

Warum Scanless Shopping?

Christoph von Lingen
Director Global Solution Sales
GK Software SE



„Kunden wollen selber entscheiden,
wo und wann sie kaufen.
Kein Händler kann sich erlauben,
Omnichannel zu ignorieren.“



amazon go

amazon go

amazon go

2121

NO LINES. NO CHECKOUT.
(NO, SERIOUSLY.)

**JUST
WALK
OUT
SHOPPING**

amazon go

NO LINES.
NO CHECKOUT.

BREA

NO LINES. NO CHECKOUT.
(NO, SERIOUSLY.)

**JUST WALK OUT
SHOPPING**

BETA
Participant
Entry

BETA
Participant
Entry

BETA
Participant
Entry





9
Walk-In
Grab & Go

62.000
LEH-Unternehmen*

14
Automatische
Kommissionierung

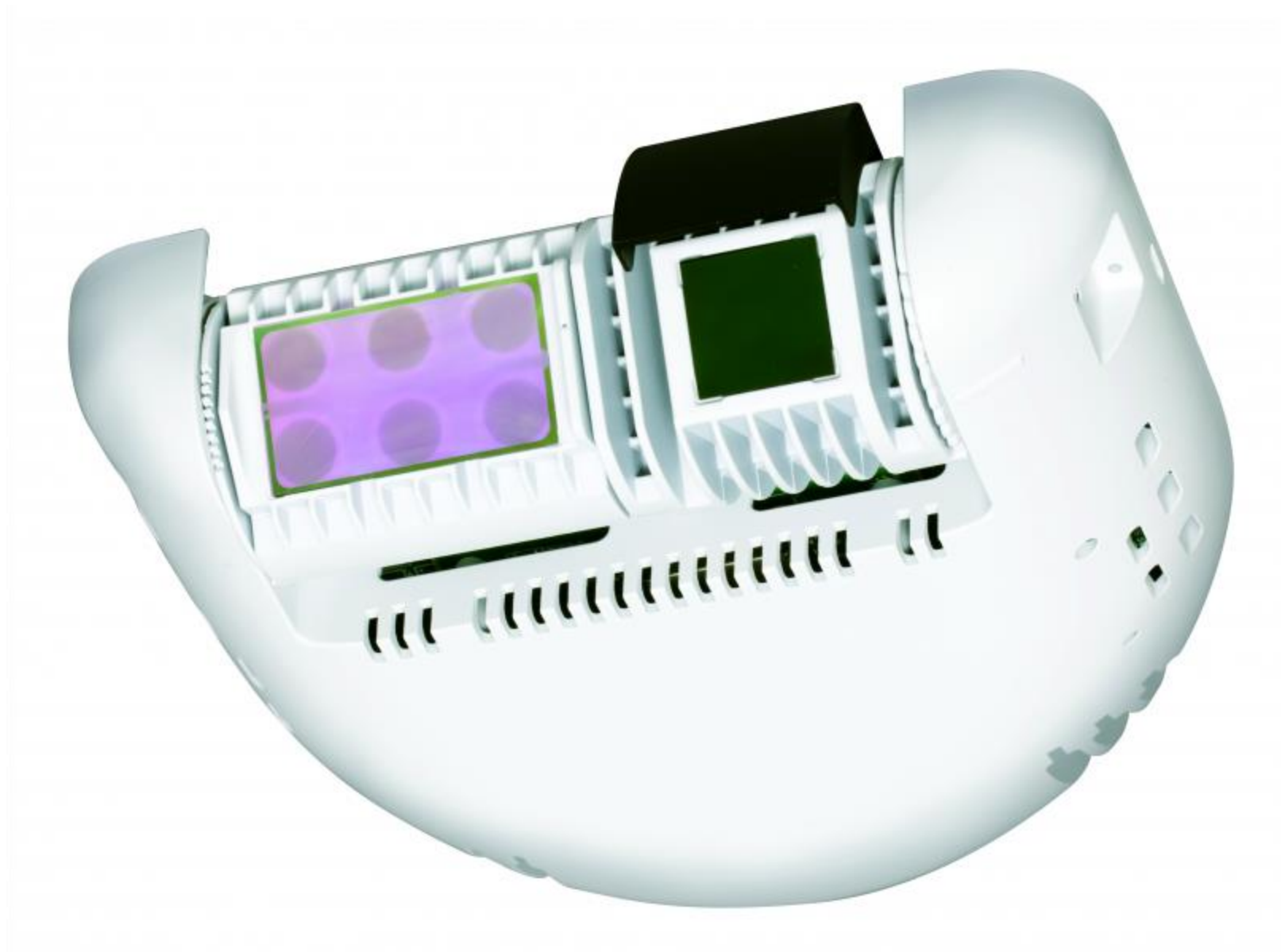


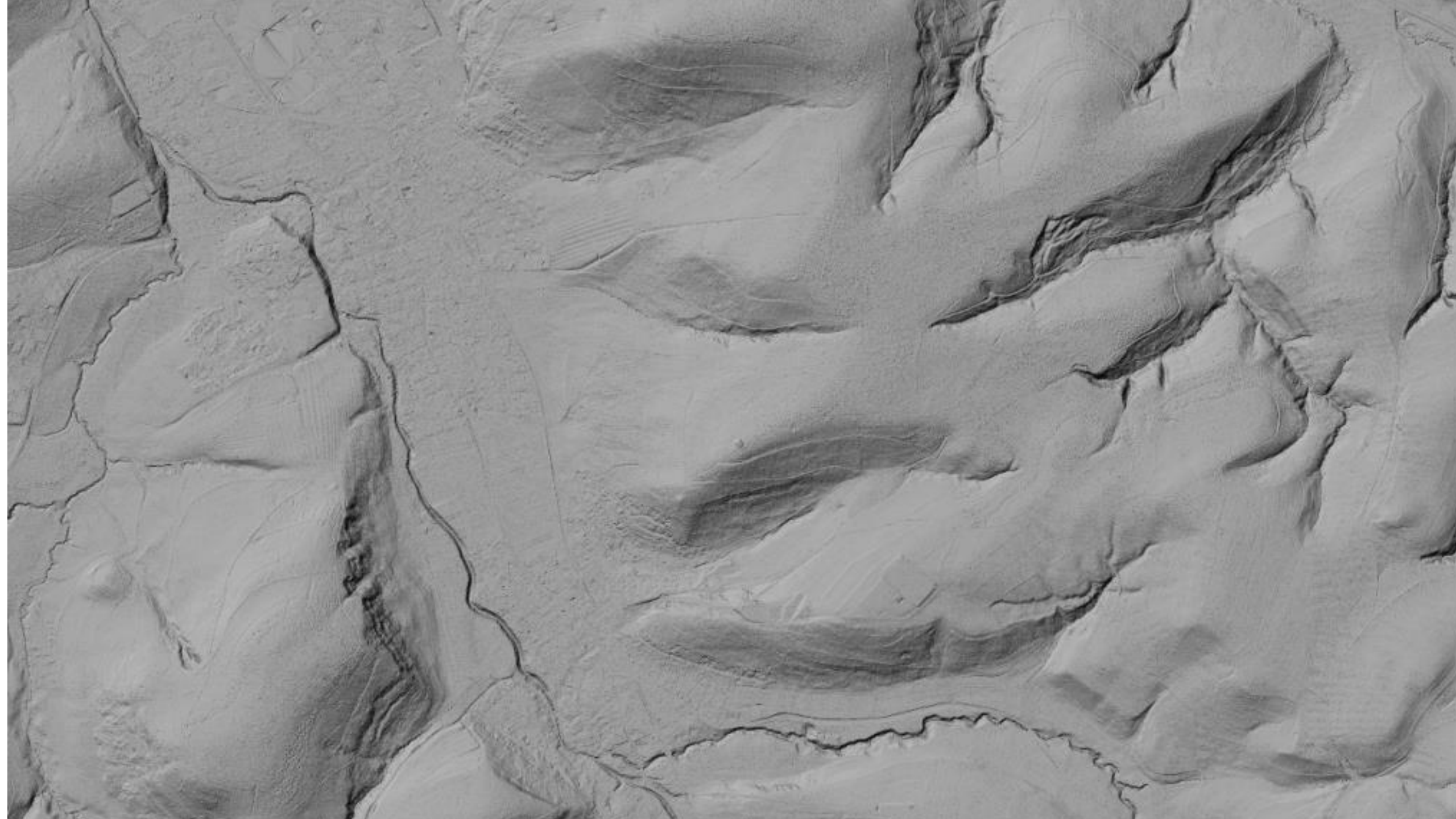

Partners:
HITACHI
Inspire the Next


Partners:
HITACHI
