



Temera today

Smartrac, Lab ID and Temera Join Forces to Enhance IoT
Impact on the High Fashion and Luxury Markets

SMARTRAC

LAB)))ID

temera

Why Temera Smartrac and lab id represent value for you

- WE are the leading **RFID company** worldwide
- WE serve and support customer projects around the globe
- WE are backed by a portfolio of approximately 1000 patents
- WE have a dedicated **systems and solutions group** with a dedicated **RFID software developer**.
- WE are working together to introduce an in-plant printing and encoding system for RFID-tags.
- WE have an infinite amount of knowledge about the RFID equipment (handheld readers, dock-doors, fixed readers)
- WE have very specific knowledge and skills in the fashion and luxury business. WE have offices in Florence, Milan, London, New York, Asia and other locations where fashion and luxury brands operate.
- WE have successfully implemented a large number of fashion and luxury RFID projects.
- **TEMERA** and **SMARTRAC's** software applications take advantage of a cloud-based SMART COSMOS platform - a highly scalable, very versatile and API access-based data consolidation tool for RFID applications. Combining data from various applications in such a scalable repository allows for creating additional value compared to running each application as a stand-alone item, and for providing customers with substantial investment security as more applications and systems can easily be added in the future.



Our assets



1! RFID TEAM

Right from the start **TEMERA 's** mission has been the application of RFID technology in corporate high-fashion processes.

TEMERA is the company that has implemented the greatest number of RFID projects in Italy.

TEMERA 's portfolio consists of more than **25** projects carried out from **2009 to 2014**.



2! DIGITAL TEAM

Web developers, designers, project managers and creators, all with the goal of providing digital products that best promote online brand communication.

In addition to these services, our Focus is on in-store solutions and products backing up sales.

The team consists of **12 professionals** with master degrees in computer science, design and communications.



3! CONSULTING

TEMERA SENIOR MANAGEMENT : **80 years'** experience in fashion and luxury goods, demonstrated by a huge portfolio of success stories.

Specific know-how in business processes in this sector.



4! WORLD

Headquarters
FLORENCE

Office
MILAN

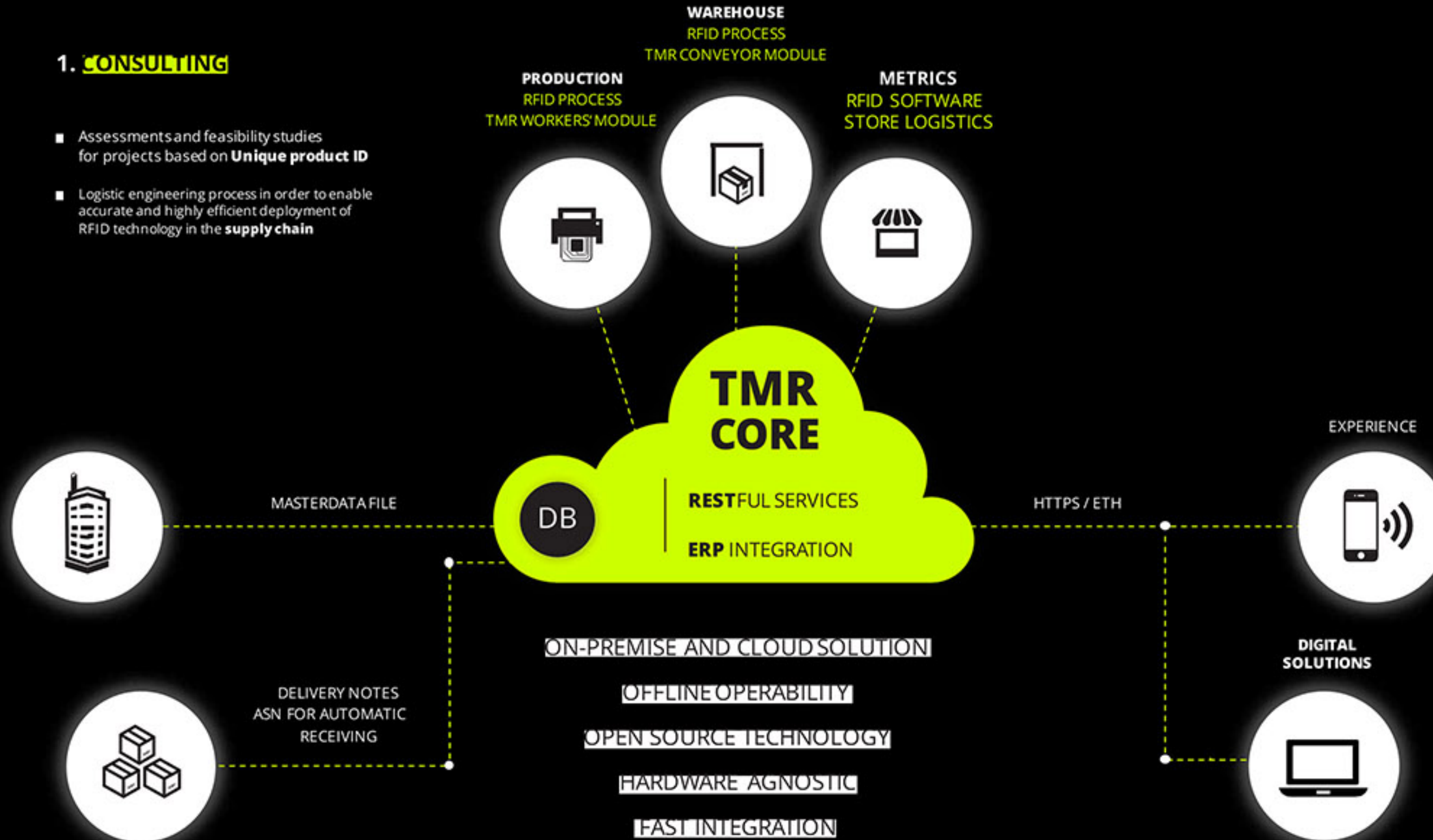
Office
LONDON

Office
NEW YORK

The Middleware

1. CONSULTING

- Assessments and feasibility studies for projects based on **Unique product ID**
- Logistic engineering process in order to enable accurate and highly efficient deployment of RFID technology in the **supply chain**



RFID Solution overview – RFID Application in the fashion industry



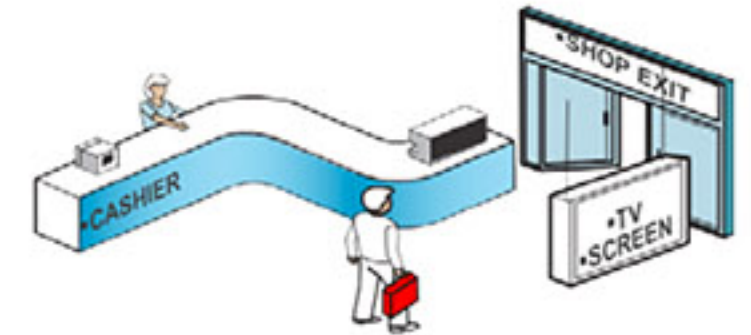
PRODUCTION
Connects the tags with the manufacturing process. Can use commercially available hardware or Temera Pad
Allows for UHF - NFC
Product association



DISTRIBUTION CONTROL
Market protection (black/gray market), retailer sell-out visibility



STORE OPERATION OPTIMIZATION
Greater efficiency and effectiveness in the goods – receiving process, inventory, transfers, cash, Visual Merchandising execution, anti-theft solutions



CUSTOMER EXPERIENCE AND CRM
Customer experience, loyalty and profiling, advertising
Communication, marketing with shoppers inside the store with interaction tracking

