



Making retail advertising smarter with TeamViewer

For retailers, the excitement of the Internet of Things (IoT) stems from connections that add value to each retail interaction. Discover how making the right connections with IoT boosts the ROI of smart advertising.

Connected sensors. Unattended devices. Custom form factors. There's a lot of excitement about the Internet of Things (IoT). Spending on IoT technologies has passed \$730bn in the past year — and that's growing at over 15%.

When it comes to retail advertising — and the smart advertising making waves across the sector — the real story isn't about the things. It's about how those things are connected

and the information, insights, and interactions that are made available as a result.

That HD widescreen you see when shopping each Saturday, giving you information about bargains in the next aisle, isn't a broadcast TV. It's part of an IoT network.

It can connect to all the retailer's information sources, including a distant database, store inventory figures, even the amounts ringing up at the cashier station in real-time — it can show the

information most likely to deliver sales and profits based on current conditions.

Since opportunities in retail spike massively at certain times and days of the week, the ability to optimize them is a powerful marketing tool. That's smart advertising. Delivering the advertising and marketing material that gives consumers most value, right here, right now.



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REAL-TIME DATA CAN TRANSLATE TO **REAL-TIME SUCCESS**

Billions of connected devices mean billions of data points – data that can be analyzed, understood, and leveraged. From a single location to a global retail network, the information is there to boost footfall and conversion rates – if the retailer knows how to make use of it.

That means a screen in a store isn't just a place for pretty branded pictures; it's an information exchange between the retailer and customer. IoT technology offers a personalized one-to-one communications channel that speaks to an individual consumer's hopes and dreams. It enables a two-way conversation between brand and buyer.

As IoT can turn every device across your organization into a data-gathering tool, the potential explodes.

A few possibilities that IoT technology can offer the retail industry include:



Unattended scanners telling each store what needs discounting to clear.



Unattended sensors in the warehouse telling each store what needs discounting to clear.



Barcode scanners reducing problematic time-on-shelf by intensifying signage campaigning.



