

# My WISE-PaaS

An Advantech Magazine iCity Services 2020-2021

## Advantech View

*From the Edge to the Cloud - Advantech Innovates Smart Self-Service Solutions*  
P.06

## Application Story

*NCR and Advantech Join Hands to Provide Better Digital and Connected Dining Experiences*  
P.14

## WISE-PaaS

*Advantech's iBuilding Management Solutions Reduce Costs and Increase Management Efficiency*  
P.24

## Customer Partnership

*Everpark and Advantech Co-Create Smart Retail Future*  
P.28

# AIoT Unleashes the Future of Interactive and Personalized Smart Services



*NatureFit Digitalizes Workouts Using Advantech's All-in-One Service Computers*  
P.20



**ADVANTECH**   
**WISE-PaaS**  
AIoT Solutions & Marketplace



**Power Insight**  
Smart Retail Paves the Way for a New Urban Lifestyle Post Pandemic



**Application Story**  
Advantech Helps Good Morning MACC Leverage Digital Transformation with StoreVue



**Customer Partnership**  
Everpark and Advantech Co-Create Smart Retail Future



# CONTENTS

**Editor's Desk**

05 Advantech Collaborates with DFSI and Software Partners to Accelerate Smart Retail

**Advantech View**

06 From the Edge to the Cloud — Advantech Innovates Smart Self-Service Solutions

**Power Insight**

08 Smart Retail Paves the Way for a New Urban Lifestyle Post Pandemic



**Published by**  
Advantech Co., Ltd.

**Publisher**  
K.C. Liu

**Address**  
No.1, Alley 20, Lane 26, Rueiguang Road, Neihu District,  
Taipei, Taiwan 11491  
Tel +886-2-2792-7818  
Website [www.advantech.com](http://www.advantech.com)

**Editorial Supervisor**  
Brand Development & Public Relations

**Edit Production**  
Herdo Integrated Marketing Co., Ltd.

Initial Issue 2007.09.15  
All rights reserved. Reproduction without permission is strictly prohibited.

### ■ Application Story

- 10 Taiwan SECOM Utilize Advantech Kiosks to Optimize the Dining Experience
- 12 Demuk and Advantech Install Digital Advertising Media in Two Thousand Convenience Stores in Thailand
- 14 NCR and Advantech Join Hands to Provide Better Digital and Connected Dining Experiences
- 16 Bijou Brigitte Equips All German Branches with Advantech POS Terminals
- 20 NatureFit Digitalizes Workouts Using Advantech's All-in-One Service Computers
- 22 Advantech Helps Good Morning MACC Leverage Digital Transformation with StoreVue

### ■ WISE-PaaS

- 24 Advantech's iBuilding Management Solutions Reduce Costs and Increase Management Efficiency

### ■ Customer Partnership

- 28 Everpark and Advantech Co-Create Smart Retail Future

### ■ Advantech News

- 30 Advantech and Ecosystem Partners Co-Create StoreVue — A Comprehensive One-stop Solution Package
- 32 Advantech India and RAISER POS Form Joint Venture Company to Seize Smart Retail Business Opportunities in India

# UTC-100 Series All-in-One Touch Computers

Deliver Efficient Service at Every Customer Touchpoint



**ADVANTECH**

*Enabling an Intelligent Planet*

## Feature Highlights



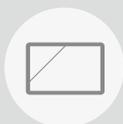
Slim and Compact



Fanless Design



Water-Resistant  
Front Panel



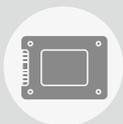
16:9  
Widescreen



PCAP  
Touchscreen



12 ~ 24V  
Input Power



Secondary  
Storage Device



Wi-Fi/Bluetooth  
Connectivity



PoE+ Support



Diverse Operating  
Systems

## Application Scenarios



Enterprises



Retail



Hospitality



Public Spaces

[www.advantech.com](http://www.advantech.com)

intel  
partner Titanium  
IoT  
Solutions

## Advantech Headquarters

No.1 Alley 20, Lane 26, Rueiguang Road,  
Neihu District, Taipei, Taiwan, 11491, R.O.C.  
Tel: 886-2-2792-7818  
Fax: 886-2-2794-7304

# Advantech Collaborates with DFSI and Software Partners to Accelerate Smart Retail

The retail and hospitality sectors are increasingly adopting digital advertisements, contactless-mobile payments, facial recognition cameras, self-service kiosks, and other technology-based solutions. The ongoing COVID-19 pandemic has further reinforced these trends, pushing businesses to incorporate more technology and take the first step towards digital transformation.

The Visa Back to Business Study suggests that 56 percent of consumers used contactless payments in 2020. Of this number, 65 percent would prefer to continue using them following vaccination. Congruously, 82 percent of small and medium-sized enterprises (SMEs) have adapted operations to accommodate changing consumer behavior.

The emergence of new COVID hot-spots and variants has further increased the popularity of these technologies in the retail and hospitality sectors. This issue of My WISE-PaaS iCity Services focuses on innovative retail and hospitality solutions – including all-in-one touchscreen computer systems, digital signage solutions, contactless self-service solutions, and cloud-based retail management software. In addition, Advantech has interviewed industry leaders in an effort to analyze emerging trends and developments.