LIFECYCLE

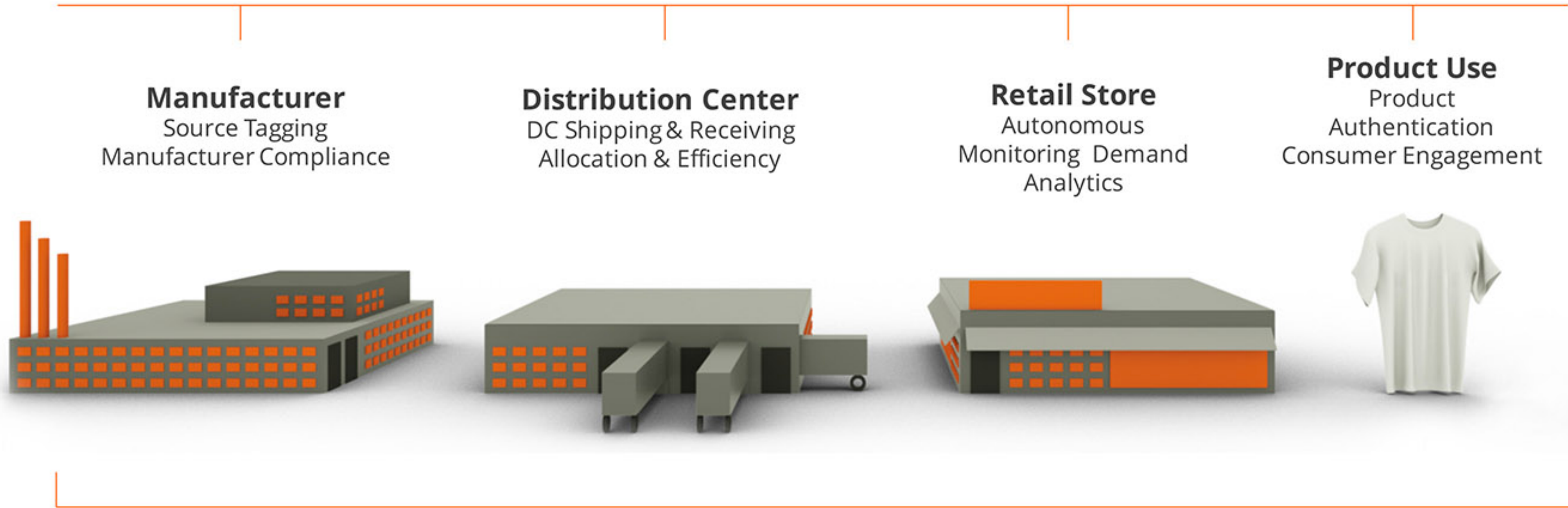
TMR - CORE

METRICS

BLUE BITE

SMARTCOSMOS IOT PLATFORM

From Source to Sale



TMR LIFECYCLE 
powered by SMARTCOSMOS

TMR 
powered by SMARTCOSMOS

METRICS 
powered by SMARTCOSMOS

EXPERIENCES 
powered by SMARTCOSMOS



Retail Business Transformation



Know what they want
Predictive Customer Analytics



Know what you have
Inventory Visibility



Show what you have
Web-Ready Products



Deliver what they want
Fulfillment Strategy



Summary - Key Benefits

- METRICS&TMR allows for increasing inventory accuracy
- Reduced markdowns and improved inventory allocation
- Replenishment alerts to guarantee in-store availability
- Reduction of losses from overstocked, out-of-stock, or misplaced items and shrinkage
- Store associates can make real-time decisions for driving the business
- Store associates have more time for superior customer service
- Seeing what customers try on and ensuring that it is available for conversion



Target Solution

METRICS&TMR - Functions and Features

Inventory transparency and accuracy - know exactly what inventory is in the boutique with just on 100% accuracy and where it is located (i.e. front of the boutique/selling room versus back stock, shelf versus display, shelf 1 or shelf 2)

Inbound, outbound goods transparency and accuracy – know exactly what items come into the boutique and which ones leave the boutique

Transparency of **store readiness** - availability of items in the boutique

Replenishment and reorder accuracy - get replenishment alerts

Item consideration - understand what items are touched, looked at, tried on, and sold in the boutique

Misplaced item reduction - maintain inventory in the appropriate location according to the planned boutique layout

Reduction of shrinkage and loss prevention – permanent checking of the inventory and movement

Store layout optimization - and product placement by knowing in which place shelf shoppers consider merchandise

Maximize customer service and time for customer service - reduction of manual cycle counting and streamlining of replenishment tasks



„METRICS shows the two shirts in the right back-hand corner“

“METRICS automatically tells me when a size is out of stock so I can get more from the back stock“

“METRICS indicates that this shoe is often tried on, but rarely purchased – I need to investigate“

This is not just a shirt, it's the connection.



The consumer connection cycle

Discover
Browse
Consider
Purchase
Use & Share
Repurchase

The commercial connection cycle

Know what they want
Know what you have
Show what you have
Deliver what they want

The IoT connection cycle

Embed
Enable
Utilize
Prove
Control



Accelerating ROI to Condense Payback

Deliver In-Cycle Actions

- Know and understand what they want
- Know what you have
- Show what you have
- Deliver what they want

Respond More Quickly to the Demand

Innovations in fast-fashion allocation analytics



Accelerating ROI to Condense Payback

Typical ROI:

Higher than 7% sales lift + 2% margin increase

Less than 30 days required for production implementation

Simplify



Accelerate



Know and Understand What they Want

Merchandise Engagement

- eCommerce level analytics for brick & mortar
- Consideration vs. Conversion
- Markdown efficiency
- Promotional efficiency
- Price elasticity

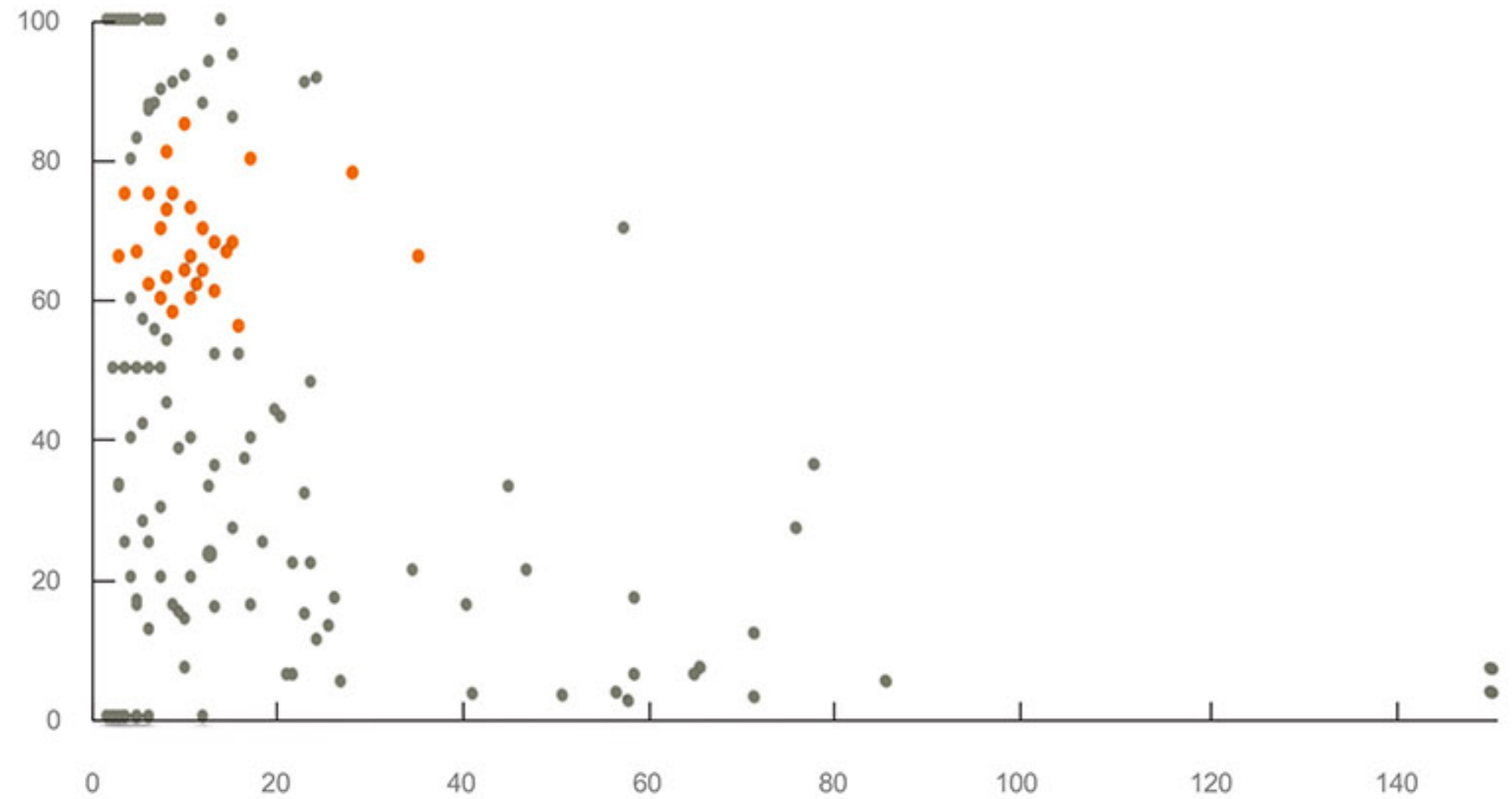


Know and Understand What they Want

Merchandise Engagement

- eCommerce level analytics for brick & mortar
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- Price elasticity

Example: Low Consideration High Conversion Action: Potential Planogram/Placement Change



Know and Understand What they Want

- Continuous, autonomous provision of inventory
- KPIs Improved item-level accuracy from ~ 70% to
- 95% + Monitoring of critical availability actions:
 - Receipt of stock
 - Replenishment efficiency



0:12 Avg. Time to Replenishment
1:21 Avg. Time Receipt of Stock
0:41 Avg. Time to Ship out
91% Sales Floor Readiness
94% Full Size Run
3% Mismatched Items



Deliver What They Want

- 7% increased allocation efficiency.
- Instant Omni-channel enablement.
- Digital product enablement enhances product
- lifetime value - extending beyond the sale.