Inspire the Next
SHEKEL
hanshow
RBM
HOLDING











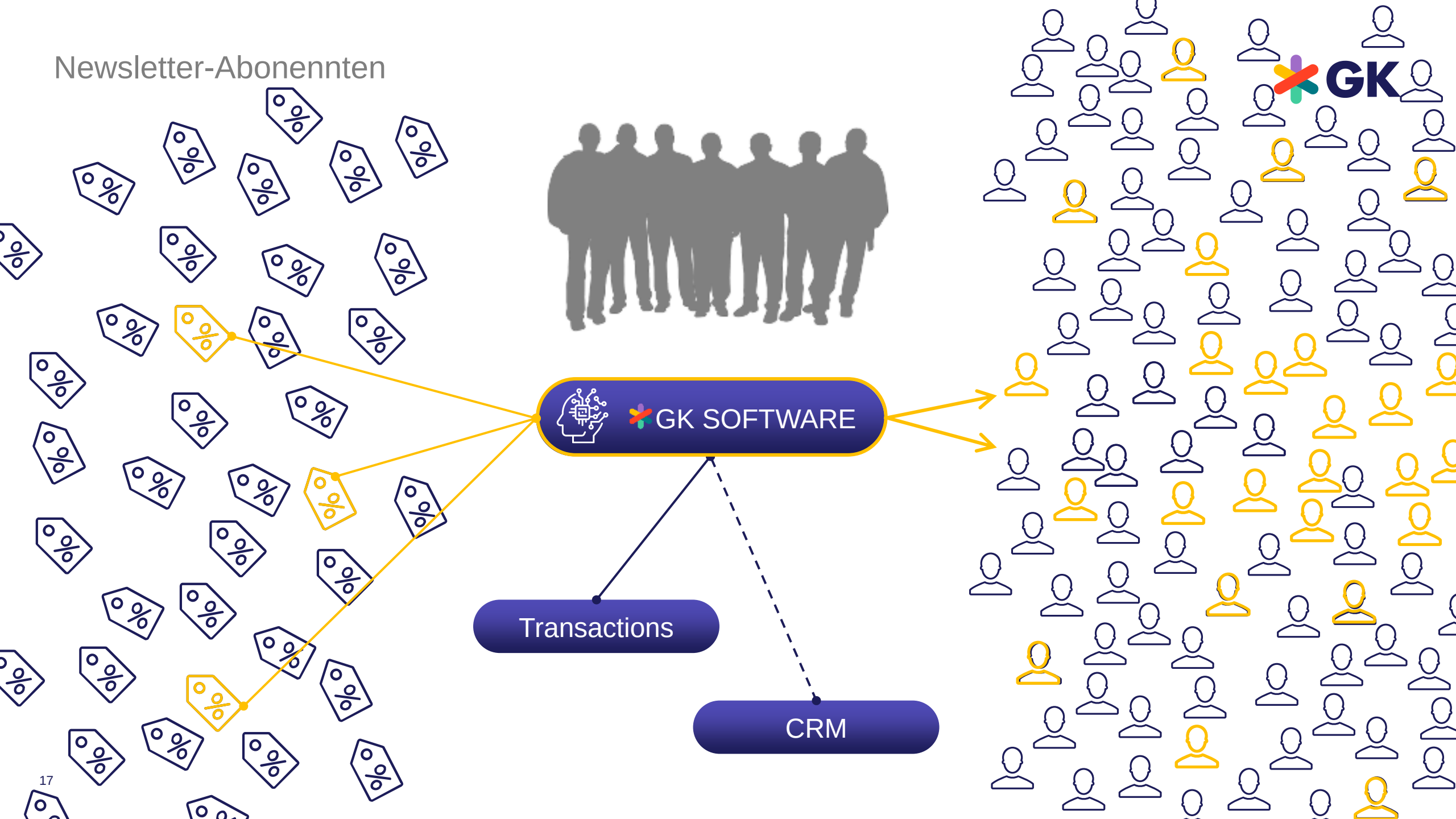




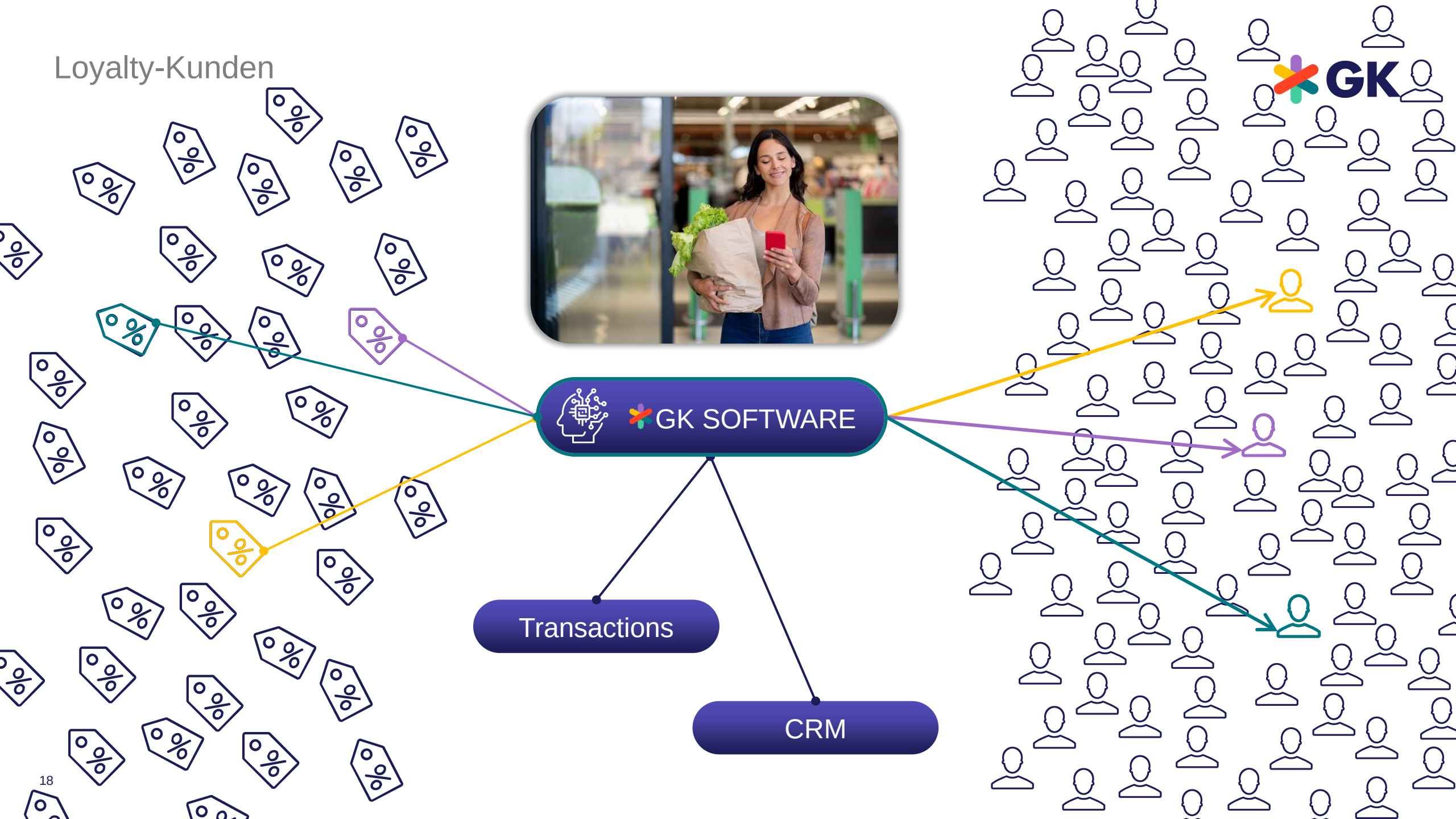




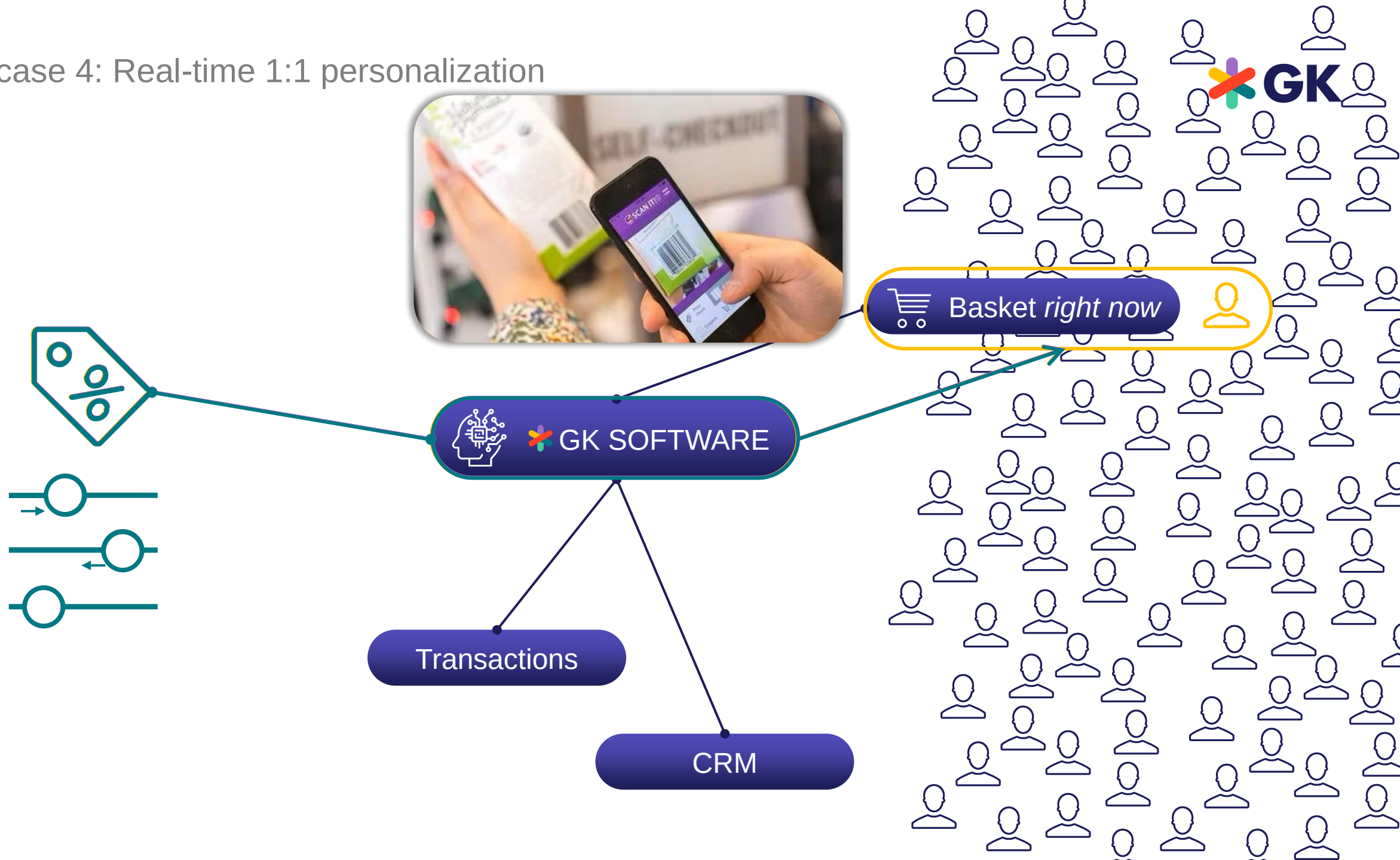
