

PAI GROUP **FOCUS ON:** **DIGITAL DISPLAY TECHNOLOGY FOR RETAIL**



PAI'S DISPLAY PLATFORM INCREASES SALES DENSITY

In a rapidly changing landscape, the overwhelming message from consumers is a preference to shop where they are engaged by technology. As generation Z joins today's already tech-savvy shopper, this trend is gaining momentum at a rapid pace.

We leverage our 30+ years of capability to build in-store technology experiences that are designed for normal operations today and the potential needs of the future.

Our clients tell us their high street stores must work harder. Expanding traditional design and signage to transition from fixed to digital messaging allows clients to extend range and choice, while delivering a new in-store technical journey. As store roles change, this non-linear, smooth and connected experience influences the purchase path, increases dwell times and transforms browsing into buying; delivering increased sales density.

Bringing together experience of transformational change, creative design, stakeholder engagement, workflow review, web and multichannel, and retail operations; our specialist team offers a unique full lifecycle service, from discovery through to ongoing delivery and support of in-store screens, interactive digital displays and 'retail theatre'.

Research has proven that customers will gravitate towards stores that delight with a compelling and immersive personal brand experience, so our solution is built on a platform that allows retailers to broaden their existing strategies, and seamlessly incorporate digital messaging with visual merchandising.

Audio-visual technology connects people through sight, sound and touch, and PAI integrates this essence of the retail proposition with the ever-growing digital expectations of shoppers - attracting, engaging and connecting channels.

"Taking everything into account, I have no hesitation in recommending PAI's services. From the installation team to the directors, they are a thoroughly professional organisation who take great pride in their work. We could not ask for any more."

Head of Multichannel

Our platform gives retailers the power to reawaken in-store emotional responses, delivering new connected customers as brand advocates.



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BUILDING A BUSINESS CASE FOR GROWTH

With a history of successful retail project delivery Europewide, PAI has supported design teams with engineering solutions and cost information from the outset. We've partnered on creative pitches, helping to secure commissions, and advised clients where implementation of appropriate digital display technology is dependant on a sound business case for board approval.

By combining quantitative reports with our own experiences, we help to build use cases for Return on Objectives. Uniquely as integrators, we also value engineer and advise on both initial implementation and whole life operational costs. There's no 'one fits all' approach to this as every retailer is different, however the following outline formula has informed our work:



What do customers want?

When we ask our clients what their customers say, the clear message is that a growing number have digital expectations. This is going to rapidly increase as today's 14-19 year olds become shoppers. By 2020 they will make up 40% of consumers, and having grown up around technology, are connected, opinionated and influential.

What are other retailers doing?

A respected source suggests that 41% of retailers are implementing a strategy for using technology to enhance customer experience. 69% also said they use technology to differentiate themselves from their competitors, while 60% agree that best-of-breed retailers of the future will have technology solutions at their core. An overwhelming 94% believe that the customer experience of the future will be driven by technology.

What's the opportunity within our business?

When clients approach us, there's an understanding that design led integration of digital displays can be an extension to an inspirational in-store environment. High street operations can be re-energised to maintain relevance by careful siting of digital touch points, targeting interaction throughout the store journey with tactical dynamic messaging. Networked digital displays add a further dimension by integrating sales assistant customer interactions with in-store display screens. The resulting ease of access to detailed product information can increase conversion by 9%.

The future belongs to the retailers that implement and harness the best tools to create value-based, one-on-one relationships with shoppers. With a clear understanding of the purchase path, a view of how to improve it for tomorrow, and the attributes necessary to make it effective, we can help develop the strategy, business process and objectives retailers need.

PREVIOUS PROJECTS

We've had the very great fortune to work with some truly gifted people, delivering ground-breaking schemes. Our previous project history underwrites our experience and we're incredibly proud of our achievements. Case studies and client testimonials can be provided upon request.



