EDGE X FOUNDRY™

Vertical Solutions Working Group

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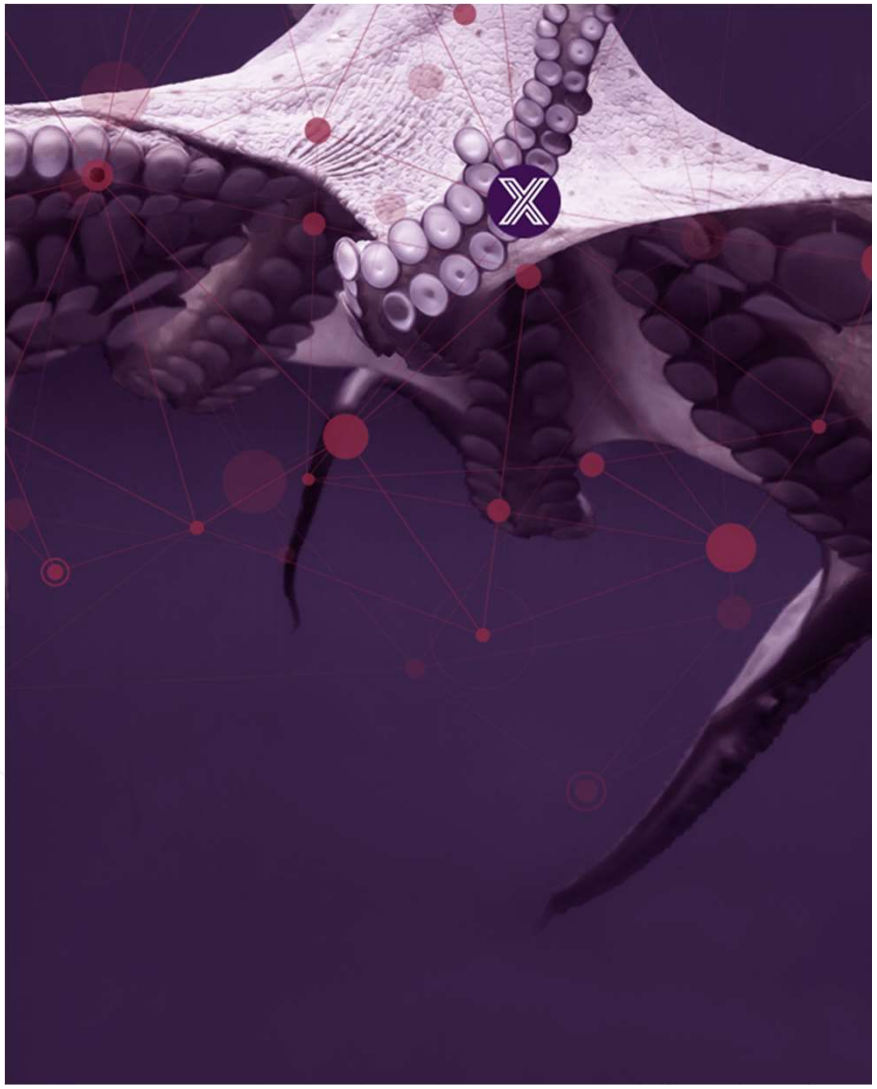

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Agenda

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

APP CARD

Integration challenges in the Grocery Industry

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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.
APP
CARD

APPCARD
+
Jensen's
Buy. Earn. Redeem.
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

piggly wiggly
Down Home, Down The Street

HOMELAND

festival
foods

Sendik's
FOOD MARKET

Neiman's
Family Market

Foodtown

99
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

JustSave

ACE
The helpful place.

Graul'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%

Source: https://www.fmi.org/our-research/supermarket-facts

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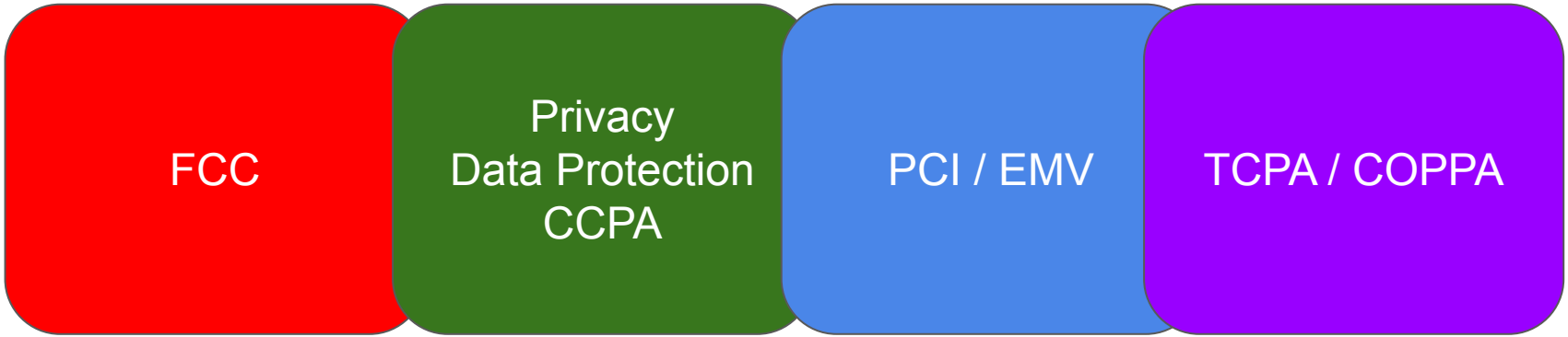
The Challenge - Grocery Tech Stack

