

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.

85% of sales will remain in-store in 2025.¹

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.

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

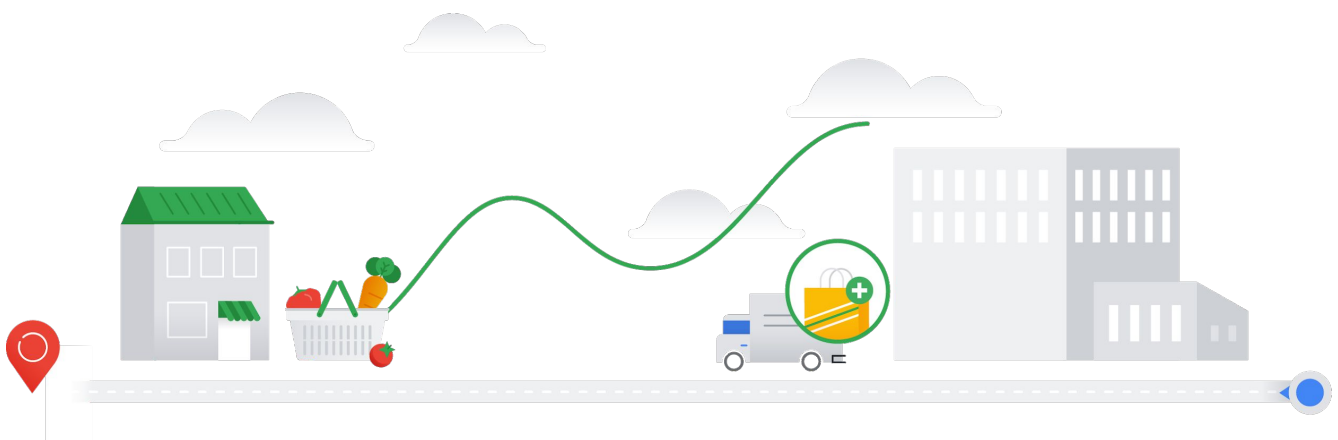
Mismanagement of in-store inventory is costly in more ways than one. Customer experience is the key advantage traditional stores have over their online competition, yet inventory inaccuracy and a lack of real-time visibility takes store associates away from serving customers and providing correct information 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?

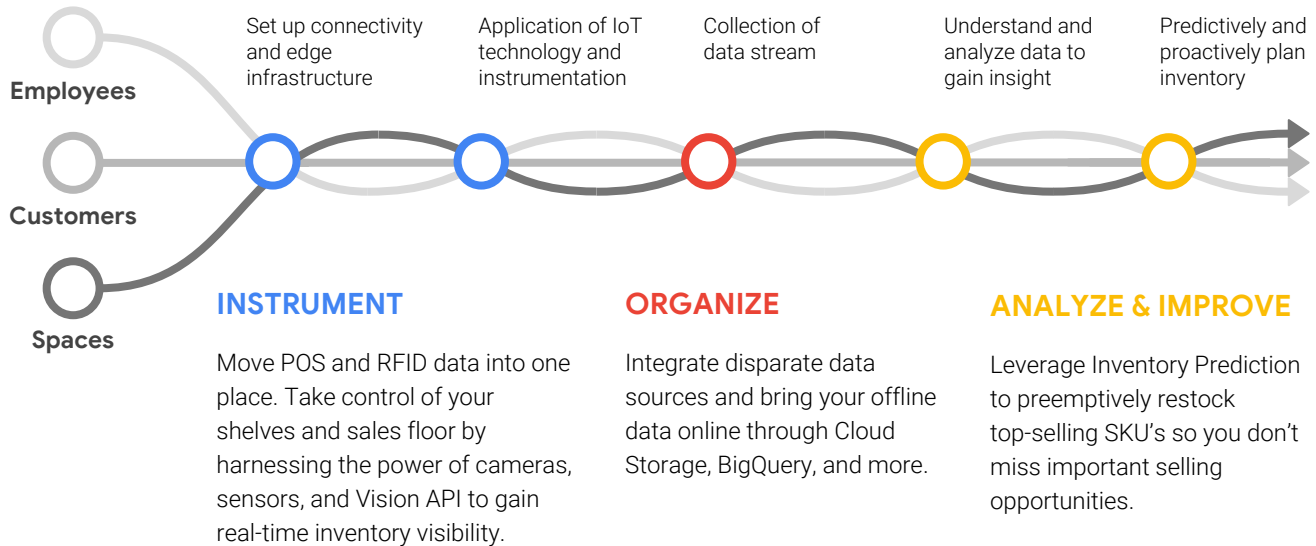
Harnessing the power of instrumentation, Vision API, BigQuery, Machine Learning, and more, Google Cloud has the data know-how and robust partner solutions to help stores unlock their true potential via:

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.



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