Our Fashion Analytics - What's New Here?

Customer
Consideration



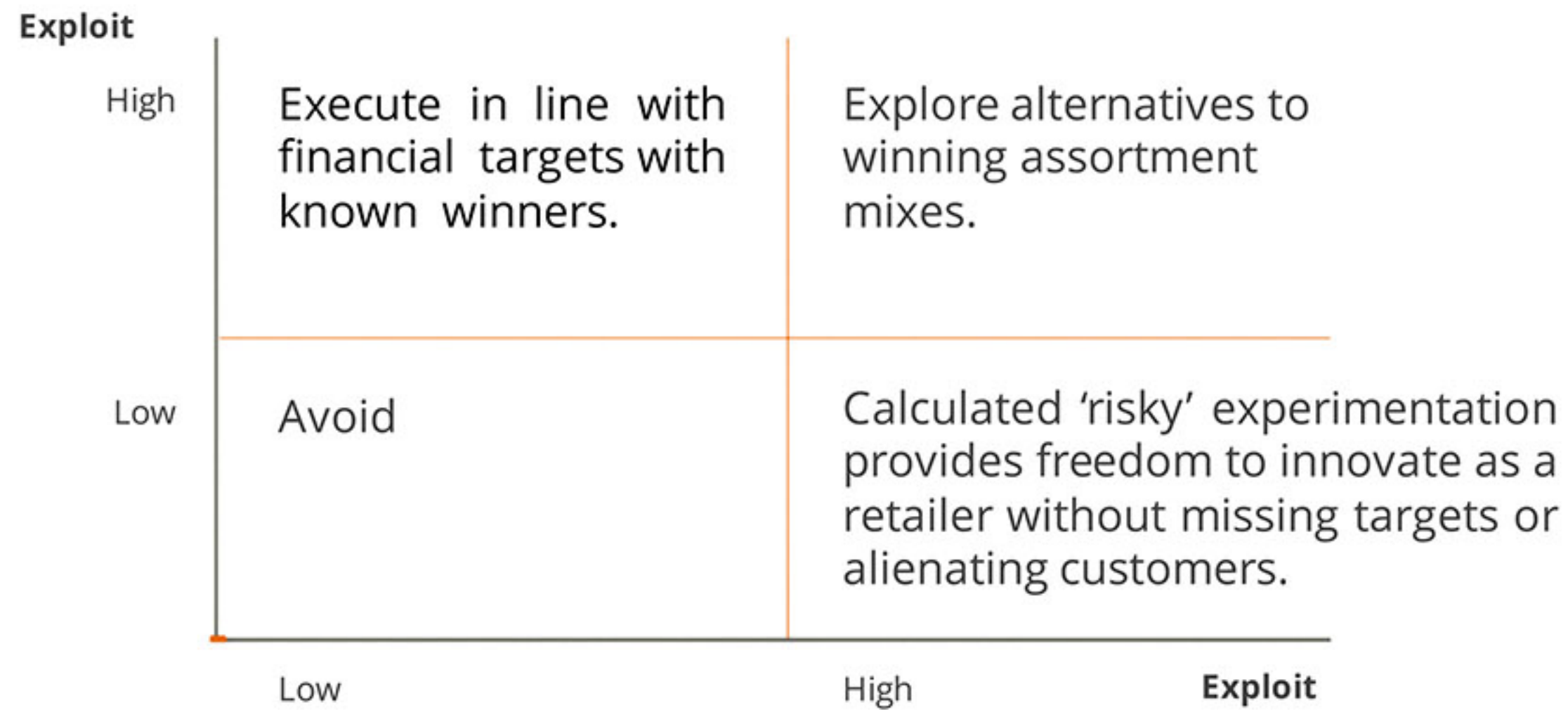
Reduced
Uncertainty



Proven
Merchandising Models



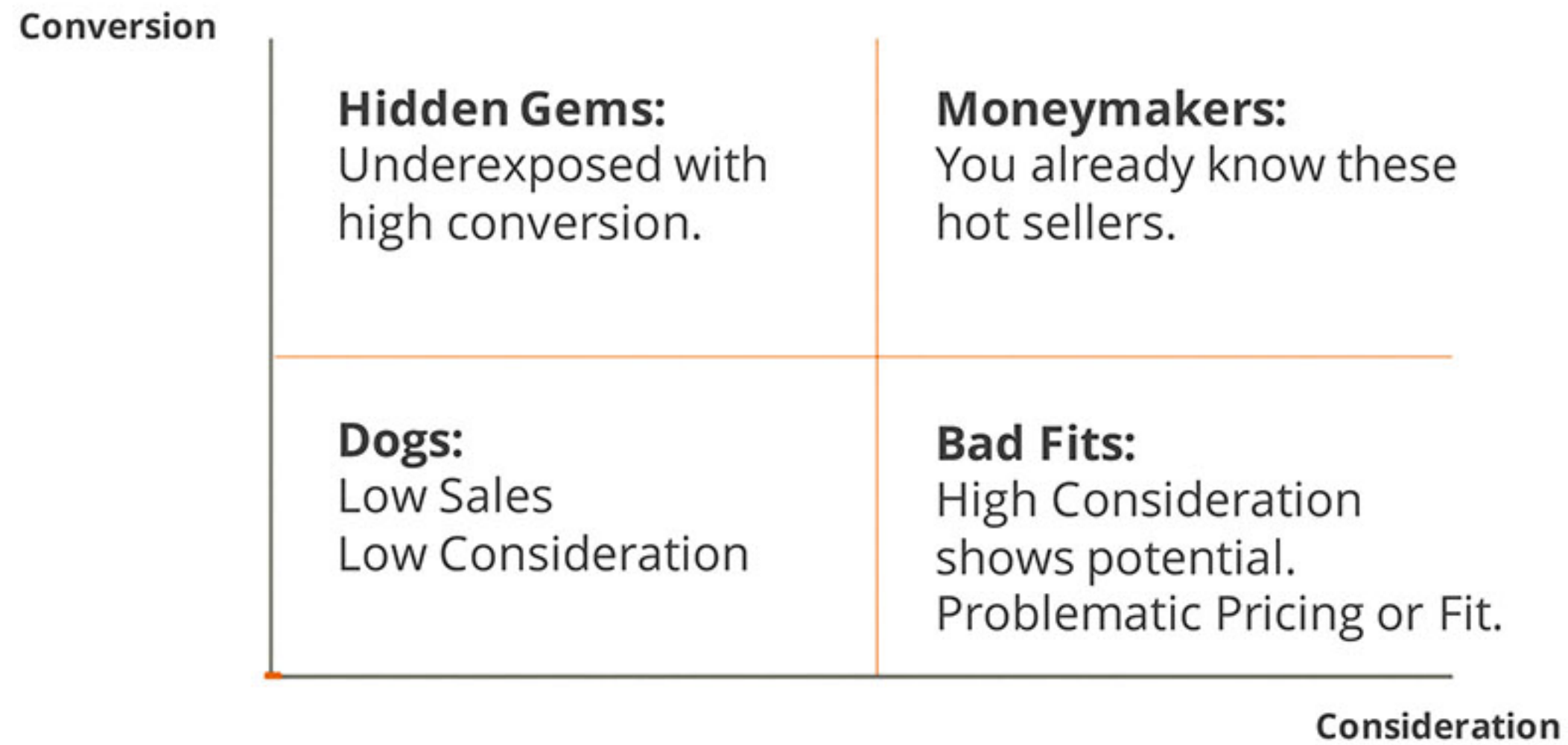
Decision Support Framework



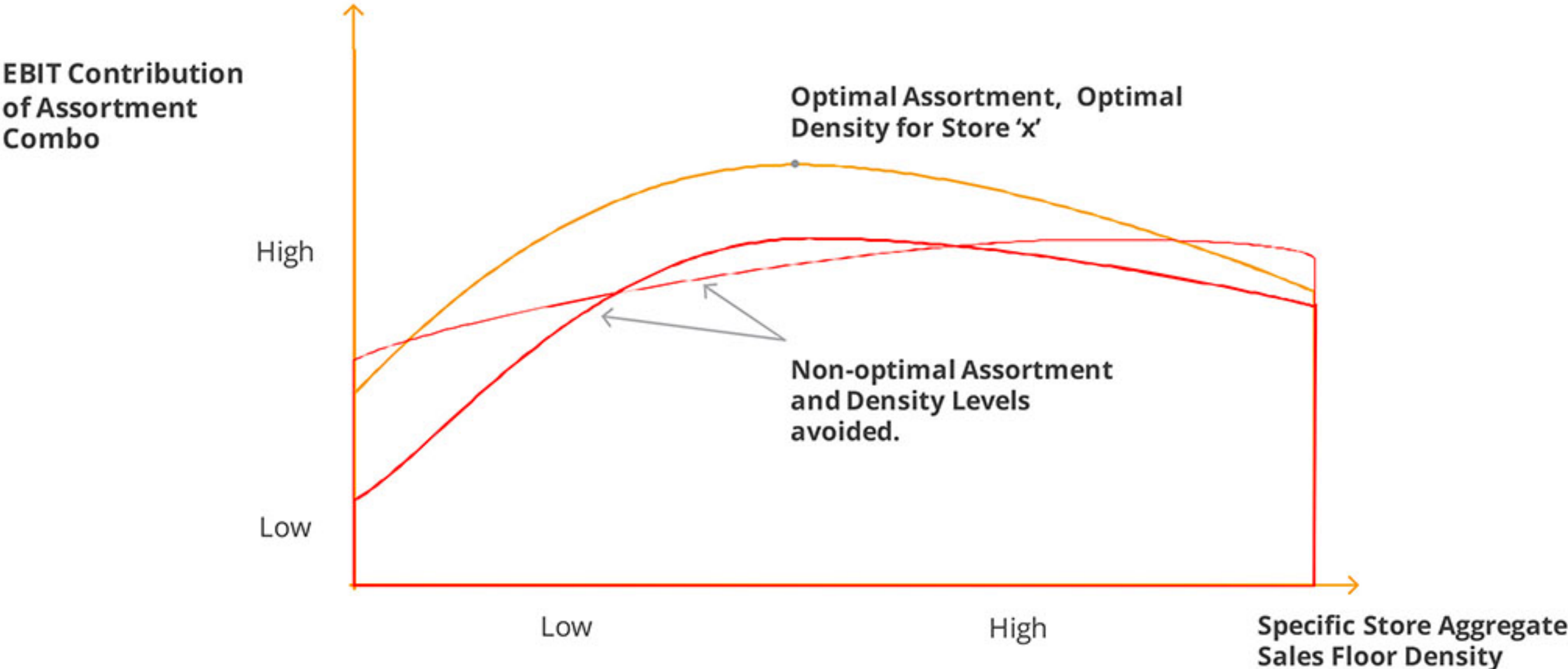
Balance of Allocation versus Demand



Understand Demand Elasticity by Style



Optimize Assortment Mix for Local Demand



Result: Clear Actions with Risk Thresholds

Action: increase allocation for these styles by 25%
(shift from other styles in category)
Upside= 0.5% GP Risk= 0.05% **Good Bet.**

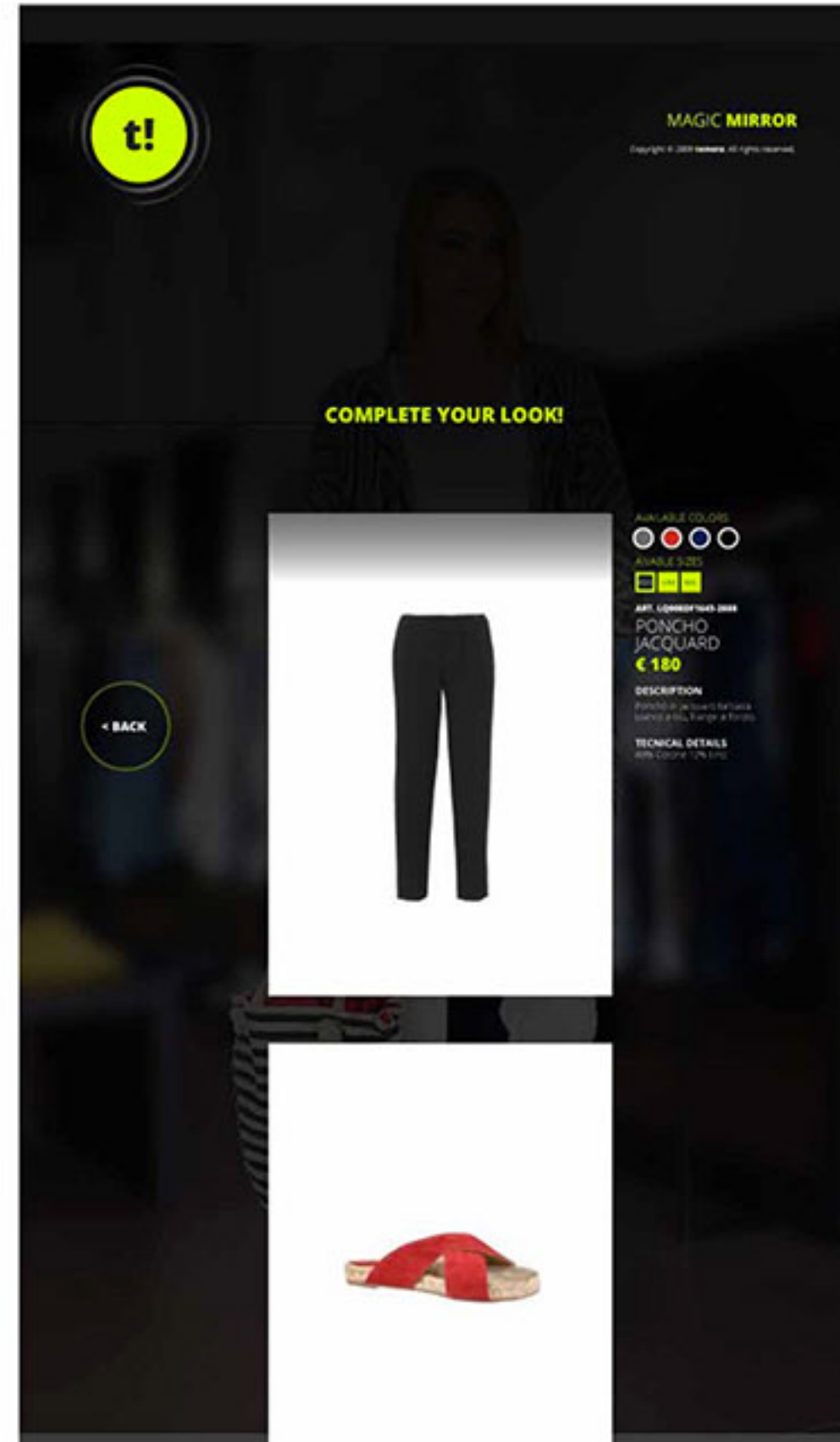


Engagement Steps

- Analysis of existing data: transactional, inventory, and sensor data (people trackers, etc. if available)
- Development of an operating profit target
- 10 - Store Pilot
- Rollout
- Program Management and Control



Temera Magic Mirror



Magic Mirror client side

The Magic Mirror is one of those elements that makes interactivity between the customer and the Phygital world of the brand possible in the store.

- Through the Magic Mirror, on one hand the Brand: suggests the outfit which has value for the Brand
- Recommends fashion combinations for the customer for all the various occasions
- Makes the stock available in the store and in those nearby, in order to be able to have sizes and colors available even when not present
- With the "call assistant" function it is possible to receive assistance without leaving the fitting room
- Allows for sharing photos of the products through the social networks

For the sales points they become a technological décor item and an element distinguishing them from their competitors.