POS	Scale Scanner	Payment Terminal	Payment Gateway	Inventory and Pricing	Display
Surveillance and Camera	Loss Prevention	CRM	Wholesaler ERP	DSD	Digital Signage
Refrigeration	Merchandising	Analytics & BI	HR	IT Security	Network & Services
Accounting	Fuel	Self Checkout	Electronic Shelves		

The Challenge - Customer Facing Tech Stack

Marketing	Loyalty	Digital Coupons	Fuel	WiFi
email/SMS	Social Media	Mobile App	Delivery	Payment Terminal
Customer Feedback	eCommerce	Digital Signage	Self Checkout	Electronic Shelves

Regulatory Challenges in Retail



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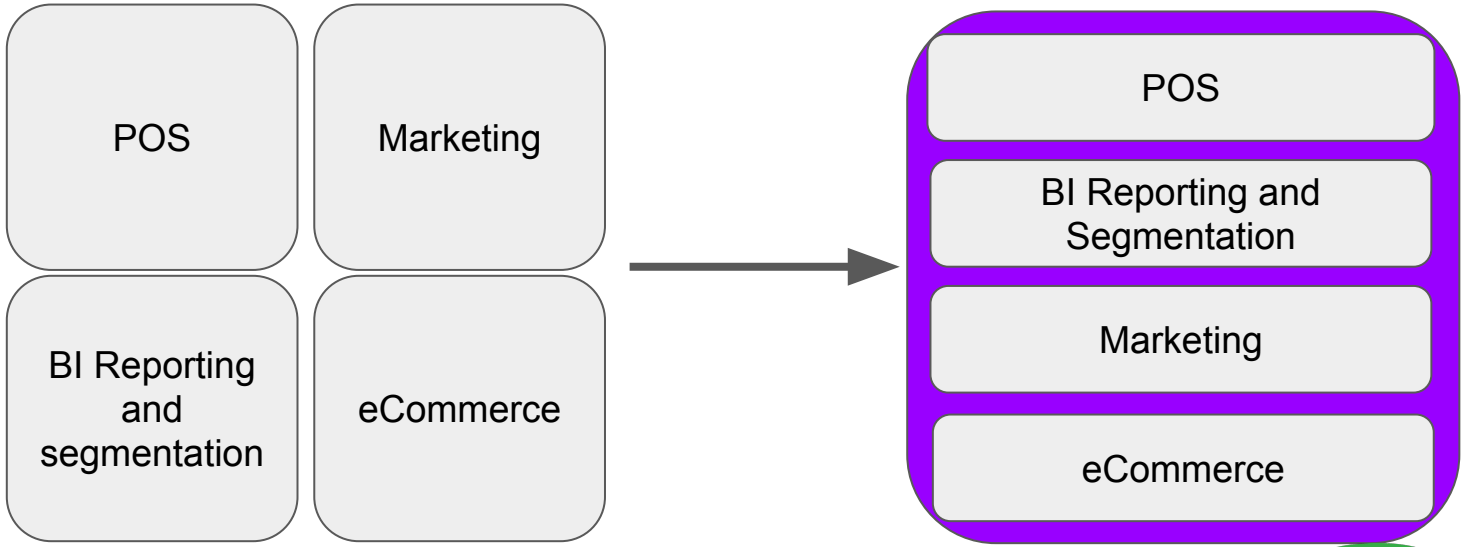
The Era of Shopper Centric Retail

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.



