



# RETAIL



## Retail Benefits of Automatic Data Capture Technologies

Retailers have long benefited from data capture technology to maximize their efficiency throughout their supply chain and to help ensure the best customer experience. Barcode, RFID and IoT have revolutionized the retail supply chain.

- Enhanced consumer experience
- Maximized supply chain efficiency
- Improved inventory accuracy
- Eliminates reading & recording data errors
- Saves valuable labor time
- Reduces out-of-stocks

*“The evolution of retail in the digital age hinges on AIDC technology as it facilitates the implementation of new strategies such as omnichannel retail, personalized experience, frictionless shopping and more.”*

Datalogic

## Retail Success with AIDC

Unique product identification applications help retailers achieve profitable results and surpass consumer expectations before, during, and after their purchase.



### **SIMON LOOS\***

Tripled productivity in the logistics operation and saw a 50% savings in the cost of the returns process.



### **ALESSANDRO GHERARDI\***

Increased consumer engagement and future sales in addition to ensuring a brand authentication guarantee.



### **TARGET\***

Increased inventory accuracy enables buy online and pickup in the store.

*\*Trademarks & brands are the property of their respective owners.*



[www.aimglobal.org](http://www.aimglobal.org)

**Advancing  
Identification  
Matters**

## Embrace the Power

Join AIM and influence the direction of transparency and traceability in the retail industry. AIM is a global industry alliance which represents individuals and organizations that implement, sell, develop and use barcode, RFID and related data capture technologies.