

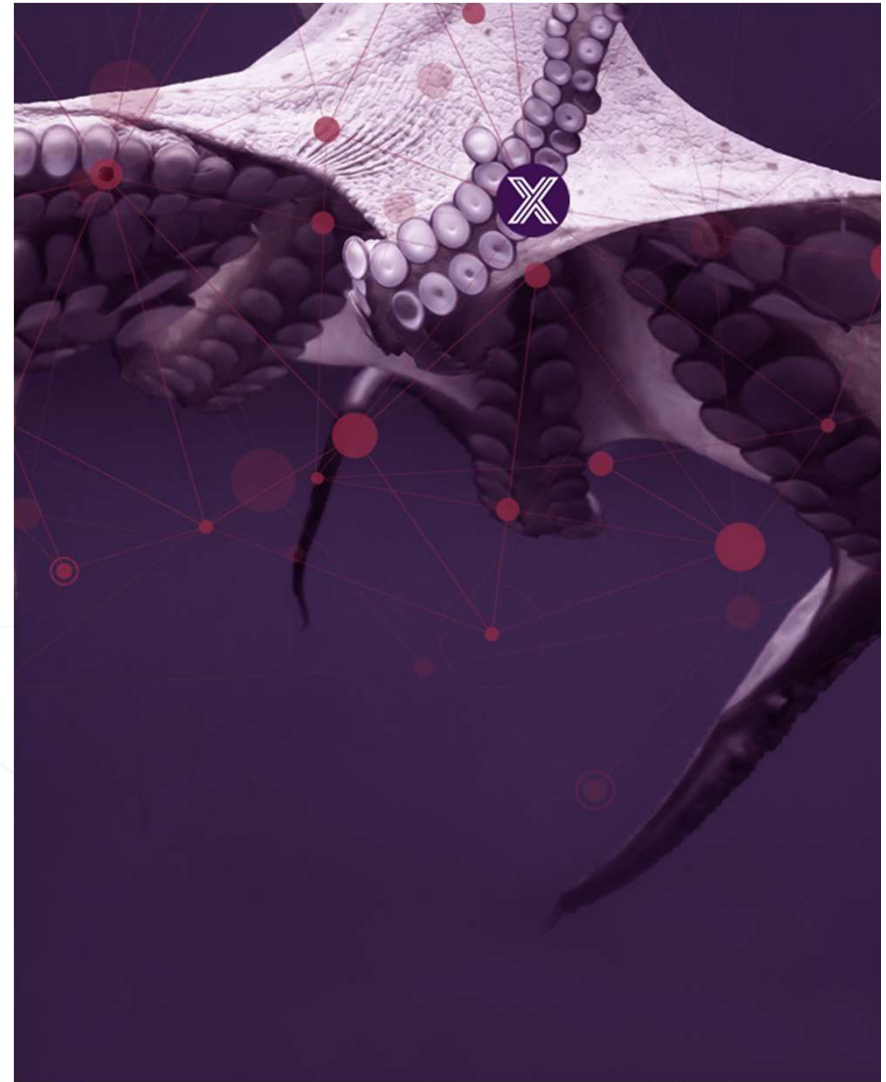
EDGE X FOUNDRY™

Vertical Solutions Working Group

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edgexfoundry.org |  @edgexfoundry



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Agenda

Eran Harel, VP Business Development

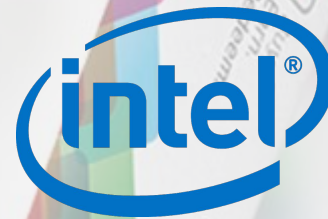
Appcard - <https://appcard.com> :

- Use cases and challenges that can be solved with technology for grocery stores and quick serve restaurants





Integration challenges in the Grocery Industry



IoT Solutions
Alliance

AppCard helps the independent grocers compete with digital and national retailers by giving them the tools to easily take actions on their data and effectively communicate with their shoppers in a personalized way.





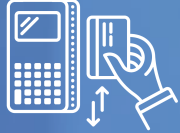
APPCARD + *Jensen's*



appcard.com/grocery



About AppCard



700+
MILLION
TRANSACTIONS



1 in 8
U.S. HOUSEHOLDS
HAVE APPCARD



17+
MILLION
SHOPPERS



1200
Independent
Grocers
USING APPCARD



80+
COMPANY
EMPLOYEES



3
OFFICES
IN NYC, DELRAY BEACH,
& TEL AVIV

Lowes
FOODS

Stauffers
OF KISSEL HILL
FRESH FOODS



HOMELAND

festival
foods

Sendik's
FOOD MARKET

Neiman's
Family Market

Foodtown

99 RANCH MARKET

Gala Foods
Supermarkets

MOTHER'S
MARKET
ESTD 1978
&
KITCHEN

gooseberries
FRESH FOOD MARKET

Gerrity's
supermarkets

Jensen's
MAKE EVERY DAY AN OCCASION.™

Just\$ave
IT MAKES PERFECT SENSE

ACE
The helpful place.









