, minimize issues, maintain credibility, and realize a more successful Internet of Things maturity.