Digital Warranty

Enabling Hardware



The Process

CUSTOMER



Purchase

NFC
WARRANTY Badge

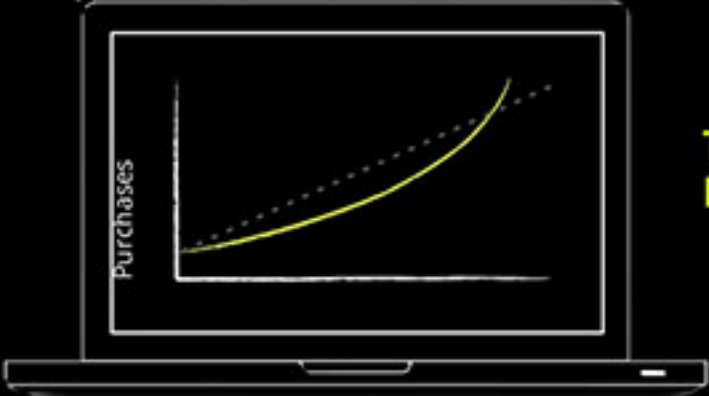


WHOLESALER



LIVE
TRACKING OF
YOUR BUSINESS

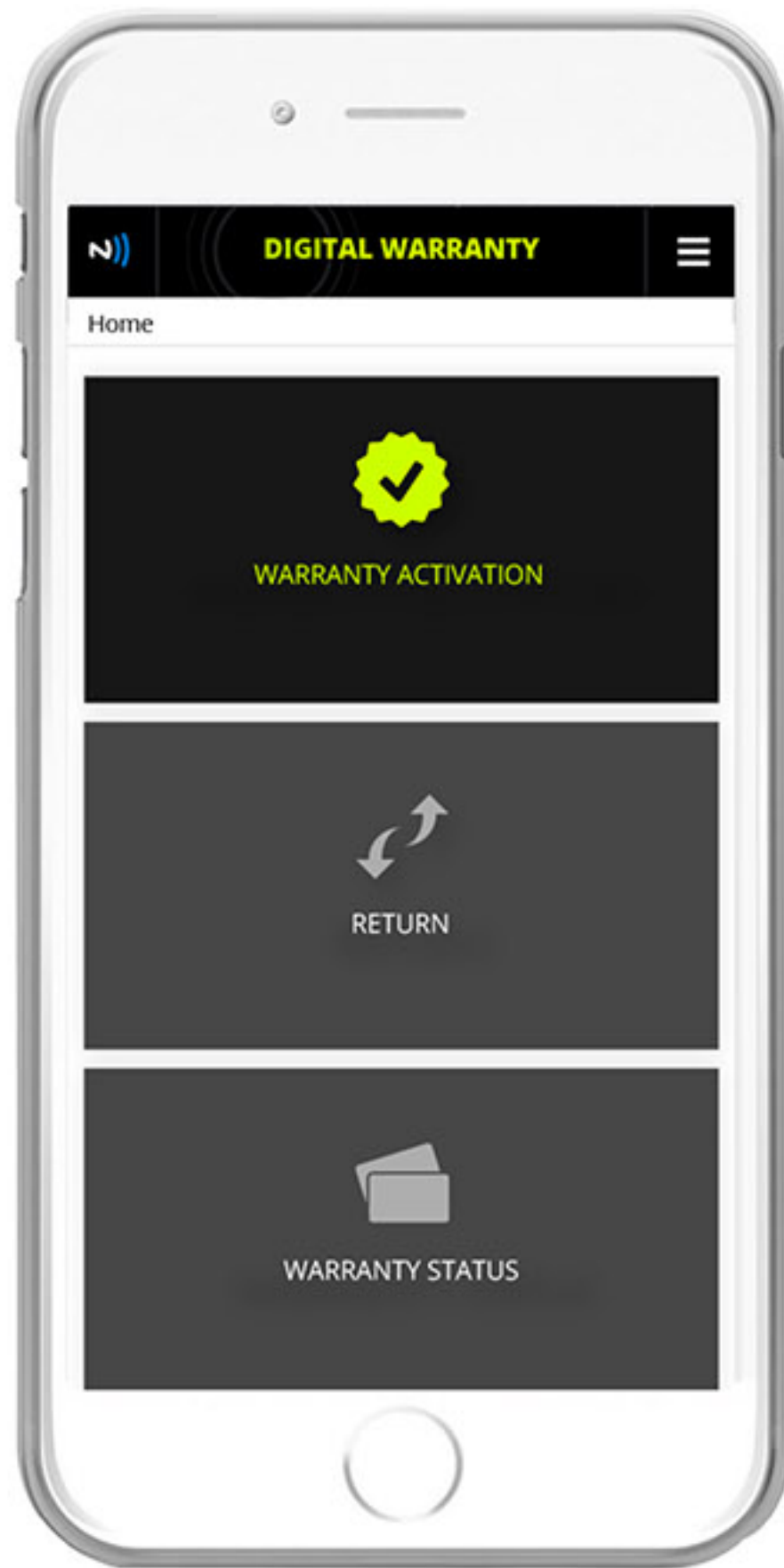
THE BRAND SUPERVISOR



THE REAL-TIME
BIG DATA

BRAND RESULTS





The digital warranty customer side

An innovative system that establishes a dialogue between the Brand and the Customer using a modern version of an "ancient" tool.