Grave's
M•A•R•K•E•T

DASH'S
MARKET

SHOP'n SAVE
just right.

RODHE'S
IGA
MARKETPLACE

The Grocery Industry

 Number of employees	4.8 million
 Total supermarket sales	701.188 Billion
 Number of supermarkets	38,307
 Medial total store size	41,651 SQF
 Median weekly sales per store	\$455,777
 Average basket site	\$34.91 per customer
 Ave. # of SKU's per store	33,055
 Net Profit after tax	1.2%

The Challenge - Grocery Tech Stack



The Challenge - Customer Facing Tech Stack



Regulatory Challenges in Retail

FCC

Privacy
Data Protection
CCPA

PCI / EMV

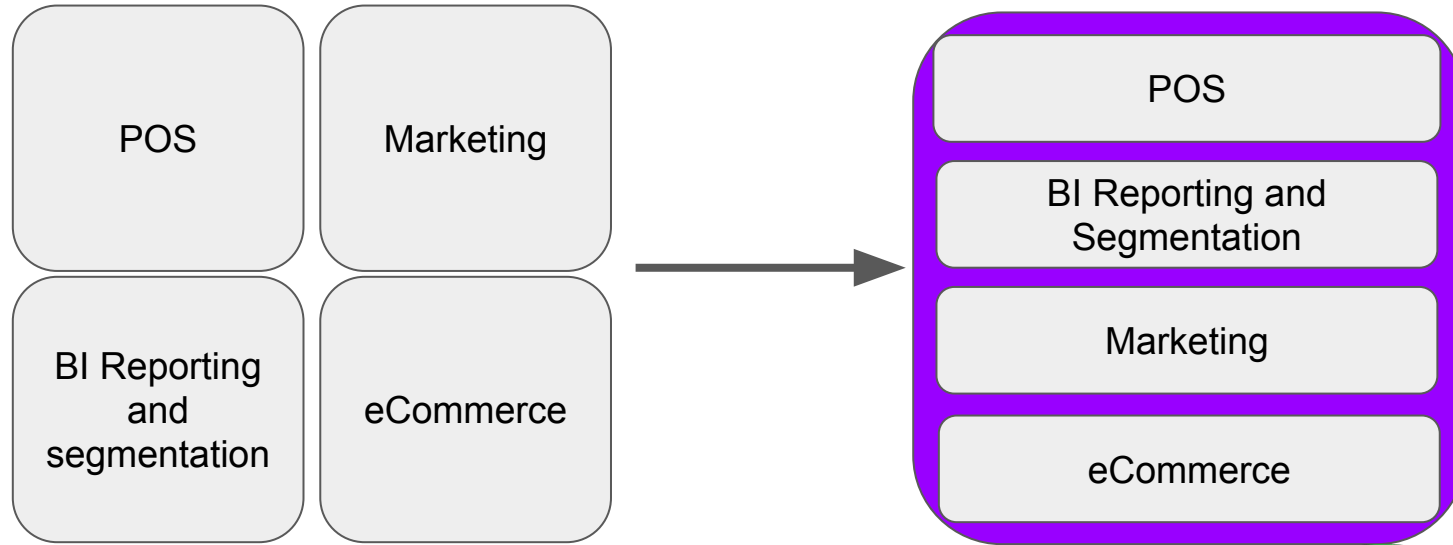
TCPA / COPPA

The Era of Shopper Centric Retail



The Challenge - Effective Operations

In a **shopper centric** world the most important task is to avoid ending up with different shopper profiles in each separate silo.