Joy Chiu, Advantech's iService Touch Computer Manager details how Advantech connected its existing self-service software, hardware, and cloud

platforms with solutions from domain-focused system integrators (DFSI) and software partners. These combined solutions deliver a broad range of diverse, innovative systems and solutions that accommodate changing consumer behavior.

In the Power Insight column, Kay Liu, Head of Fujitsu Taiwan's Enterprise Business Sales Unit, discusses major smart retail trends, and surveys Fujitsu's strategies and goals – re-innovating customer experience, reforming employee experience, and re-invigorating value chains.

This issue also features six penetrating case studies on smart retail and hospitality applications. Demuk, a smart display leader, helped Thailand's biggest media company install digital advertising solutions in its client's convenience stores. Likewise, NatureFit and Advantech worked together to deliver personalized fitness plans. Finally, Good Morning MACC and Bijou Brigitte are working with Advantech to enhance operational efficiency, improve customer service, and augment data acquisition strategies.

The rapid development of IoT and AI has increased demands for personalized shopping experiences and precision marketing through sophisticated interactive retail solutions. Analogously, commercial and public spaces, and public transportation require different application models, system specs, and set-up. Advantech, an IoT and AI leader, hopes to help DFSI and software partners achieve success in future projects. ■

# From the Edge to the Cloud – Advantech Innovates Smart Self-Service Solutions

Contactless interactions have become the new normal during the COVID-19 pandemic. To address this new reality, Advantech has collaborated with its domain-focused systems integrator (DFSI) and software developer partners to innovate more forward-looking, smart, self-service solutions by leveraging software and hardware that utilizes contactless technology and AI-based designs.

**Photos provided by Depositphotos**  
**Interview with Joy Chiu, Sector Director, Service-IoT Group, Advantech**

More than a year has passed since the emergence of COVID-19. With the crisis still ongoing, remote transactions and contactless interactions have become a part of everyday life. Accordingly, Advantech is channeling its knowledge of self-service software, hardware, and cloud platforms into the development of new forward-looking applications. This effort has spanned a variety of sectors related to public spaces, such as retail, restaurants, airports, and hotels. Connecting and collaborating with various partners has allowed Advantech to innovate self-service solutions for the edge through to the cloud. These solutions are enabling businesses to maintain operations and helping people safely get on with their lives while following social distancing rules in public spaces.

## **Emerging demand for contactless Self-Service kiosks**

According to Joy Chiu, Sector Director of the Advantech Service-IoT Group, the pandemic has changed consumer behaviors completely, prompting a notable shift from existing service models. The preference for contactless transactions has increased demand for self-service kiosks, and many businesses are now also using multimedia streaming devices to integrate their online and offline processes in order to realize omni-channel sales models. Additionally, with AI and big data used increasingly to personalize the sales experience, smart retailing is fast emerging as the next major industry trend.

With most countries in the world still affected by COVID-19, the possibility that viruses can survive on

device surfaces and touchscreens poses a significant risk to public health and safety. Thus, in an effort to prevent viral transmission via direct contact, industry demands for contactless self-service devices have increased dramatically.

From a technical perspective, various technologies, including infrared (IR) pressure-sensitive touch, holographic projection touch, gesture tracking control, eye-tracking predictive touch, and voice control, can be used to produce contactless self-service solutions. Of the various technologies, IR pressure-sensitive touch is currently the most feasible for mass deployment. Although holographic projection touch has been realized, the technology requires further development to overcome any technical or cost barriers to large-scale implementation.

Considering the limited availability of contactless technology, in the first quarter of 2021, Advantech launched a contactless self-service kiosk equipped with IR pressure-sensitive touch technology. Ms. Chiu explained that the integrated IR touch sensor module uses a built-in micro IR transmitter and receiver to determine finger position for touch control. The kiosk has since been adopted by a well-known American fast-food chain to provide customers with an option for self-ordering service. This not only limits in-person contact, which reduces the risk of COVID-19 transmission, but it also reduces personnel costs by streamlining their workloads.

## **Synchronous software and hardware upgrades for smart services**

In addition to contactless self-service kiosks,



Advantech has developed a range of products and solutions that support specific COVID-19-related applications to help businesses maintain stable operations. One renowned retail chain improved its omni-channel service by upgrading the in-store kiosk display sizes from 20 to 32 inches. Larger screens improve image clarity and detail in order to enhance the overall customer shopping experience. Advantech has also helped a well-known bakery chain implement AI to improve the checkout process.

Another emerging industry trend is personalized procurement combined with AI. According to Ms. Chiu, many businesses have already integrated AI into their kiosks for analyzing consumer information and providing product suggestions for future purchases. Streamlining the steps required to navigate kiosks significantly reduces in-person contact and, thus, minimizes virus transmission risks.