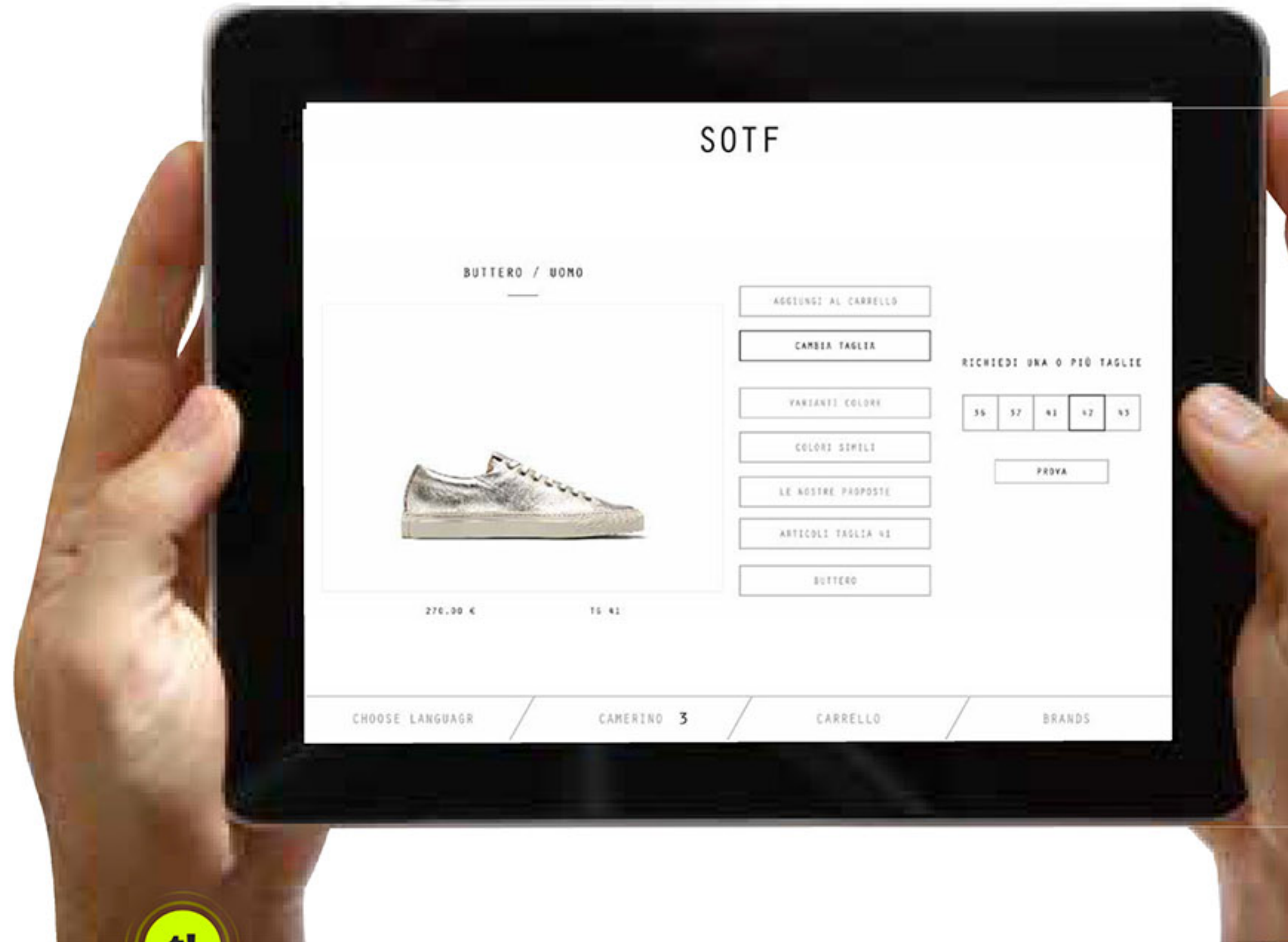
Fitting Room

SOTF RFID Fitting Room

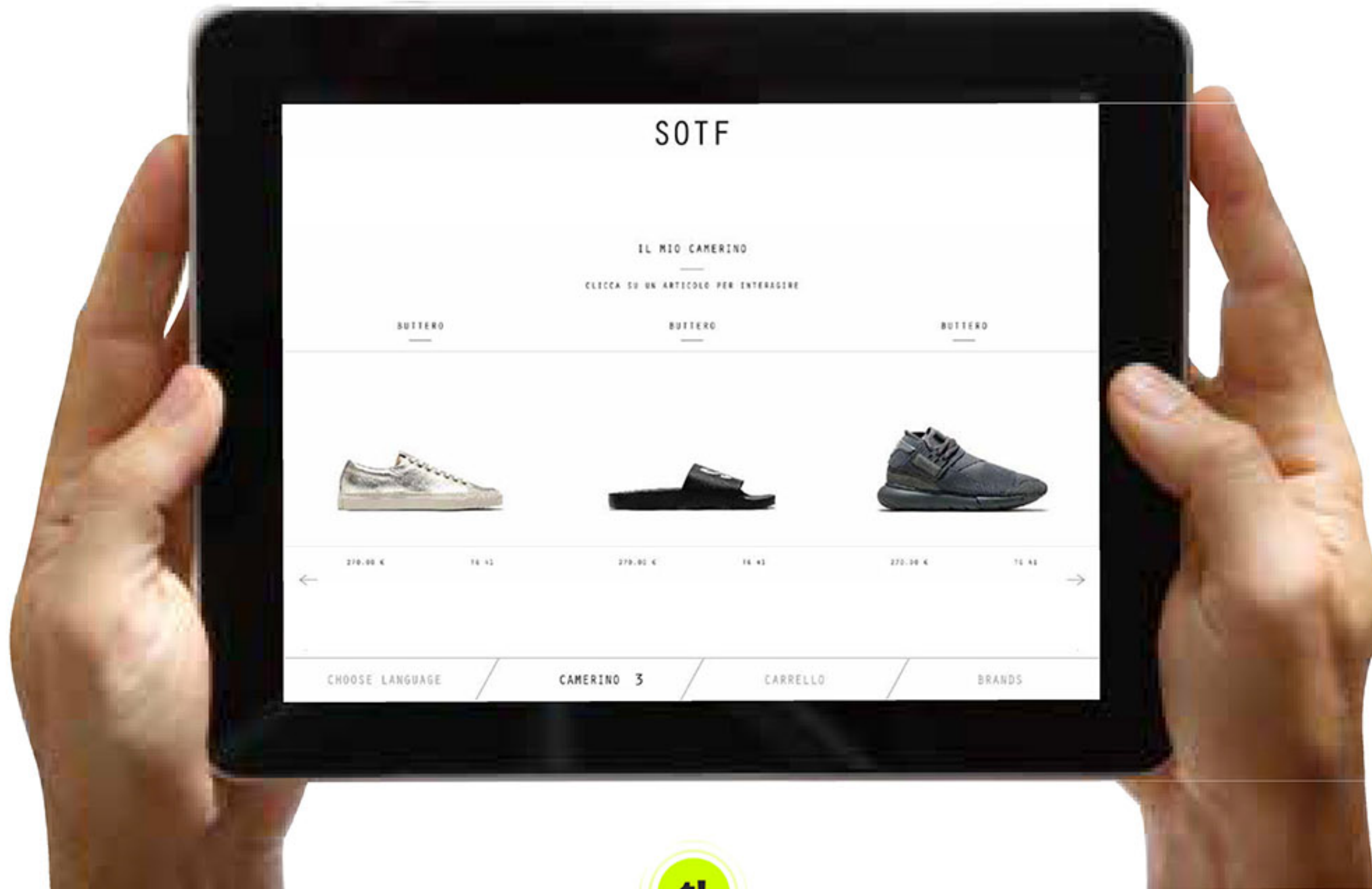
SOTF recently opened its doors in the historic city of Florence, Italy.

Stocked with familiar names like Adidas Originals and Y-3, as well as upscale sneaker labels including Buscemi, Common Projects, and accessories of the likes of Thom Browne and DITA, the interactive boutique is stocked with iPads that allow customers to shop, check size availability, and even check out without the help of a sales assistant.

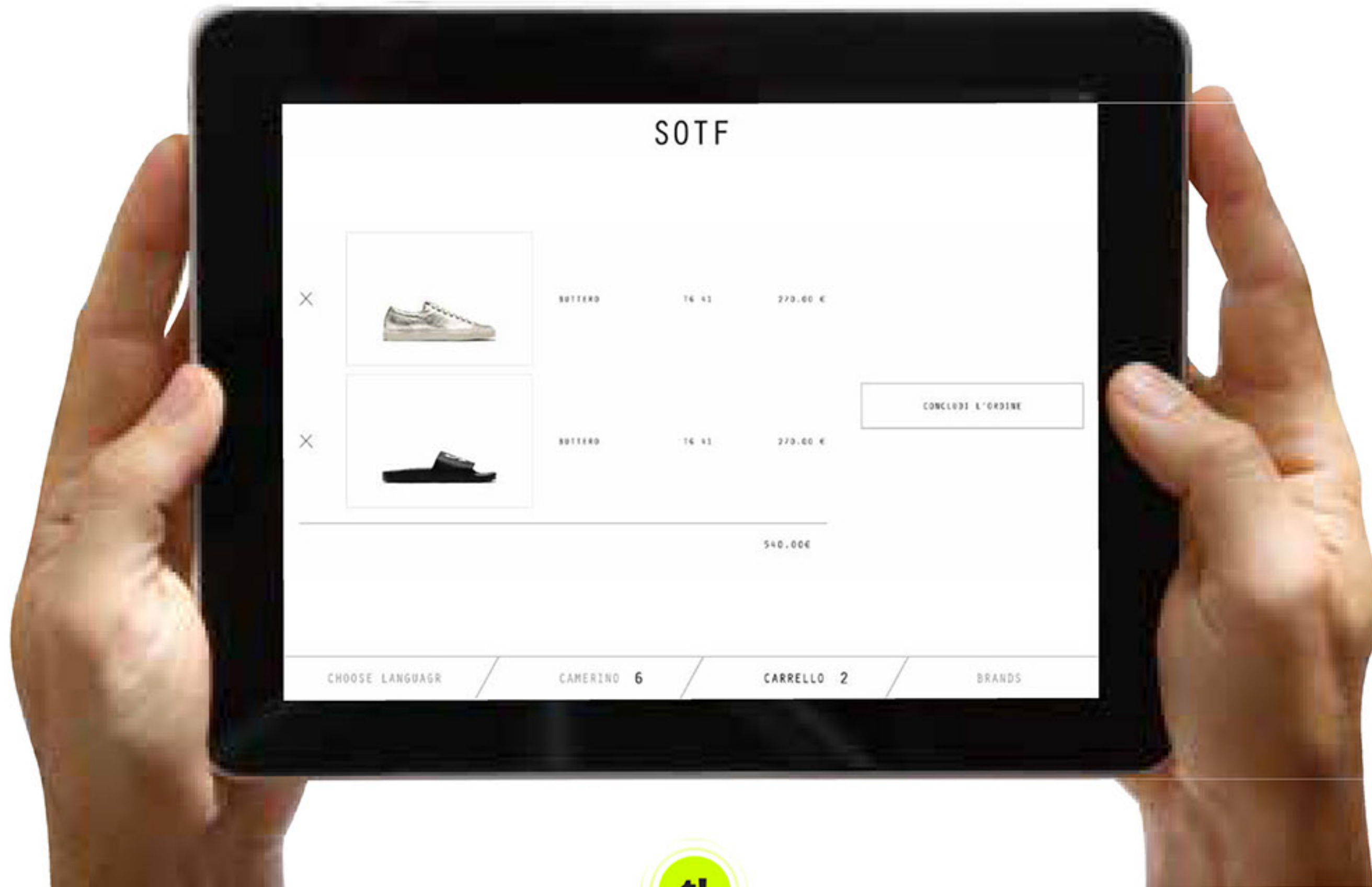
Decorated with a host of costly materials such as gold and Calacatta marble, SOTF also plans to introduce a private-label apparel collection in the next few weeks.