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IOT ENCOURAGES CROSS-COMPATIBILITY BETWEEN **MULTIPLE** **DEVICES**



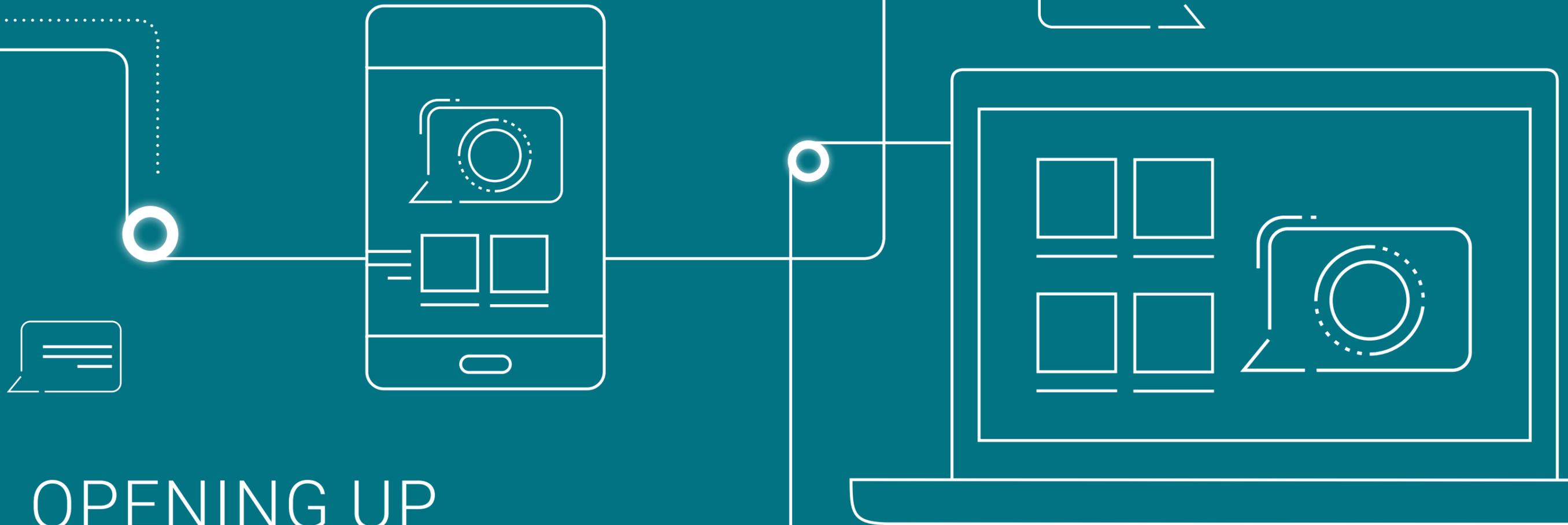
The retail sector

— where the visions of the corporate suite may not always sync with the reality of franchised life on Main Street — is particularly vulnerable to silos.



Interoperability is a traditional problem that tends to rear its head when a business grows, adds new systems, discards others, and keeps some old-but-vital ones in play.

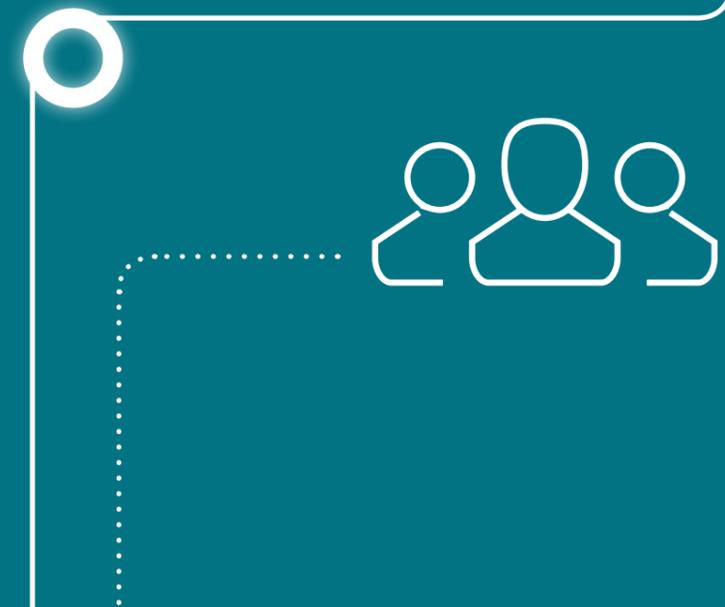
Within most organizations, the information tends to be a set of silos, consisting of different databases and disparate data sources. Many IT departments have a hard time making devices and databases talk to each other.



OPENING UP SMART ADS WITH REMOTE ACCESS

Many retail solution providers are discovering remote access is the answer to cross-compatibility issues.

Exemplified by best-in-class solutions like TeamViewer, remote access solves the compatibility problem by sidestepping it. Data isn't converted or downloaded between devices, but made visible and usable while remaining at the source.



IOT IS ABOUT SOFTWARE CONNECTING TO HARDWARE

The core of smart retail advertising today is its focus on the software. Devices are as flexible as the retailer's needs.

When a single application can connect and integrate data sources from different places, it means retailers can react fast to consumer trends and actions — resulting in a smoother customer experience.

Use cases include:



Wayfinding in shopping malls.



Touchscreen access to the store inventory.



Advertising campaigns that make use of big data insights to target shoppers in a particular aisle.

The day of a global launch, retailers can be showing market-optimized video and messaging, administered remotely from HQ. It's great for the customer — and greater still for the coherency of your brand image.

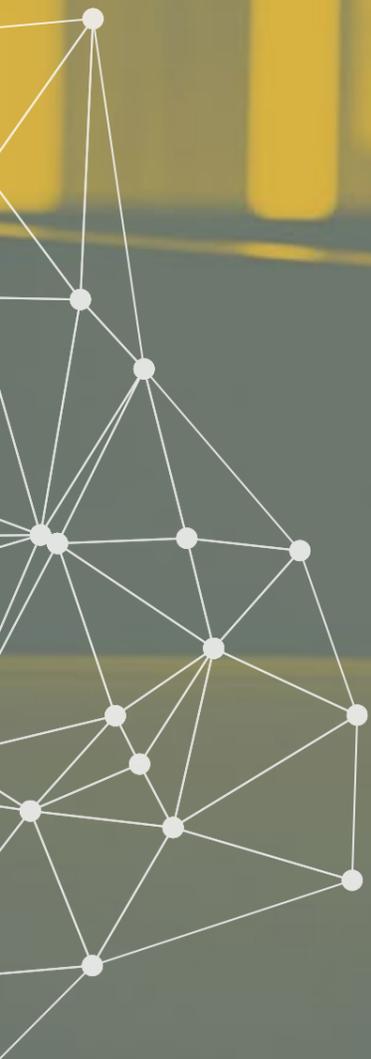
Retailers can gather real-time data on displays, ensure they're working properly, and they can monitor activity

around displays through motion, light, and heat sensors to understand traffic flow and reach around smart displays.