In terms of hardware, because restaurants in the U.S. and many European countries have created outdoor dining areas to accommodate social distancing, self-service kiosks are more likely to be exposed to extreme weather

conditions, which can cause equipment malfunctions. To address this issue, Advantech has launched a kiosk that can withstand operation in a wide temperature range (-20~60°C/-4~140°F).

Going forward, Advantech will continue to innovate hardware and software solutions for self-service applications while also collaborating with partners to build comprehensive edge-to-cloud solutions based on its WISE-PaaS platform and I.App products. Indeed, Advantech's DeviceOn/iService intelligent remote device management platform is designed to facilitate remote monitoring and management of numerous geographically dispersed equipment in real time.

Ms. Chiu highlighted how various public spaces in smart cities require different smart application models. With over 30 years of industry experience, Advantech has gained a thorough understanding of how market needs change with different consumer lifestyles and behaviors. By combining this knowledge with partners' expertise, Advantech hopes to continue driving the realization of an intelligent planet, even after the pandemic is over. ■

# Smart Retail Paves the Way for a New Urban Lifestyle Post Pandemic

Disease-prevention measures adopted in response to the COVID-19 pandemic, such as social distancing, have dramatically altered our daily lives. Indeed, the way we work, travel, and interact with each other has been completely transformed. At the same time, consumers are rapidly shifting from offline to online shopping, which has prompted retailers to look for way to enhance the overall shopping experience, accelerating the development of the smart retail sector.

**Photos provided by AdobeStock**

**Interview with Kay Liu, Senior Director, Enterprise Business Sales Unit & Digital Co-creation, Fujitsu Taiwan Ltd.**

With 5G, AI, and IoT technologies maturing, smart development is moving to the forefront of public consciousness. The emergence of COVID-19 created demand for more remote methods of working and interacting, accelerating smart development for a new era of urban living.

To keep up with trends for remote interaction and smart retail, enterprises are prioritizing digital transformation as a key strategy. In the retail and hospitality sectors, this necessitates the following four essential optimizations: workforce optimization, customer self-service optimization, equipment automation optimization, and interconnectivity optimization. With these four optimizations, enterprises can then leverage AIoT and 5G technology to further develop self-service applications, such as autonomous driving, automatic handling, and automatic distribution.

## Major trends in smart retail

Kay Liu, Senior Director of Fujitsu Taiwan Enterprise Business Sales Unit & Digital Co-creation, stated that because Fujitsu is one of the biggest ICT service providers in Japan, the company closely monitors developments in the retail industry and has identified several key trends in smart retail.

Firstly, in regards to aging societies, the workforce

must undergo changes to improve work efficiency. Liu pointed out that aging populations and declining birth rates will lead to labor shortages and significantly impact the retail industry. Thus, retailers should seek to adopt smart retail solutions and leverage consumer behavior data to optimize the shopping experience.

Secondly, collected data must be analyzed to identify and anticipate consumer needs. Social distancing and quarantine measures have prompted consumers to switch from an in-store to an online consumption model. This is generating huge amounts of consumer behavior data that can be used for smart retail development.

Thirdly, enterprises must engage in vertical and horizontal collaboration across industries while also maintaining a localized approach. Fujitsu has collaborated with local retailers in various regions to develop a wide range of solutions that facilitate digital transformation, such as robots, electronic shelf labels, digital membership systems, interactive displays, smart vending machines, and self-checkout systems.

Fujitsu has also established a comprehensive strategy for achieving its vision for the retail industry: (1) re-innovate the customer experience (CX) by creating a convenient and attractive experience for customers to revisit; (2) reform the employee experience (EX) by increasing efficiency and value

and encouraging retail employees; (3) re-innovate the value chain (VC) by helping retailers build sustainable business models and improve environmental protection to realize zero waste and new cross-industry services.

### **Customer-Centric mindset**

Reflecting on the company's experience of assisting retailers with smart development, Liu highlighted two key steps Fujitsu took to promote smart retail with a design thinking approach.