It's all about Experience and Expectations



PERSONALIZED
MARKETING

SHOPPER
ANALYTICS

DIGITAL
COUPONS

PLATFORM

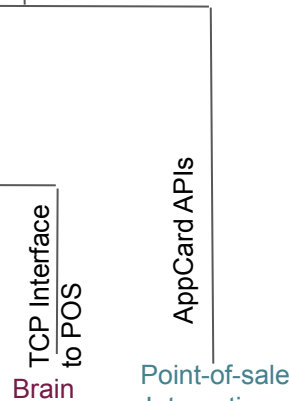
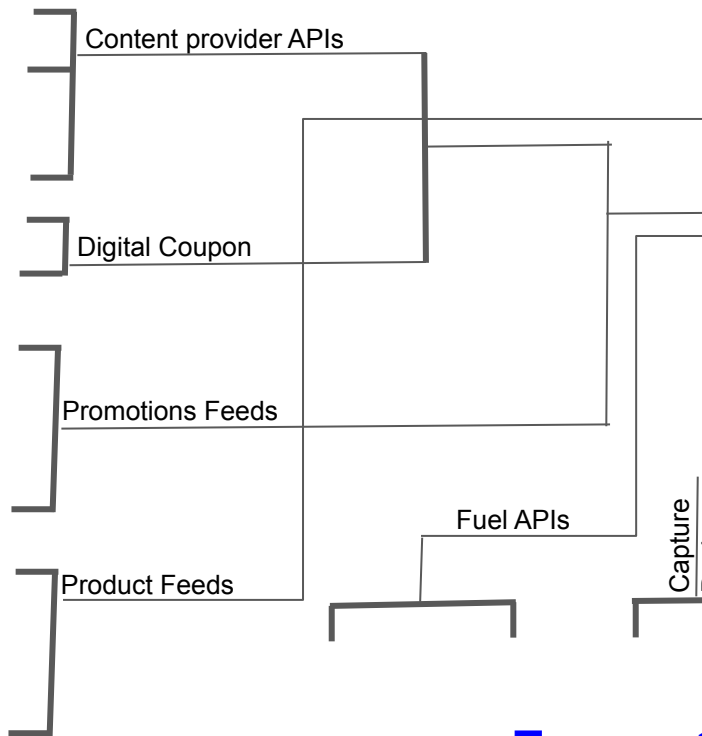


Consumer Interactions

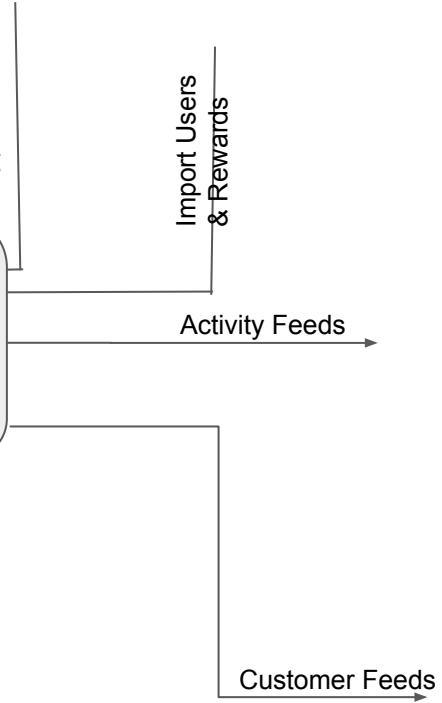
NTR OTR Web App Mobile App Merchant Portal SSO e-comm enabler Migration



