

RFID
JOURNAL
LIVE!

20
YRS
2003 - 2022

MAY 17 - 19, 2022

MANDALAY BAY | LAS VEGAS, NV

RFID JOURNAL LIVE!

SMART STORE USES RFID TO MONITOR INVENTORY, SALES AND SECURITY



AITOR ÁLVAREZ

CTO, GHOP

FASHION IN THE 70'S





FASHION TODAY



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CARS IN THE 70'S



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CARS TODAY



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MOBILES IN THE 70'S



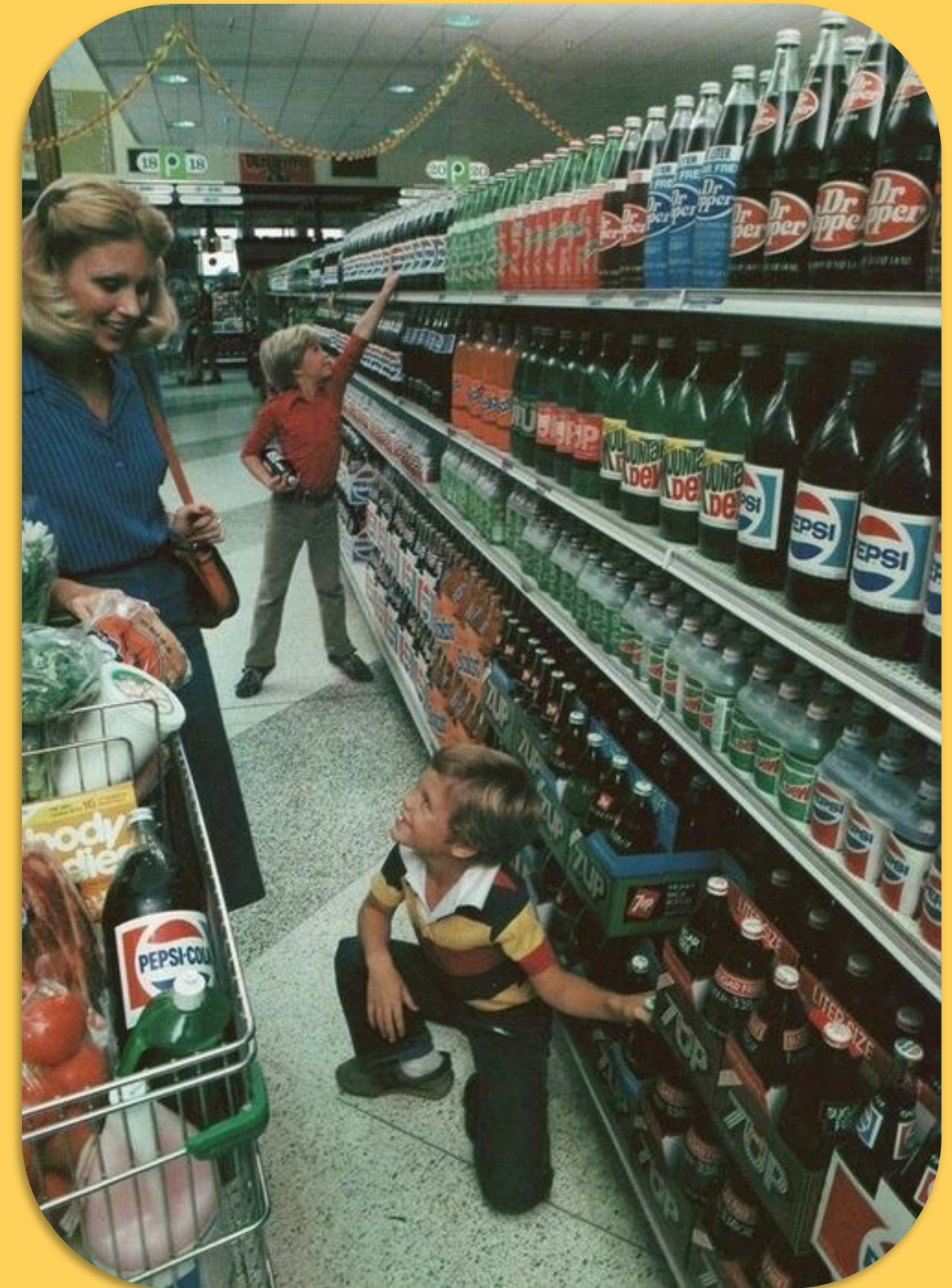


MOBILES TODAY



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STORES IN THE 70'S





STORES TODAY



MAY 17 - 19, 2022

THE PROBLEM



ADAPTATION

Consumers are experiencing a lack of adaptation from grocery stores.