By remoting in

their intelligent devices, a retailer can change the campaign or application on any connected screen.



REMOTE ACCESS SOLUTIONS IMPROVE THE SECURITY LEVELS OF IOT

Of course, greater connectivity carries an increased security challenge. It doesn't matter if your stock control levels are strategic secrets, or obvious to anyone passing the stockroom door. It's still corporate data, and any connection to it needs to be secure. It's just good business.



Remote access can deliver smart advertising for

switched-on retailers

That's another advantage of remote access with IoT. While many security models identify the user securely, fewer apply the same model to the device.

Market leaders in remote access treat device and user equally, requiring a secure login (encrypted at 2048-bit key strength) for both. The relationship between device and user must be defined on a whitelist, limiting access not just to the individual, but to the set of machines they use.

That means no password-swapping and no Sneakernet shenanigans. It's a layered security model, ideal for smart retail advertising today.

It keeps consumer-facing outputs on a screen open and visible to the target audience, while the sensitive corporate data driving them stay secure.

Remote access can deliver smart advertising for switched-on retailers – without the risks of compromised security, or the hassle of making different devices work together. Let's take a look at how it works in practice, for retail solutions provider Philips Digital Signage.

CASE STUDY

Digital signage leader Philips uses a proven solution for its smart advertising: remote access experts TeamViewer.

The Dutch electronics giant embeds the application into the display devices themselves, turning each digital display into an intelligent visual communications channel.

With remote access as part of its strategy, large retailers can control what consumers from Berlin to Bangkok see in-store — and control its brand, worldwide, in as much detail as it wants.

It can customize the message on different screens within a single store, leading the customer around the aisles and turning Saturday shelf-browsing into a multimedia sensory experience.

Ad campaigns and consumer information can be linked together in a seamless loop, then changed daily to

cater for hot periods in the retail week. It can even link dozens of screens together into a giant video wall, each screen displaying one part of a much larger picture.

Now that everything is connected, there has been a switch from standard signage solutions to smart solutions. No more local installation —

“It’s now global or cloud-based!”

- Philip Barbutti, Application & Customer Support Engineer, Philips Professional Display Solutions.

For Philips, remote access is how they turned a hi-tech but largely commoditized hardware business – large-size television screens – into an intelligent, responsive, highly controllable service with software as a key competitive differentiator. Philips long ago realized they weren't in the television business; they were in the retail experience business.

That's what remote access is bringing to the IoT. Faster, smarter, more secure ways to deliver information to customers and make the most of every sales opportunity. Philips Digital Signage knows how to put smart advertising to work.



WHY TEAMVIEWER?

Something special happens when you connect hardware with remote access solutions. The hardware becomes smart. Ready to connect to data sources thousands of miles away, so it can use its insights to customize the customer experience of each individual walking past.

IoT helps you discover your audience's needs and desires. It empowers you to connect with each customer at the right moment, gently nudging them

towards action rather than shouting at them. It's less about the hard sell, more about creating the right conditions for them to buy.

TAKEAWAYS



Digital signage today isn't just about hardware, it's about making retail smart with software.



The IoT has practical applications for today's smart retailers.



Retailers used to complain they knew half their advertising wasn't working, but they didn't know which half. With smart advertising, those days are over.



For retailers, the IoT brings together global brand consistency and local tactical campaigning.

MAKE YOUR
ADVERTISING
SMARTER WITH
TEAMVIEWER.

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SOURCES

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<https://www.visioncritical.com/internet-of-things-stats/>

² "Now that everything is connected, there has been a switch from standard signage solutions to smart solutions. No more local installation – it's now global or cloud-based!"

<https://www.teamviewer.com/en/iot-solution/>



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