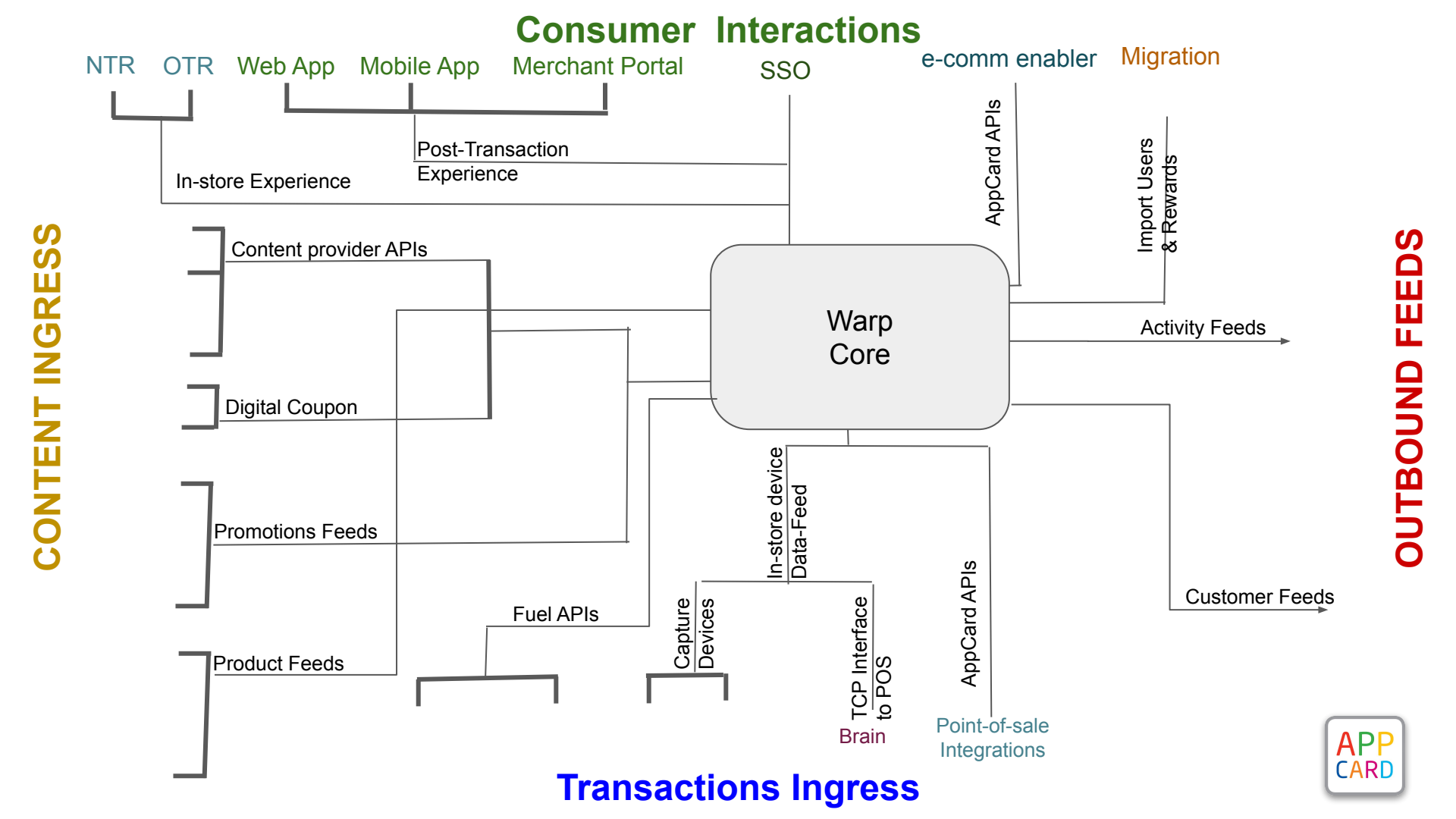
It’s all about
Experience and Expectations