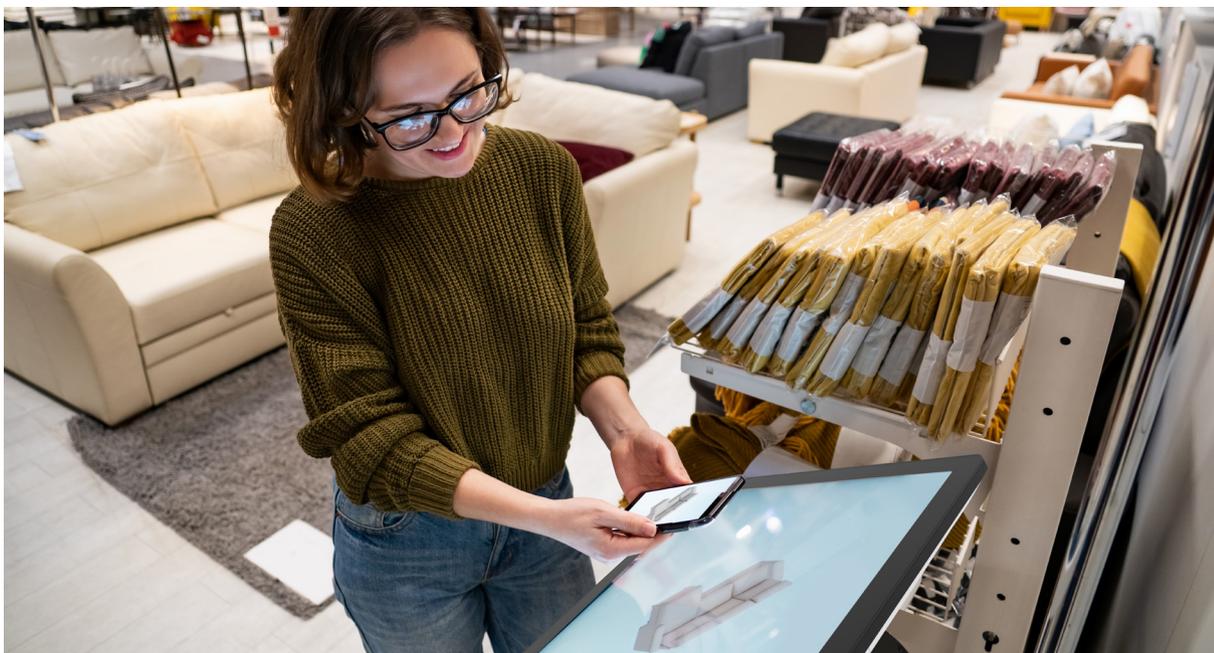
The first step is to identify current issues, make a list of improvement items, and establish concepts for next-generation retail stores based on a clear vision. For example, to help a retail chain store define its vision, Fujitsu used Emography (motion graph) to gain customer input and better envision the next-generation store that customers want to see. With illustrated depictions, customers could easily outline their thoughts and ideas.

The second step is field innovation. Field innovators help visualize real scenarios, deconstruct problems, and unify concepts in order to reach a customer consensus and cultivate an innovative culture through the application of ICT. For example, to address labor shortages and changes in consumer behavior, Fujitsu's field innovators collaborated with customers to conduct surveys and data analysis,

and then recommended the most efficient methods for producing integrated self-checkout systems. The systems would allow people to purchase items at a self-checkout counter and pay with a credit card, EasyCard, or prepaid membership.

Additionally, together with customers, Fujitsu has co-created stores that featured re-innovated shelf labels. According to Liu, in traditional environments, updating and maintaining shelf labels is a time-consuming manual task. To reduce such repetitive labor, electronic shelf labels can be implemented to free employees for other important tasks. With electronic shelf labels, price and promotion information can be automatically updated. They can even be configured to display a QR code that allows consumers to access information such as product traceability.

For the retail sector, intelligent development facilitates numerous benefits including digitization, equipment optimization, and more efficient resource allocation. Other benefits include the realization of Grab & Go stores and biometric identification methods, such as palm vein authentication. Fujitsu has already implemented such solutions in Japan and Korea's retail and public transportation sectors. Moving forward, Fujitsu plans to extend these technologies to other countries like Taiwan, and further increase its leadership of the smart retail sector. ■



# Taiwan SECOM Utilize Advantech Kiosks to Optimize the Dining Experience

To reduce the risk of COVID-19 transmission by minimizing in-person ordering, Advantech kiosks were deployed at The Soup Spoon restaurant to facilitate self-ordering. This not only protected public health but also reduced order errors and staff workloads, while improving the overall dining experience.

**Photos provided by Advantech**

**Interview with Airly Chang, Deputy & Marketing Manager, Livingplus Food & Beverage Co., Ltd.**

For restaurants in Taiwan, 6 p.m. typically marks the beginning of the busy period. With crowds of hungry people looking for quick service, restaurants that have a “pay first” business model generally attract many customers and long queues. The downside to this is that it causes significant pressure for all restaurant staff.

However, despite The Soup Spoon being a pay-first restaurant, there are no long customer queues during

peak periods. This is because the restaurant provides a self-ordering service that uses Advantech UTK-7515 self-ordering kiosks installed at the entrance. Customers can order directly using the kiosks or can scan a QR code to submit their order tableside.

## Improving operational efficiency with self-ordering

Taiwanese people consume millions of bowls of soup



every year. Optimistic about the demand for soup in Taiwan, Living Plus Food & Beverage Co., Ltd., which is owned by the Taiwan Secom Group, brought the Singaporean restaurant brand The Soup Spoon to Taiwan in 2019. Currently, five branches have been established in the Taipei and New Taipei City regions, with the restaurant's flagship store at the Breeze Taipei Station mall among the first to implement self-ordering kiosks.

Deputy & Marketing Manager at Livingplus Food & Beverage Co., Ltd., Airly Chang commented, "Originally, when the restaurant first opened, there was no plan to implement self-ordering kiosks." However, to lower the risk of community transmission during the COVID-19 pandemic, the company decided to implement such a system starting from its flagship store at Taipei Station.

