

# Retcon Solution – Solution Overview

## Business Challenge

With the variety of different types of devices and technologies, the way retail customers interact within their environment is changing fast. Many things are getting automated and real-time information is available effortlessly at a click of a mouse. This phenomenal change in landscape is challenging Retail companies to reach out to their customers in a innovative and a differentiated manner. Organizations need to go beyond their traditional comfort zones to engage and retain their Retail customer base and convert every customer event into business opportunity.

## Solution:

Cognizant developed a solution using SoftwareAG Apama , webMethods Integration Platform, Presto and Universal Messaging components to detect Check-ins with Retail Stores, In Store activity, Social and other details of users through which Real time marketing, offers can be generated. It enables users with Real-time personalized offers , auto-identification , usage and other details of the products inside the store.

This uses IoT devices like Beacons at entrance and near products, to detect the presence of customers nearby and provide them suitable offeres for those products.

## Key highlights of this solution

- Devices like Beacons and mobile are used along with Integration patterns such as: Amazon SQS API, Amazon SNS API, webMethods ESB, Apama CEP and Presto Dashboard.
- Based on the customer purchase history, Provide suitable offers on the product.
- Based on the number of customers in a specific section/department provide suitable offers.
- Based on the customers interaction with a given product, provide product specific offers
- Based on the customers movement within the store, provide suitable offers

# Architecture Flow Diagram