PERSONALIZED MARKETING

SHOPPER ANALYTICS

DIGITAL COUPONS

PLATFORM


Consumer Interactions
NTR
OTR
Web App
Mobile App
Merchant Portal
SSO
e-comm enabler
Migration
In-store Experience
Post-Transaction Experience
AppCard APIs
Import Users & Rewards
CONTENT INGRESS
Content provider APIs
Digital Coupon
Promotions Feeds
Product Feeds
Fuel APIs
Warp Core
Activity Feeds
Customer Feeds
OUTBOUND FEEDS
In-store device Data-Feed
Capture Devices
TCP Interface to POS
Brain
AppCard APIs
Point-of-sale Integrations
Transactions Ingress
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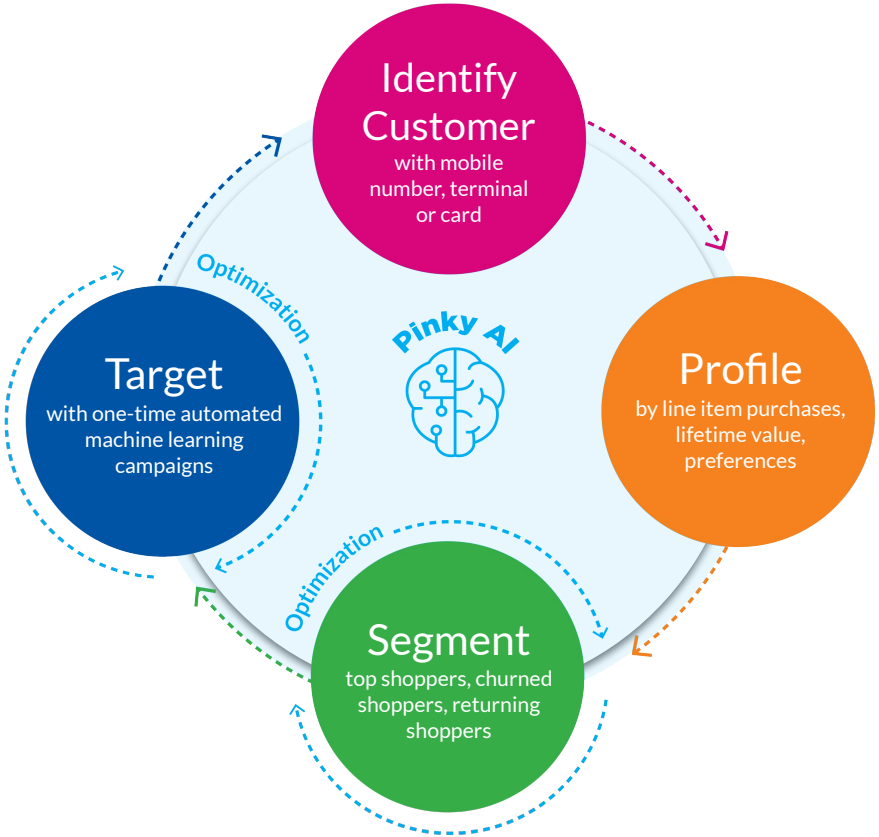

Pinky is a nickname for an AI system composed of artificial neural networks and other machine learning approaches which are orchestrated and optimized via reinforced learning.

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

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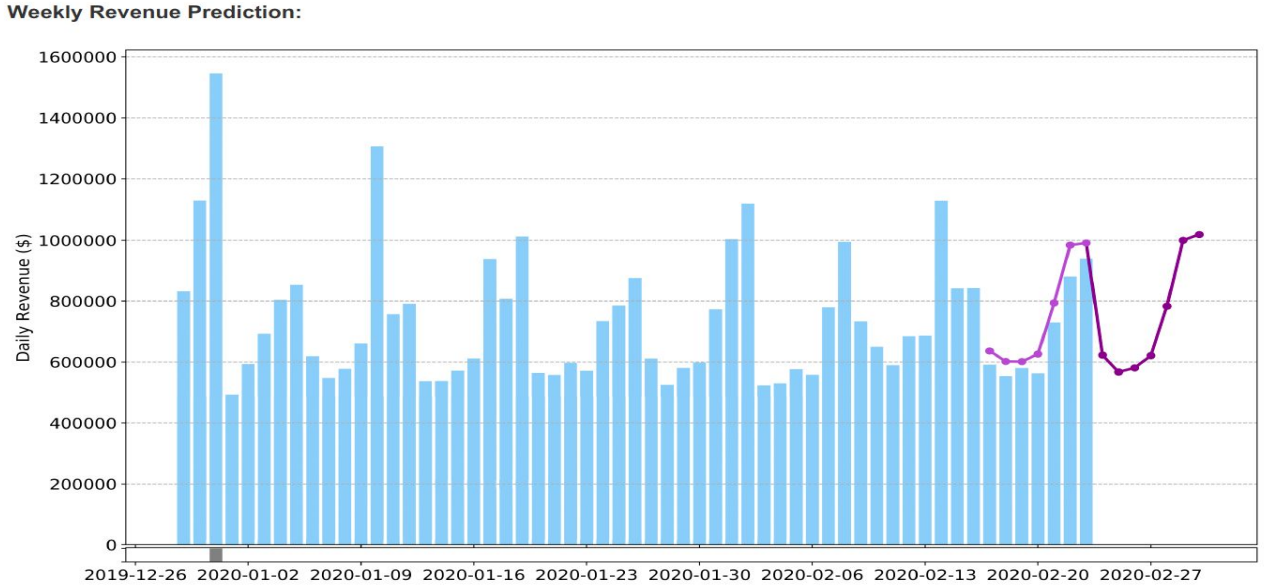
Pinky Prediction



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 stuck
- 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

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Thank you

eran @appcard.com

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Meeting Dial-in

Join Zoom Meeting
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One tap mobile
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+16465588656,,132889142# US (New York)
Dial by your location
+1 669 900 6833 US (San Jose)
+1 646 558 8656 US (New York)
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 (
https://www.google.com/url?q=https%3A%2F%2Fzoom.us%2Fu%2FabscayLpz&sa=D&ust=1552503732499000&usg=AFQjCNEMKuQdf-1HfMXI0DBcdyd-YrXj7g)

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