In terms of the solution architecture, the kiosks are integrated with Taiwan Secom's cloud-based ordering system and installed at the restaurant entrance. Once an order is confirmed, the order information is automatically transferred to the back-end kitchen system, while the kiosk prints out a bill for payment at the front counter. After payment has been made, confirmation is sent to the back-end kitchen system and staff prepare the meal accordingly.

The implementation of a self-ordering system has provided several significant benefits. Firstly, it has reduced staff workloads, allowing them to focus on other duties. Secondly, it has minimized the number of order/payment errors and reduced food waste. Thirdly, it has accelerated the speed of order fulfilment, optimizing the customer experience. Finally, considering service efficiency, with the new self-ordering system, customers are typically able to enjoy their meal within 2 or 3 minutes after payment.

### Three key advantages of choosing Advantech

According to Brian Chang from Taiwan Secom's Operations Department, the company chose Advantech for the following three key reasons: Advantech's positive brand reputation, ability to satisfy hardware requirements, and high service quality.

Initially, Taiwan Secom considered having a tablet-based self-ordering system. However, most commercial tablets are not designed for industrial-grade applications or long-duration operation, making them unsuitable for self-ordering services. Accordingly, Taiwan Secom began evaluating offerings from other hardware suppliers,



including Advantech. After investigating a variety of products, Taiwan Secom selected Advantech's UTK-7515 industrial-grade 15.6" kiosk for its self-ordering system. The UTK-7515 kiosks offer stable operation and easy integration, both critical considerations for restaurant applications that necessitate peripherals such as printers, card readers, and barcode scanners.

During the design phase, Advantech listened carefully to the company's needs and developed a new chassis to accommodate their requirements. The UTK-7515 kiosk was customized in white for a streamlined and minimalistic appearance in line with The Soup Spoon's brand aesthetic. According to Airly Chang, "We were very impressed by the level of customer service provided." Furthermore, all UTK-7515 components are produced by renowned manufacturers, streamlining the entire system integration process because component information and relevant documents can be found on the Internet or obtained from Advantech directly. Moreover, with support for diverse peripherals, UTK-7515 kiosks can be integrated with various payment modules to enable credit card, electronic, and third-party payment options.

Moving forward, The Soup Spoon will continue to implement Advantech's UTK-7515 kiosks at each of its branches, and continue expanding the system to further optimize operations and improve the overall dining experience. ■

# Demuk and Advantech Install Digital Advertising Media in Two Thousand Convenience Stores in Thailand

In an attempt to improve customer interactions and boost purchasing intent, Demuk and Advantech helped the biggest media company in Thailand install digital advertising media solutions in two thousand of the busiest stores of a leading convenience store chain. The close partnership between Demuk and Advantech has helped deliver reliable and robust digital signage solutions and has made day-to-day operations smoother and fault-free. The promising results have led to future system implementation in more stores across Thailand.

**Photos provided by Advantech**  
**Interview with Tatsapoom Udompong, Managing Director, Demuk**

In the past, traditional out-of-home (OOH) advertising consisted of posters, canvas banners, and billboards placed in commercial/public spaces and on the sides of public transport. As technology advances, digital OOH has revolutionized the advertising industry by overcoming the limitations of traditional advertising formats. These ads are more eye-catching, interactive, and cost-effective. Many international retail giants started implementing digital signage solutions more than

ten years ago. The biggest OOH media service provider in Thailand provides advertising services and solutions for public transportation, static and digital outdoor advertising media, and various commercial and retail spaces. They control around 26% of the market share, and won an agreement to invest and manage advertising media in a leading convenience store chain in 2019.

This chain has 11,983 convenience stores in Thailand that serve over 14 million customers. They hope



digitizing in-store advertisements enhances consumer experience and reduces costs and human resource requirements.

### **Digital signage solution with real-time monitoring management system**

While attempting to meet a digital advertising media target of two thousand of the busiest stores within 2020, the media service provider approached Demuk. Diverse store designs, limited space, and year-round 24/7 operation necessitated a compact reliable solution. Advantech's USM-110 ultra-compact digital signage player was chosen for Demuk's magicSign digital signage solution, an intuitive and user-friendly web-based application. USM-110 provides common content management and scheduling features, remote management and monitoring capabilities, and system status report functions – including remote play/pause, restart/shutdown, system failure and service analysis reports, and event push notifications.

Mr. Tatsapoom Udompong, Managing Director of Demuk, explained, "Our long-term experience in smart display solutions has taught us that the success of large-scale digital signage projects lies in the monitoring system." OOH media service providers sell advertising airtime, meaning that system downtime is simply unacceptable. This is why magicSign monitors thousands of players, displays real-time content, and sends notifications as soon as issues arise. This helps shorten system maintenance time. In addition, failure and service reporting provides insights for system improvements and preventative maintenance.