CONTENT INGRESS

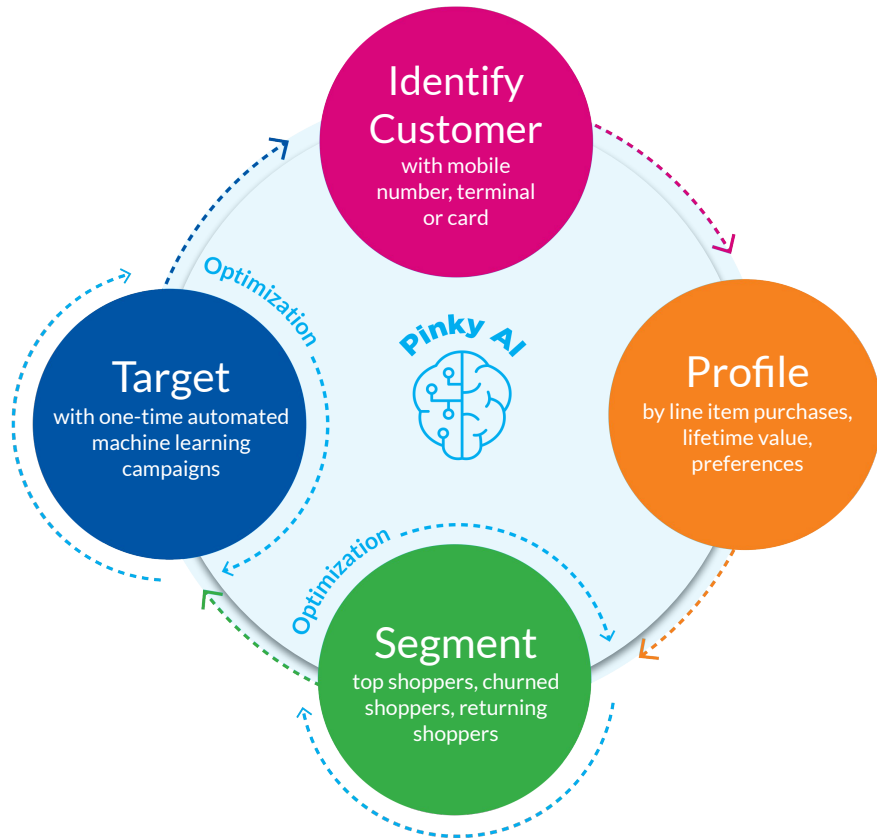


Transactions Ingress



OUTBOUND FEEDS





Pinky is a nickname for an AI system composed of artificial neural networks and other machine learning approaches which are orchestrated and optimized via reinforced learning.

The network's architecture ensures that:

Coupon content is ranked for each shopper

Emails and Texts are delivered at the right time

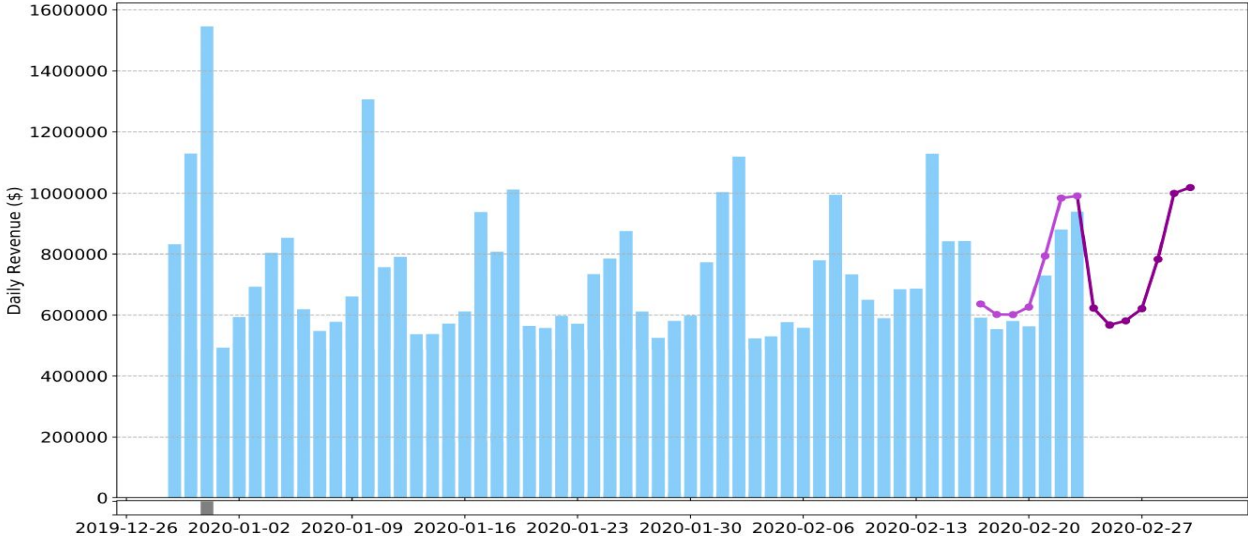
Highly accurate prediction for next week sales

Automated campaigns personalized for each shopper

- i.e. "We Miss You!" campaign

Pinky Prediction

Weekly Revenue Prediction:



Future Personalization

Enhanced timing of sending offers based on predicted visit

Automated Product/Category recommendation upsell promotion

Subscription type reminder triggers (i.e. need more toilet paper)

Personalized pricing (potential integration w/ digital shelf tags)

Personalized weekly ad (can beta this soon)

Determine whether to send offer via text or email (or other)

Automated reduced spend promotion trigger



EdgeX and start-up companies

EdgeX can solve the complexity of integration, simplify data sharing and collaboration and shorten time to market and implementations.