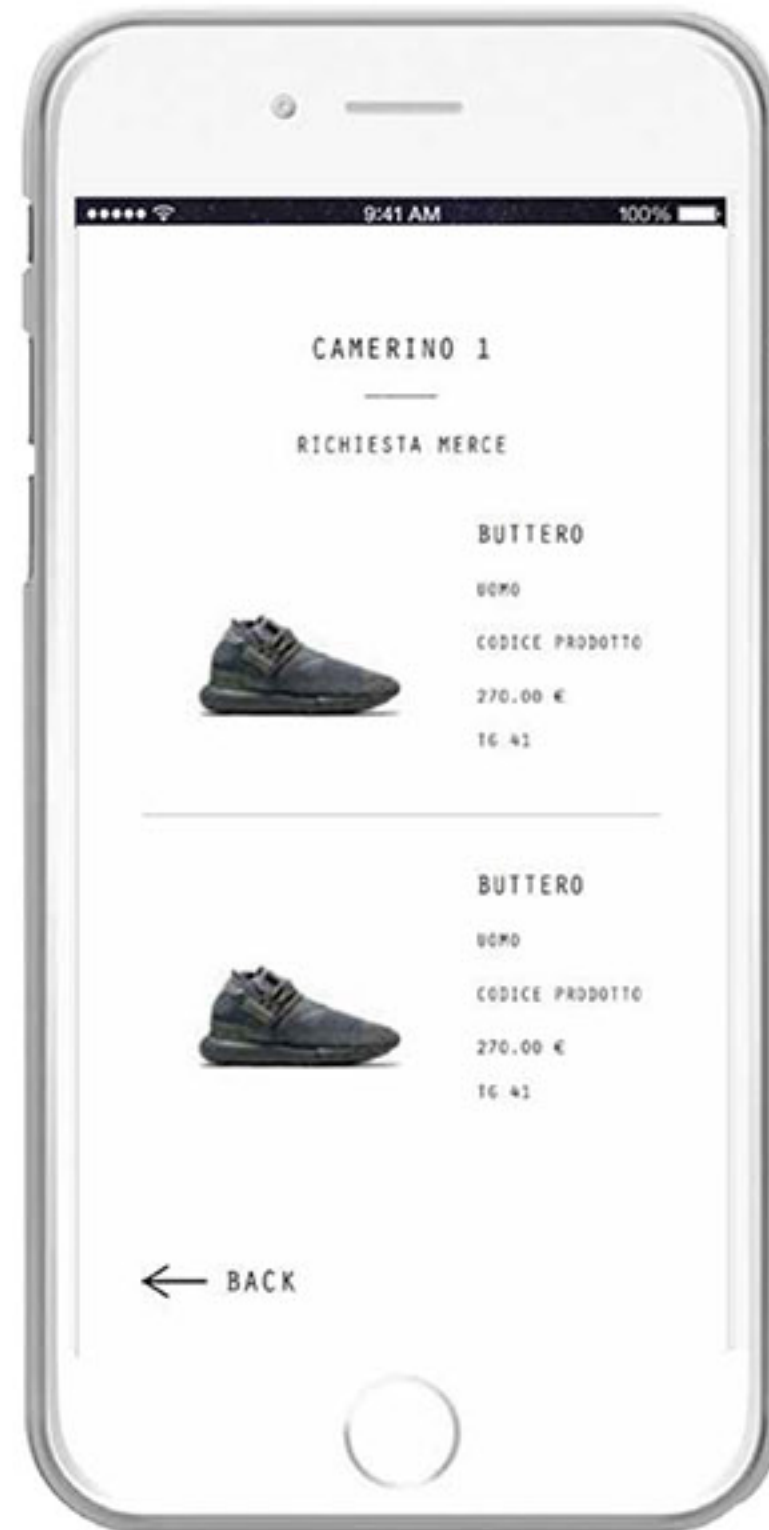
SOTF RFID Fitting Room



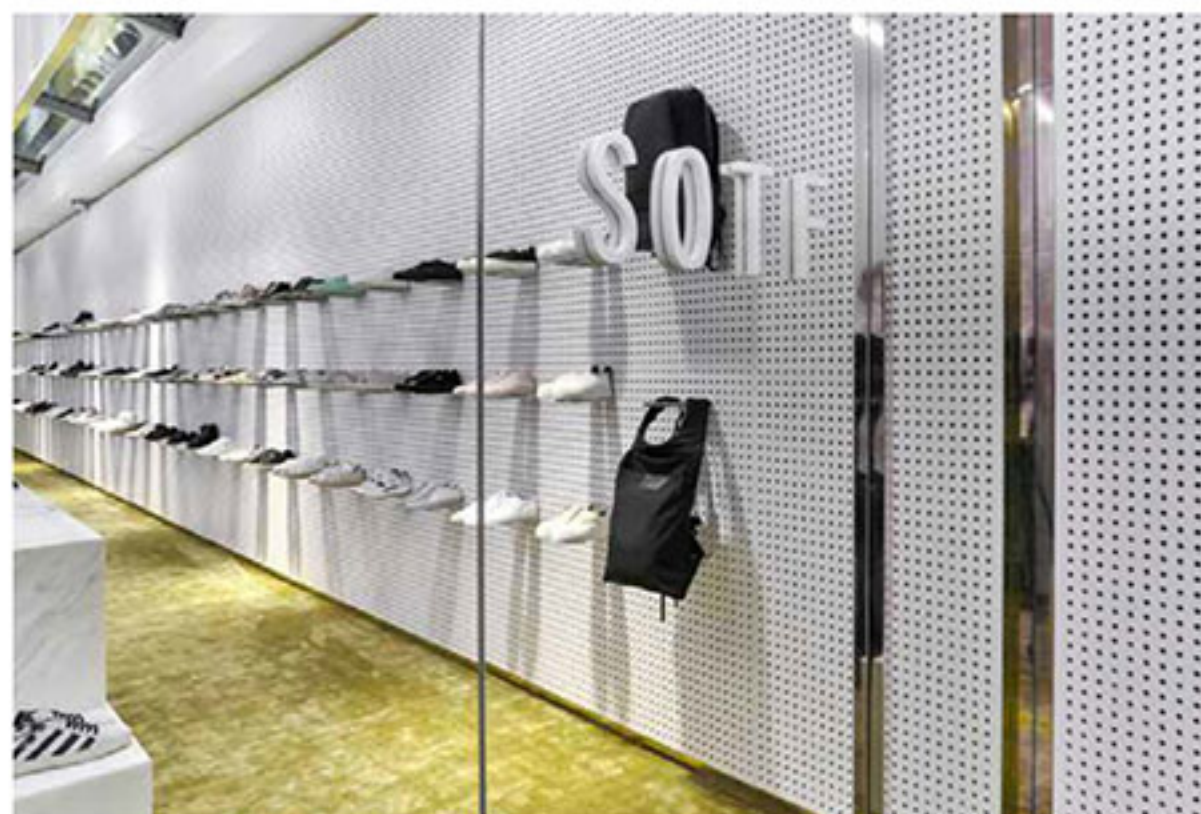
SOTF RFID Fitting Room



SOTF RFID Fitting Room



SOTF store



Customer engagement and authenticity

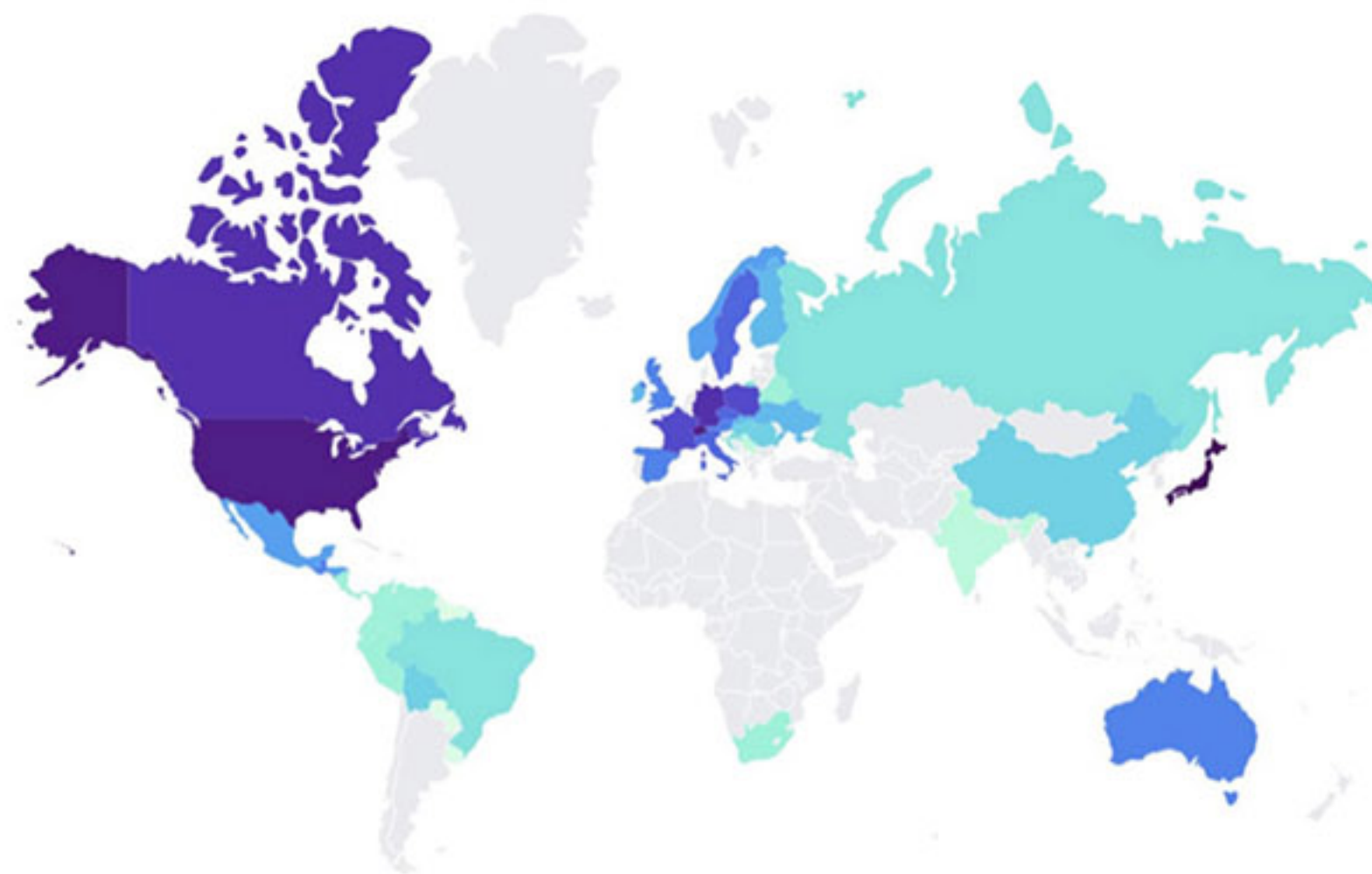
Product Activity

Interactions by Product

LUDIMAR SS TEE	12,642
VOLTA ENGINEERED PRINT LS CREW	11,853
VOLTA BALACLAVA	10,180
TURING WOVEN PANT	9,204
JOULE ENGINEERED PRINT LS	8,482
AURORA ENGINEERED PRINT LS	7,103
NAPIER TECH KNIT SHORT	6,028
LINUS MEGA SWEAT PANT	5,026
KANDEL MEGA FULL ZIP HOODIE	4,301
HERITAGE MEGA DYNE STANDARD CREW	2,872
LINUS MEGA SWEAT PANT	2,474
HERITAGE MEGA DYNE STANDARD CREW	985

Map

Interactions by Location

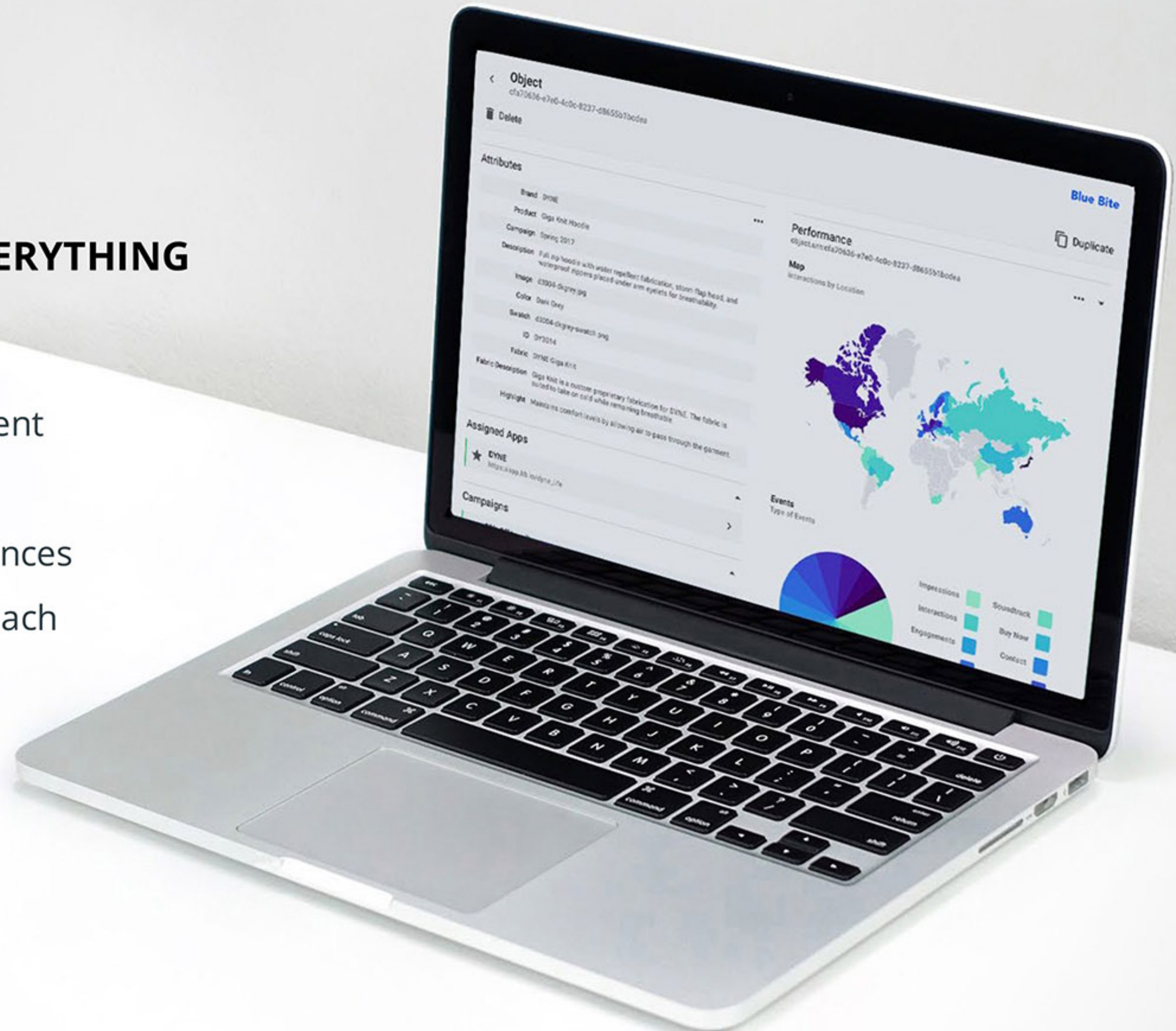



Interactions

Interactions August 1 - December 31 2016

ONE PLATFORM FOR EVERYTHING

- Manage Objects & Places
- Dynamic Content Assignment
- Real-time Measurement
- Customized Digital Experiences