### **Close collaboration delivers a successful digital signage solution**

Demuk, a smart display solution industry leader in South East Asia, was founded in 2004 and has remained Advantech's partner for around ten years. In 2016, the company transformed in preparation for global market entry, leading Mr. Udompong to decide to develop Android solutions. During the development phase, Demuk worked closely with Advantech to fix issues and create new features that meet market demands. Mr. Udompong said, "Since the beginning of the project, we have worked with Advantech to modify firmware and software. We now have a reliable system and robust hardware platform that runs smoothly every day." This solution's

performance and reliability are demonstrated by the low failure rate of the approximately five thousand USM-110 players installed to date. Failures, few and far between, are usually caused by issues related to cabling or power supply; and not hardware.

The USM-110 is an Android system designed for markets that demand high-performance graphics in a cost-effective platform. It ensures stable and reliable operation using enhanced heat dissipation. Its lightweight compact form factor enabled Demuk to mount these units on the back of the digital signage displays in convenience stores. This eased installation and presented a tidy appearance. The USM-110 also supports up to four full HD digital signage displays. Considering that each store installed more than 10 screens, USM-110 significantly helped reduce the overall hardware cost of the project and made future asset management and maintenance easier.

The media industry was hit hard by the COVID-19 pandemic. Despite this, Demuk's media clients continued to strengthen their business by leveraging diversified media services and technological innovations. In this way, the convenience store project overcame challenges presented by COVID-19 and successfully implemented the system. The digital signage solution disseminated advertisements and promotional material in different stores thus increasing average order value. Mr. Matrix Choong, General Manager of Advantech Thailand, told us, "The pandemic has had a huge impact on the tourism and retail industries. Despite this, people in Thailand still go to convenience stores to buy daily necessities and groceries. We have seen digital advertising media boost consumer purchase intent. We look forward to deploying more applications in the retail, and food and beverage sectors."

Demuk and the leading media company expanded their business in several vertical markets. As of today, they have over 10,000 digital signage displays installed across Thailand. This number continues to grow. Moreover, the rapid development of technologies such as IoT and AI has seen a sharp increase in the demand for personalized advertising and marketing content delivered through sophisticated, interactive digital signage solutions. Advantech continues to use their extensive experience to deliver the digital elements needed in diverse digital signage projects. ■

# NCR and Advantech Join Hands to Provide Better Digital and Connected Dining Experiences

To prevent long queues, realize omni-channel commerce, and boost purchasing intentions, NCR and Advantech helped a large global quick-service restaurant chain install interactive self-ordering kiosks in China. The close partnership between NCR and Advantech delivered complete success and customer satisfaction with this project.

**Photos provided by Advantech, Shutterstock**  
**Interview with Charles Huang, Senior Business Development of Greater China Region, NCR**

From ticketing and airports to hotel self-check-ins and self-ordering, kiosks are widely used to provide information and services in many sectors such as retail,

transportation, hospitality, and financial markets. A recent report by Research and Markets suggests that the global interactive kiosk market size is expected



to reach USD 45.32 billion by 2028, expanding at a compound annual growth rate of 6.9% from 2021 to 2028. Among all markets, the quick-service restaurant (QSR) market is known to be highly adaptable when it comes to introducing the latest technologies and innovations, attributable to the constant need for improving efficiency and ever-changing consumer preferences. As tech-savvy Millennials and Gen Z customers are gradually becoming the biggest population in many countries, all QSR giants are adopting new technologies to provide better digital and connected experiences for this group.

### **Global solution with a local touch**

Being the world's enterprise technology leader for restaurants, retailers, and banks, NCR Corporation provides services to over 100,000 restaurants globally, from small independent restaurants to large chains, including many in the Greater China region. Due to long-term business relationships with many big-name restaurant chains, NCR Greater China division was able to commence several new projects through recommendations from the headquarters of many restaurant chains. NCR has a complete end-to-end restaurant solution to cover almost every aspect of the restaurant business, from POS systems, online ordering, and kitchen operations, to business reports and interior design. However, for their clients in the Greater China region, localization is greatly needed, not only due to the region having the biggest share of Millennials and Gen Z consumers in the world, but also because of the complex food culture.

Based on his years of experience in serving restaurant clients, Mr. Charles Huang, Senior Business Development of NCR Greater China Region said, "China is leading the trend of smart restaurants in Asia and is therefore constantly receiving new localization challenges; helping clients to make changes or integrate third-party devices and solutions, which are normal steps in every project." As a global leader in industrial displays and touch panels, Advantech is honored to be NCR's long-term third-party solution provider and has helped them complete many projects in China since 2017, including table-side ordering systems, digital menu board displays, and self-ordering kiosks. Mr. Huang commented, "Advantech has a very broad product line, and client requirements can be responded to in real time by the team in China. Customization is also deliverable for small

quantity orders, making it possible to design systems for use in various environments."