CHANGES

Shopping and consumption habits change, but convenience stores have remained largely the same over the years.



CONSUMERS

Consumers are inclining towards a quick and efficient purchase

73%

WANT TO SPEND LESS TIME INSIDE THE
STORES

WHAT DO
CUSTOMERS
SAY?

65%

ARE STILL CONCERNED ABOUT CONTACT WITH
OTHER PEOPLE

58%

PREFER TO USE A SMARTPHONE

Resource: 'Global Shopper' (Zebra Technologies)



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OUR SOLUTION

Phygital

PERSONALIZATION

CUSTOMER EXPERIENCE

BIG DATA



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FIRST VIDEO



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HOW DOES THE STORE WORK?



SECOND VIDEO



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WHAT DO WE OFFER?



HERE AND NOW



OMNICHANNEL



DO IT YOURSELF



TURN-KEY PROJECT

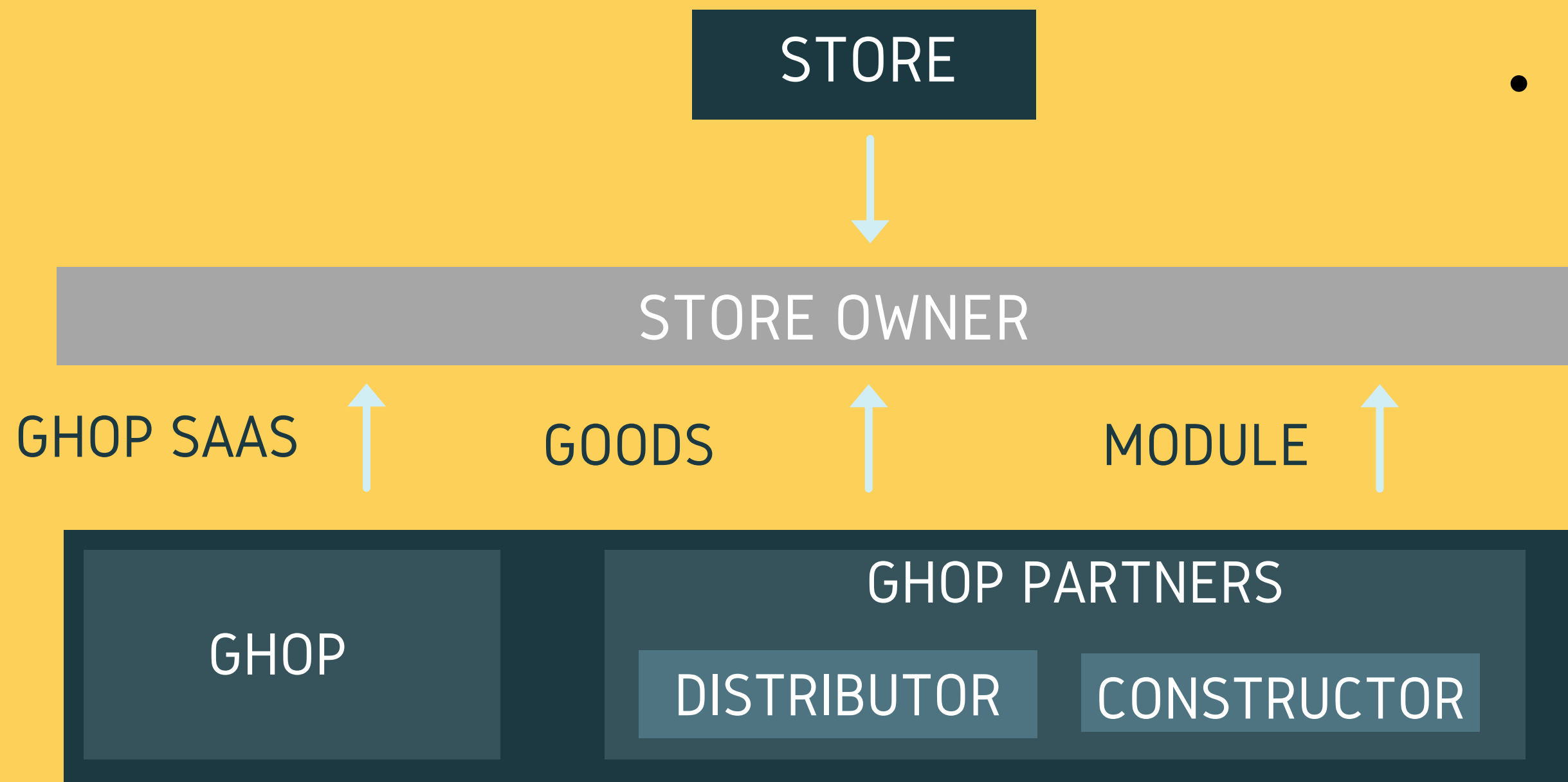
Ghop 

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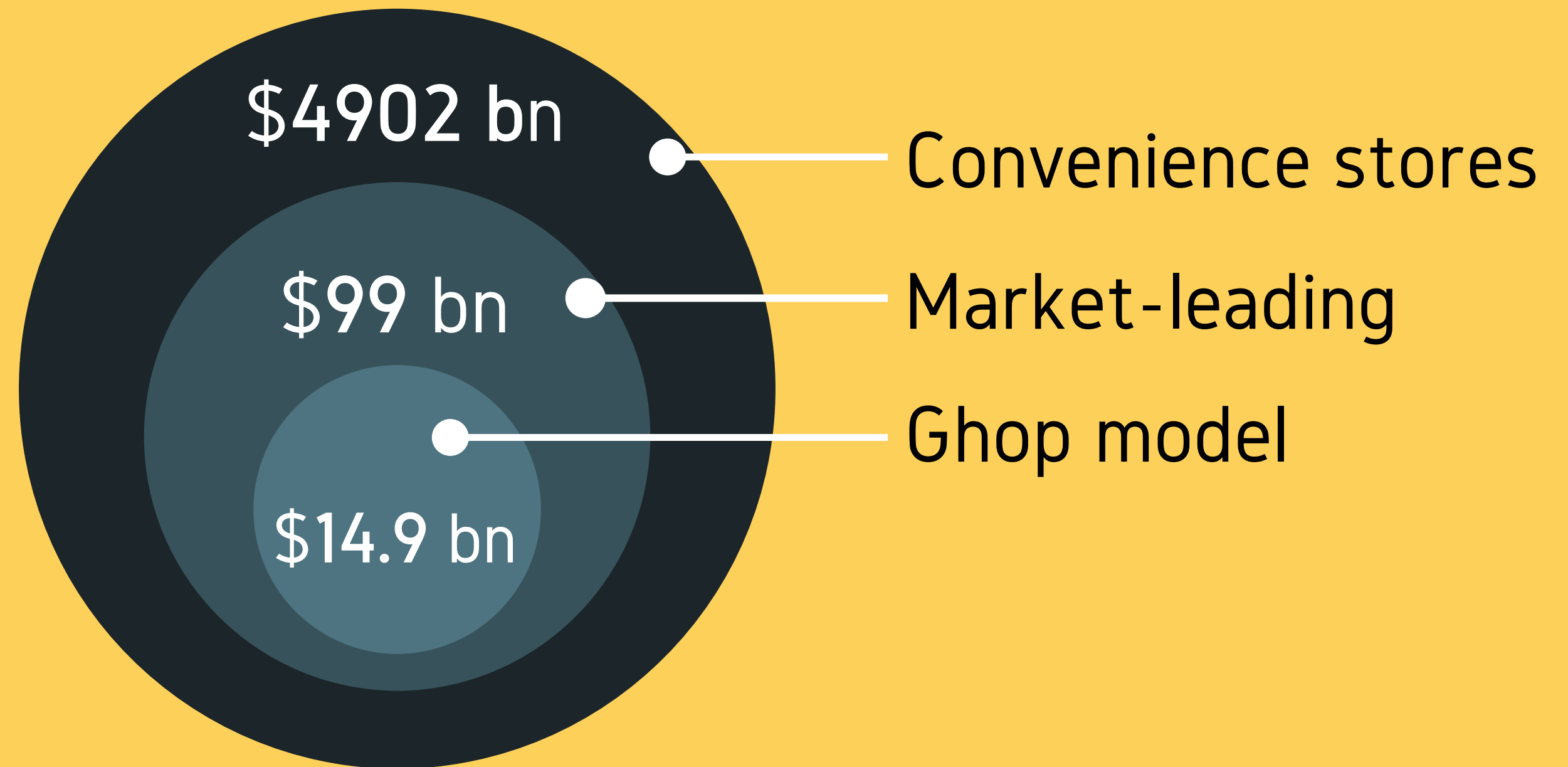
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BUSINESS MODEL

