Take control of in-store inventory and seize every customer opportunity

Gain visibility across shelves, aisles, and stockrooms.

While online retailers have become more omnipresent, over 90% of transactions still happen in-store; customers cite the ability to see, touch, and try on products as the #1 reason to stop by physical stores. However, customers are increasingly expecting fast and easy access to the products they need, and such access requires retailers to have accurate and real-time inventory information. To embrace shoppers today and tomorrow, retailers must take control of their in-store inventory data.

85% of sales will remain in-store in 2025.¹

Failure to take control of local inventory is preventing stores from unlocking their true potential

Mismanagement of in-store inventory is costly in more ways than one. Customer experience is the key advantage traditional stores have over their online competition, yet inventory inaccuracy and a lack of real-time visibility takes store associates away from serving customers and providing correct information on product availability. What’s more, customers leave empty-handed and frustrated with misinformation about product availability.

Every year, retailers experience close to $1 trillion in sales loss from out-of-stocks. ²

What if you could access real-time insights and gain visibility across on-shelf, aisle, and stockroom inventory? What if you could make that information instantly accessible to sales associates through a range of apps and devices?

Harnessing the power of instrumentation, Vision API, BigQuery, Machine Learning, and more, Google Cloud has the data know-how and robust partner solutions to help stores unlock their true potential via:

1. Improved inventory accuracy
2. Real-time on-shelf product visibility
3. Demand prediction.
How does it work?

Using cutting edge software designed by our partners and the power of Google Cloud, we offer real-time view of product movements and inventory levels in your store.

INSTRUMENT
Move POS and RFID data into one place. Take control of your shelves and sales floor by harnessing the power of cameras, sensors, and Vision API to gain real-time inventory visibility.

ORGANIZE
Integrate disparate data sources and bring your offline data online through Cloud Storage, BigQuery, and more.

ANALYZE & IMPROVE
Leverage Inventory Prediction to preemptively restock top-selling SKU's so you don't miss important selling opportunities.

How the world’s largest home improvement retailer recovered millions in lost sales

Home Depot realized that shelf-outs — products that were missing from store shelves despite inventory showing their availability — were costing millions in lost sales.

With Google Cloud Platform, Home Depot was able to predict inventory needs accurately and in real-time — from gathering and processing data, building and training the machine learning model with fresh data, and predicting inventory needs accurately.

The result:
- Revenue increase from improvements in shelf availability
- Two times the accuracy of their previous predictive model

“Customer experience starts with product being in stock and on the shelf”
- Craig Menear, CEO of Home Depot

Learn more about how you can maximize sales and gain full visibility across your inventory. Visit www.cloud.google.com/solutions/retail/