### **Comprehensive end-to-end solution covers every aspect of projects**

Recently, NCR and Advantech helped a renowned QSR chain install new self-ordering kiosks in their restaurants. The client's prime objective was to prevent long queues at ordering counters. However, having order tickets coming from multiple sources including counters, websites, phone apps, and kiosks, meant that not only the kitchen operation, but also the inventory system needed to be changed to accommodate the various ordering methods. Also, the client was hoping to not only retain customer satisfaction, but also increase customer purchase opportunities with the interactive kiosks. After an on-site evaluation, NCR helped the client to plan out locations for installing kiosks and to discuss customization details with Advantech. Eventually, a 32-inch white floor stand kiosk with sleek and streamlined design was developed for the project. Powered by an Intel® Core™ i3-6100U CPU, the customized, industrial-grade kiosk has the stability and reliability to operate smoothly in harsh environments. It is equipped with a barcode scanner and printer and can accept electronic and mobile payments. Moreover, NCR's end-to-end restaurant solution allowed the client to meet their omni-channel commerce targets, as well as unified multi-source customer purchases. This meant that the entire order-to-delivery process was linked by NCR's restaurant solution.

Although NCR and Advantech have quite a few projects under discussion, the restaurant industry has been severely affected by the COVID-19 pandemic, and this has slowed down many clients' business plans. However, according to Mr. Huang, many restaurants have relied on online food delivery services to keep their businesses running during the pandemic. Food delivery services have now permanently changed consumer behaviors. Witnessing the rapidly growing food delivery demands, NCR is currently researching and developing a solution to optimize cooperation with third-party food delivery service platforms, such as increasing order numbers per delivery with greater visibility of delivery routes and food preparation times. Looking to the future, Mr. Huang would like to introduce Advantech's other services, such as software development, to NCR's clients in the Greater China region. ■



# Bijou Brigitte Equips All German Branches with Advantech POS Terminals

In 2019, the company was looking for a partner for the German Bijou Brigitte branches who offers reliable and modern POS systems as All-in-One (AiO) touchscreen computers. The implementation of the latest technologies, fast processor performance and ease of use were important. Due to the affiliation to the fashion retail industry, the focus is also on an appealing design of the devices. With Advantech, a partner has been found, who can meet the requirements and guarantee that the products supplied can be used directly in all stores.





## The Company Bijou Brigitte

Bijou Brigitte modische Accessoires AG is one of the leading providers of fashion jewelry and accessories. The company operates over 1,000 branches in Europe. The Bijou Brigitte brand stands for inspiration, joy, passion and diversity. With its proven expertise in jewelry with star quality and trendy accessories, the Hamburg-based group delights all fashion fans who want that certain something for their outfit.

Year of foundation: 1963 as an import and trading company for fashion jewelry

First foreign branches: 1989 in Austria and the Netherlands

Turnover: 334 million euros (as of 2019)

Employees: 2,863 (as of 2019)

Sector: Retail - specialist in jewelry and fashion accessories

## Our Solution

The demands on modern cash register systems are high. They have to be space-saving, inconspicuous but stylish, reliable and durable. Intuitive operation and multi-functionality are a must. The Advantech All-in-One POS system UPOS-211 has a 15" touchscreen. With its fanless, compact design and energy-saving operation, it is very suitable for the use in branches of all sizes. The UPOS-211 is operated by an Intel® Celeron® J1900 / Core™ i processor. It guarantees high computing power with reliable data processing while at the same time flexibly adapting to a wide variety of applications. With its many interfaces and different connections, the UPOS covers all of Bijou Brigitte's requirements.



Thanks to the technical advice provided well before all branches in Germany were equipped, it was possible to implement all customer-specific requests and the appropriate operating system.



## Trustful cooperation - Smooth implementation

After consulting and individual compilation of the POS system, the first ten devices were delivered to Bijou Brigitte for a test phase. Thanks to the open and trusting cooperation, the rollout of all German branches was quickly implemented.

In order to use the new cash register systems as smoothly and quickly as possible, the approximately 600 new Advantech devices were installed and put into operation by specialists directly at the respective shops. This way, the cash register operation was not disturbed and closing times due to the system change were avoided, as the Bijou Brigitte software was programmed user-friendly and could therefore be used seamlessly.

## Advantech UPOS-211

The UPOS-211 is an AiO Point-of-Sale (POS) system equipped with a double hinge stand and a small footprint. This makes it ideal for the installation on counters with limited space. The UPOS-211 offers high computing power and reliable data processing. The system also supports flexible adaptation to various customer-specific applications and improved brand advertising.



## Conclusion

In close cooperation, the project teams from Bijou Brigitte and Advantech have created a solution that meets the high everyday demands in a large number of different branches of the fashion jewelry manufacturer. „What I particularly appreciated about working with Advantech was the openness and problem-solving orientation in the offer phase,“ says Marco Schulz, IT Purchasing at Bijou Brigitte. “We were also very enthusiastic about the delivery quality. That’s how I think of a real partnership!” Said Marc Neugebauer from the IT support of the fashion jewelry manufacturer.