Newsletter-Abonennten

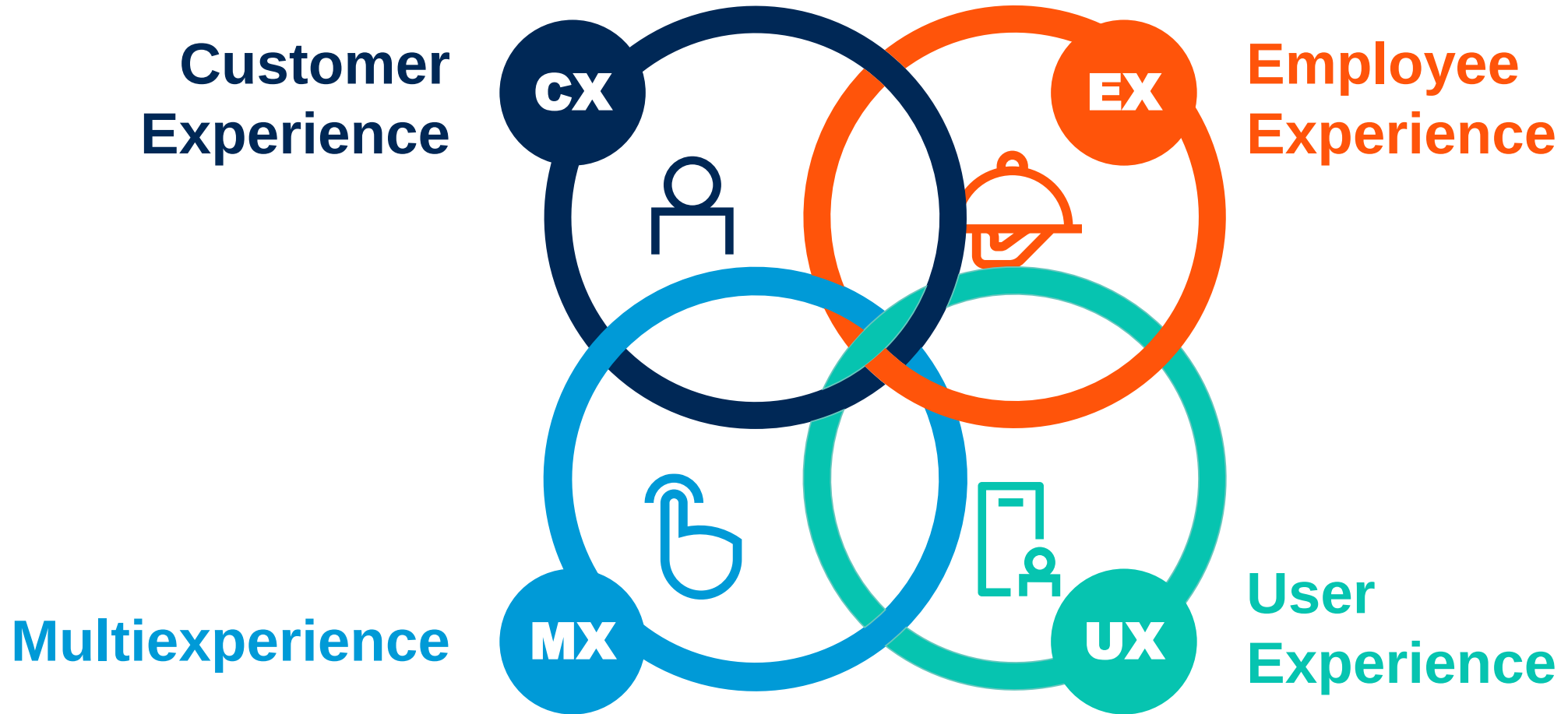


Loyalty-Kunden



Use case 4: Real-time 1:1 personalization







Christoph von Lingen
cLingen@GKsoftware.com