Technical

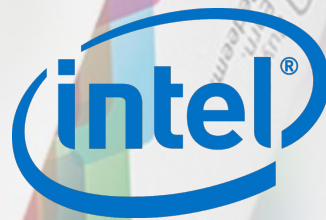
- Limited resources
- Compatibility to tech stack
- Changes to the core

Business

- Need to have target companies/partners as part of the ecosystem.
- Priorities - set by clients and revenues
- Lead generation and justify efforts based on associated revenue
- Cost



**Thank you
eran @appcard.com**



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Meeting Dial-in

Join Zoom Meeting

<https://zoom.us/j/132889142> (

<https://www.google.com/url?q=https%3A%2F%2Fzoom.us%2Fj%2F132889142&sa=D&ust=1552503732499000&usg=AFQjCNFjmtytftqtp3lCh2uhPNHHlp98TYw>)

One tap mobile

+16699006833,,132889142# US (San Jose)

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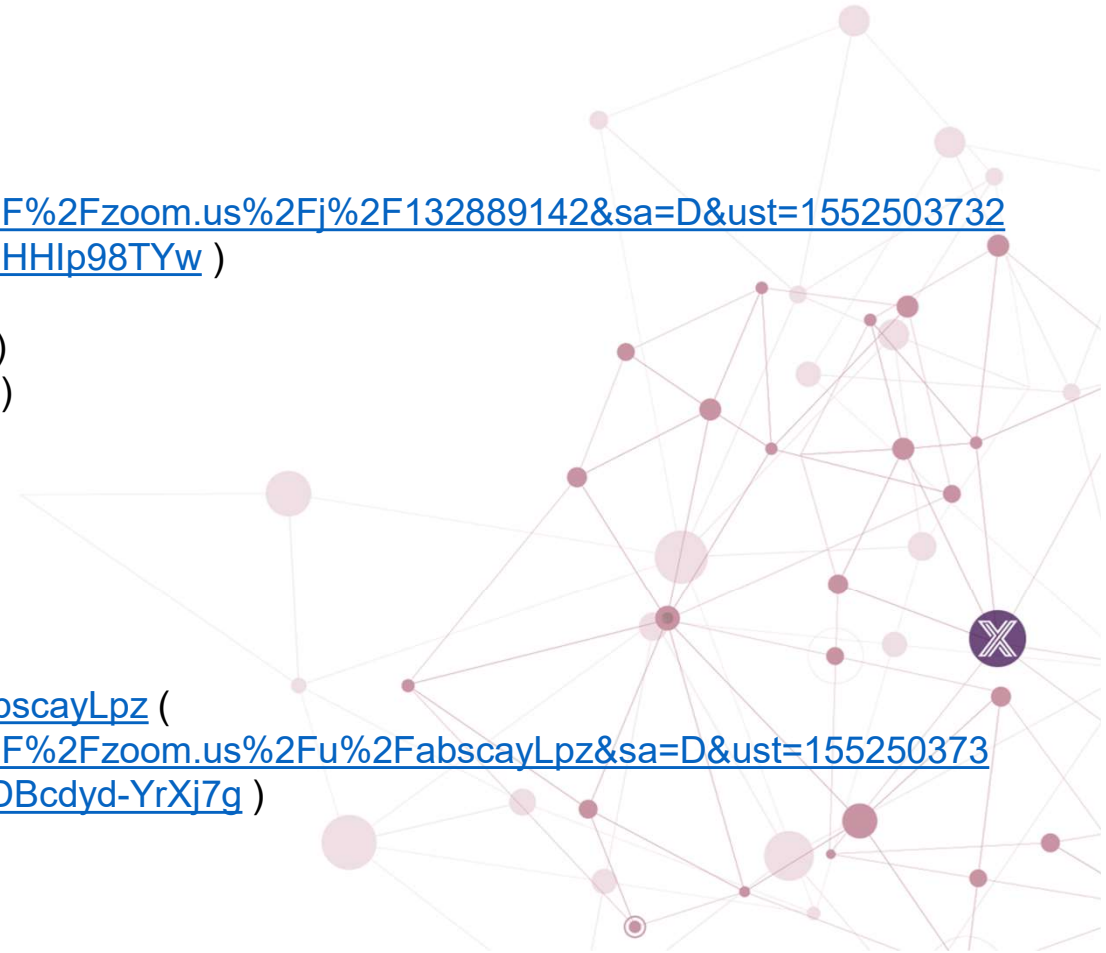
855 880 1246 US Toll-free

877 369 0926 US Toll-free

Meeting ID: 132 889 142

Find your local number: <https://zoom.us/u/abscayLpz> (

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