- Technology Agnostic approach



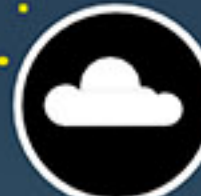
experiences 



location



time





weather

New York City


10:30 am

汉语 | English | Français | 日本語

DYNE


You've Tapped: Roemer Paneled Long Sleeve  




Current Weather: Heavy snow fall - Low wind


13 °F 

13° 12° 12° 11° 11°
3:30 4:30 5:30 6:30 7:30

Check Your Closet:

Tera Heritage Crewneck 

-  WIND AND WATERPROOF
-  WATER AND MUD REPELLENT
-  ABRASION AND TEAR RESISTANT



Linus Mega Sweat Pants 

Hong Kong


11:30 pm

汉语 | English | Français | 日本語

DYNE


您已经点击: Roemter 拼接长袖  



现在的天气: 多云


20 °C 

20° 19° 19° 18° 17°
3:30 4:30 5:30 6:30 7:30

检查您的衣橱

Dalton 短袖 

-  防风防水
-  耐脏防污耐穿
-  防风防水

Napier 挡风针织短裤 

Pain Points

- Intricate product information requires thorough explanations and understanding
- Small sales force or no direct sales reps in retailers
- Selling globally requires multiple language translations





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