DFS



Disney



BEST PRACTICES

Successful digital display projects in retail are integrated from the outset. Every project will be different, however the following approach has assisted many of our clients:

- > Begin with needs analysis - great digital display projects select products and services based on need
- > Define the required outcome - think in terms of return on objectives (ROO)
- > Benchmark - consider technology safaris to establish peer successes and identify challenges
- > Complete a stakeholder assessment - bring together a cross-functional team to combine necessary expertise from internal disciplines
- > Review the process - monitor risk and manage change, engage your store staff
- > Evolve and reinvent - maintain a road map and continue to integrate
- > Value engineer - keep a clear idea of project scope so if price challenged, this can be assessed with absolute clarity as to impact on objectives
- > Determine scalability - ensure systems can grow at the required pace and understand long-term cost



Hard Rock



HSBC



Orange

SYSTEM FEATURES & BENEFITS

Research has proven that customers will gravitate towards stores that delight with a compelling and immersive personal brand experience. We've therefore built a scalable platform that allows retailers to broaden their existing strategies, and seamlessly incorporate digital messaging with existing visual merchandising.



The latest display technology

Whether a game changing, iconic 'real world' experience is required, or something more intimate that 'brings the internet back into the high street', we can construct effectively conspicuous statements designed for visual impact, immersive experiences, or smaller scale 'shelf level' close communications. Our design led approach as an integrator affords us the ability to recommend the display technology that is best suited to client needs and sympathetic to décor.

Adaptable content

Our platform natively supports the component assets and media used to build content for digital displays, how these are compiled, managed, delivered to the displays and then updated as required. We bring our clients' messages into this appreciation of media, networks, and workflow / operations, and provide an ongoing review / audit cycle that feeds back into this continuing process. We can equally design data driven systems to automate digital content from databases and websites.

Ease of use

Our platform is forged from a process that starts when we listen to stakeholders, and discover their needs and objectives. Our design team uses its broad base of experience to bring together client teams and existing workflows so we can define a clear development strategy and road map for implementation. From the outset, we develop systems that minimise client effort and seamlessly blend into existing practices. We provide both owner operated and outsourced systems. Many clients are attracted to our managed content, as we work with established creative and web teams to realise requirements for digital content delivery while negating any need for increased staffing. We can also create new, or adapt existing, material if required. Our services can be completely tailored to work around each client's needs for approvals and reporting.



Reiss



Virgin



Warner Bros.



PLATFORM HIGHLIGHTS

Our approach is design led, based on how to best realise intent. We apply flexible simplicity, combining off-the-shelf technology with bespoke engineering:

- > Creative use of best-in-class display technology, built for commercial use
- > Interactive human interfaces using touch, gestures and haptics
- > Industry leading digital signage players
- > Media creation and format conversion
- > Cloud based content management, scheduling, distribution and reporting
- > Mobile / tablet integration through extensible API's
- > Open standards, web based development
- > Audience measurement / media automation
- > Low network utilisation and minimal risk / change to existing infrastructure
- > Scalable, with flexible ownership models
- > Systems monitoring by our network operations team
- > Proactive and reactive support by our countrywide team of specialist engineers



OUR **INTEGRATED** APPROACH

A successful AV implementation is more than an event - it's a process that runs from project inception, through installation completion, into a flexible operations methodology that maintains systems in peak condition. This approach allows clients to continually optimise systems in line with ever changing market needs.

Integration is vital throughout the entire design lifecycle; from discovery and definition to development and long-term sustainable delivery by our countrywide installation and support personnel.

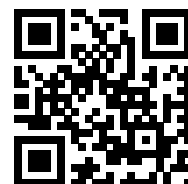
PAI are a design led integrator and offer a full range of solutions drawing on best-in-class product, specified to support the aspirations of the design team without being limited to products we manufacture or resell. As a result, we offer anything from simple cost-effective entry-level solutions to our exclusive flagship 'Platform as a Service'. The latter is an industry first and a completely unique proposition.

From the outset we are as interested in how equipment is to be operated and by whom, as we are in how it looks and engages customers. We understand that long-term project success requires dependable systems that can adapt over time to the needs of the business. We therefore deliver resilient and flexible installations, working with stakeholders following project completion to train operators and advise on how to fully integrate solutions into client workflows.

Support is therefore an integral part of our scoping process as we first begin to design projects, from the purely reactive to a full turnkey managed service. Typically the latter can involve: managing content, monitoring networks, a 24/7/365 helpdesk, and on-site engineer visits with proactive maintenance at agreed intervals to keep systems operating at peak performance.



“The UK’s most experienced retail display technology integrator.”



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