- \$30k
- Initial setup
- 15% sales



MARKET





TRADITIONAL



VENDING



UNMANNED

Retailers
Technology providers

COMPETITORS

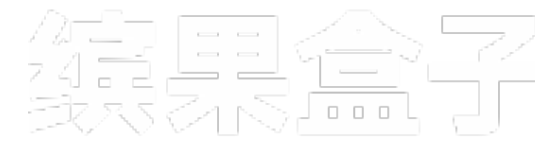
UNMANNED COMPETITORS



BARCODE

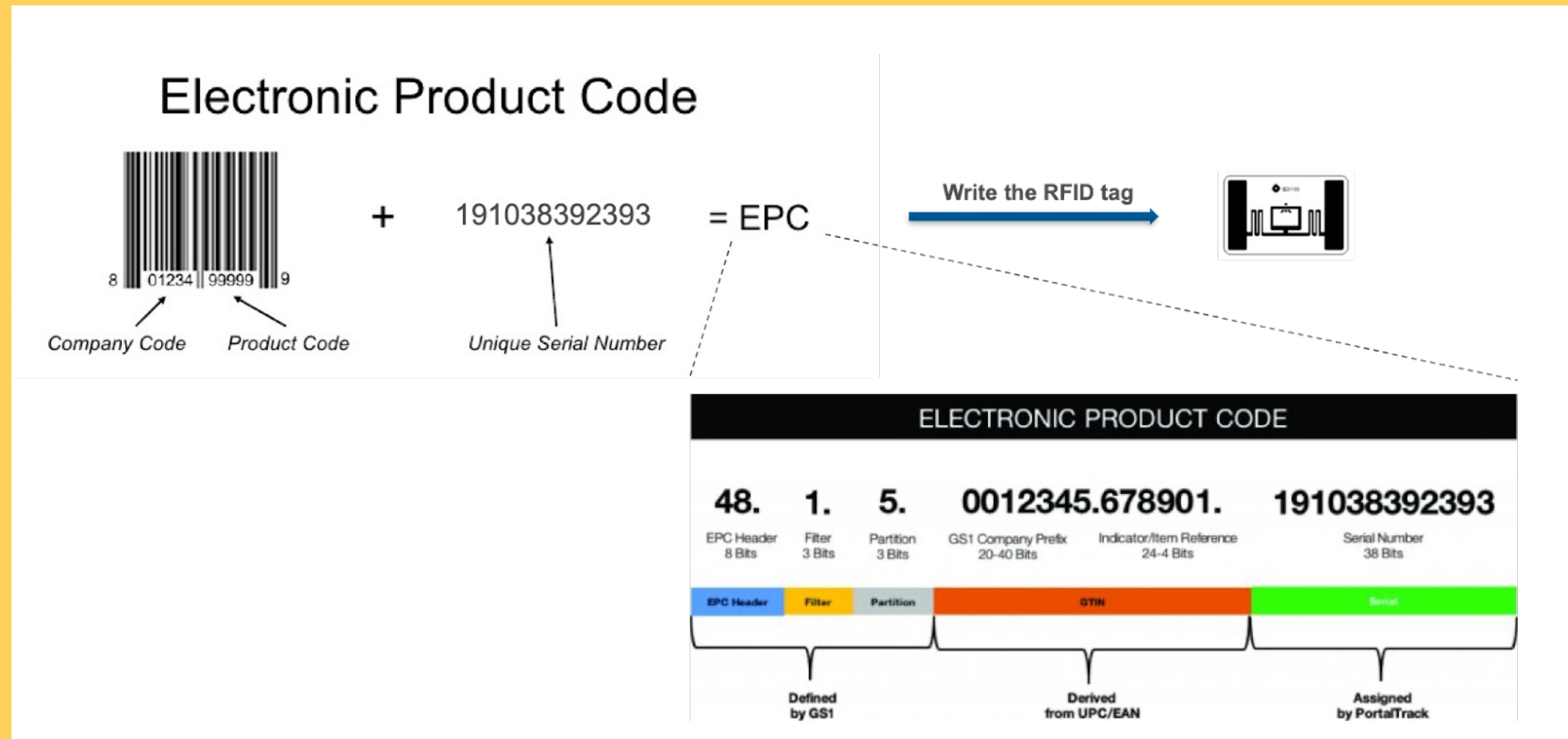


COMPUTER VISION



RFID

SGTIN-96 ENCODING SCHEME



WE USE SMARTRAC FLAG TAGS



WHY?



LIQUIDS / METALS



ADHESION



PRICING

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RFID HARDWARE IN GHOP STORES

