RetailNext Showcases Market-Leading Smart Store Solutions at NRF's BIG Show

Expanded Platform Capabilities and Partner Relationships Help Retailers Deliver the Experiences Every Shopper Deserves

NEW YORK, NY, UNITED STATES, January 13, 2019 /EINPresswire.com/ -- Today, RetailNext Inc., the worldwide expert and market leader in smart store retail analytics for optimizing shopper experiences, announced key hardware, software and partner ecosystem advancements to better empower retailers in engaging and serving consumers throughout their shopping journeys. RetailNext is showcasing its innovative solutions at booth #3473 at NRF 2019, Retail's Big Show & EXPO, presented by the National Retail Federation in New York City, January 13-15.

"For over eleven years, RetailNext has established and solidified its position as the innovation and market leader in the retail analytics space," said Alexei Agratchev, co-founder & CEO of RetailNext. "With its world-class team of retailers and engineers, coupled with its close, collaborative relationships with retail customers and partners, RetailNext continues its commitment to deliver shopper-centric solutions to brands as they respond to the demands placed on them by today's shoppers and their empowered behaviors."

RetailNext's Aurora v2 sensor, with onboard, deep learning-based AI

The Connected Journey
At the BIG Show, RetailNext announced an extension of its product platform dedicated to bridging digital and physical shopping journeys for retailers to fully serve the demands of today's cross-channel shoppers. RetailNext's new Connected Journey solution will be fully integrated into it SaaS platform and combines RetailNext's state-of-the-art in-store shopper measurement data with the vast and disparate digital shopping journey data sets to provide brands the comprehensive insights necessary to design and deliver the world-class shopping experiences consumers deserve.

"With consumers' increasing demands on their shopping experience, there is no question the combination of RetailNext's precise in-store shopper pattern data with digital journey data will unlock tremendous opportunity for both retailers and shoppers," said Bridget Johns, CMO of RetailNext, "and we look forward to developing our capabilities both internally and in conjunction with our diverse partner ecosystem."

Software and Hardware Advancements
Working in collaboration with its retailing customers, RetailNext has fully incorporated Performance Dashboards into its market-leading SaaS smart store platform. The new Performance Dashboard allows for easy comparison in the user interface (UI) of in-store performance against any past period, including day, week and month, and permits real-time tracking toward the achievement of current performance goals and benchmarking against peer stores within the brand.

Perhaps more importantly, the RetailNext Performance Dashboard condenses actionable insights to deliver automated, prescriptive recommendations tailored specifically to a store's opportunities to improve business processes and the shopping experience delivered.

"Smart store retail analytics have always delivered data and actionable insights to store operators, but often required deeper analyses to develop the most appropriate strategies to capture available opportunities for improvement," continued Johns. "RetailNext's expanded platform capabilities provide prescriptive recommendations based on each store's current and real-time data, as well as its projected and forecasted opportunities, freeing up the scarce time of store personnel to get them onto the selling and service floor where they make a significant difference."

In addition to the Performance Dashboard, RetailNext is also highlighting its Aurora v2 sensor, the revolutionary next generation solution for in-store shopper measurement and communication. Announced at the 2018 NRF BIG Show, Aurora celebrated its general availability mid-way through the year and has been installed in thousands of store locations across the globe.

The Aurora v2 is an all-in-one sensor integrating stereo video analytics, Wi-Fi and a beacon into a single device designed for the discerning needs of retailers, and incorporates deep learning artificial intelligence (AI) onboard in the sensor, at the edge, to deliver powerful analytic insights without any additional IT infrastructure or bandwidth burdens. Additionally, with the industry's widest field of view and floor coverage, Aurora v2 allows retailers to minimize both hardware footprint and deployment costs, all while limiting impacts to aesthetic designs.

"Along with its powerful onboard capabilities, the wide field of view of the Aurora v2 sensor provides retailers an economically viable means for complete floor coverage of a store," said Arun Nair, co-founder and CTO of RetailNext, "and, in turn, makes shopper full path analyses and other advanced analytics projects more feasible. It's those advanced applications that enable retailers to develop a deeper understanding of in-store shopping behaviors and allows them to produce meaningful, differentiated in-store shopping experiences."

Partner Ecosystem
Complementing enhanced platform capabilities around shopper experience and store performance, RetailNext is demonstrating its connective synergies with three organizations from its partner ecosystem at its BIG Show booth.

StoreAdvise is showcasing its automation capabilities and its impact across the supply chain and into and through the store, allowing retailers to gain efficiencies across all aspects of retail operations, from sales to fitting room management to inventory fulfillment and more. Inside the store, Legion enhances the shopper experience by using artificial intelligence to create optimal

staffing schedules. Legion's AI Labor Management Platform intelligently matches customer demand, business objectives, and employee preferences to allow brands to surprise and delight their shoppers. Lastly, MarketDial empowers retailers with simple, accurate and modern A:B testing processes and methodologies to take the guesswork out of store strategies and tactics to eliminate friction and enhance the shopping experience.

"Shoppers have clearly ushered in a new retailing era, and their demands for easy, friction-free shopping experiences continue to rise," added Agratchev. "Smart IoT technologies from RetailNext and its partners solve for retail's most pressing opportunities, delivering the industry's long overdue smart stores."

About RetailNext
The first retail vertical IoT platform to bring e-commerce style shopper analytics to brick-and-mortar stores, brands and malls, RetailNext is a pioneer in focusing entirely on optimizing the shopper experience. Through its centralized SaaS platform, RetailNext automatically collects and analyzes shopper behavior data, providing retailers with insight to improve the shopper experience real time.

Over 425 retailers in more than 75 countries have adopted RetailNext's analytics software and retail expertise to better understand the shopper journey in order to increase same-store sales, eliminate unnecessary costs and mitigate liability risks. RetailNext is headquartered in San Jose, Calif. Learn more at www.retailnext.net.

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