**RFID handheld
inventory solution**



**RFID self checkout
solution**



**RFID loss-prevention
solution**



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RFID HANDHELD

INVENTORY MANAGEMENT



RFID SELF-CHECKOUT

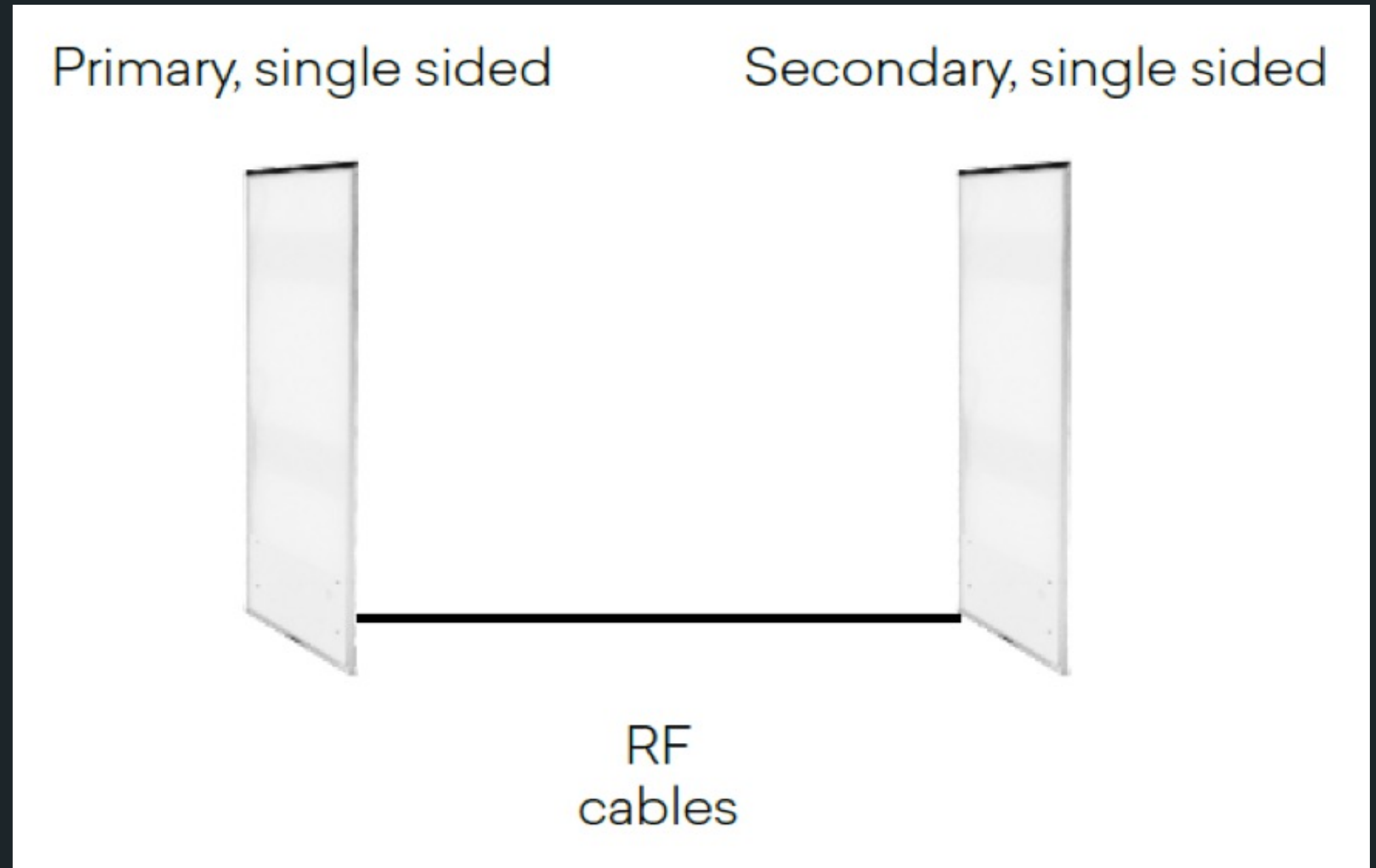
INSTANT MULTI-ITEM
SCAN



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RFID LOSS-PREVENTION WALL

THEFT DETECTION



RFID HARDWARE IN GHOP STORES

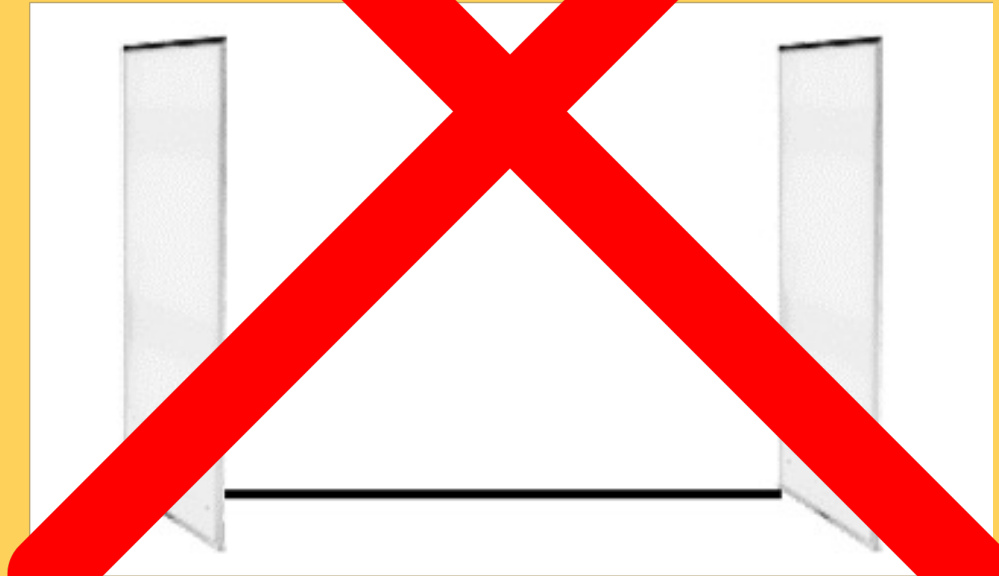
**RFID handheld
inventory solution**



**RFID self checkout
solution**



**RFID loss-prevention
solution**



BIGGEST CHALLENGES TO BE SOLVED



PRODUCT RELABELING



ADHESION PROBLEMS



LOW SUSTAINABILITY

WHY RFID?

- SOLID SOLUTION
- LOW INITIAL INVESTMENT
- MARGIN TO COVER THE COST OF TAGS



QUESTIONS?



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THANK YOU

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