## Requirements:

- Implementation of the latest technologies
- Easy handling of the devices
- Fast delivery & direct usability

## Products used:

- UPOS-211

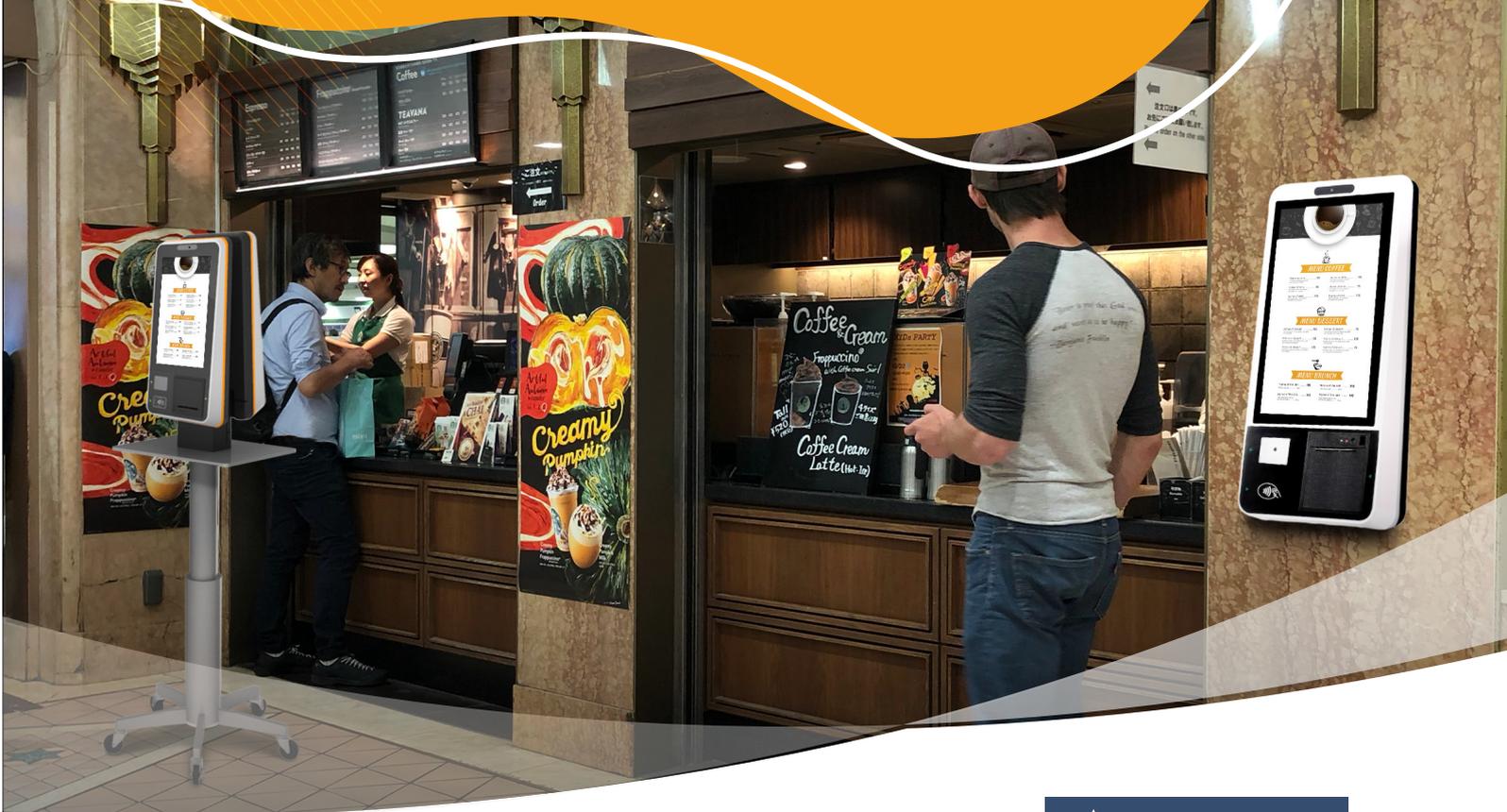
## Benefits:

- Fast processor performance
- Easy configuration
- Comfort in operation and handling
- Highest reliability
- Compact & robust design
- Space-saving



# Customer queues? Slow order processing?

»» Advantech's **UTK-615** compact self-service kiosk is designed to accelerate service efficiency for improved customer and staff satisfaction.



**ADVANTECH**

*Enabling an Intelligent Planet*



## Hot-Swappable Battery Module

- Supports 7 ~ 9 hours of operation
- Eliminates complex wiring
- Facilitates mobile applications when combined with a floor stand on wheels



## Eye-Catching LED Indicators

- Attract customer attention and engagement
- Ensure easy device navigation and operation
- Improve satisfaction with self-service applications



Pop-up Stores Self-Ordering Kiosk



Convenient Store Self Check-out Kiosk



Food & Beverage Self-Ordering Kiosk



Bank Self-Service Kiosk

[www.advantech.com](http://www.advantech.com)

### Advantech Headquarters

No.1, Alley 20, Lane 26, Rueiguang Road,  
Neihu District, Taipei, Taiwan, 114, R.O.C.  
Tel: 886-2-2792-7818  
Fax: 886-2-2794-7304  
Email: [iSS.Self-Service@advantech.com](mailto:iSS.Self-Service@advantech.com)

# NatureFit Digitalizes Workouts Using Advantech's All-in-One Service Computers

NatureFit used Advantech's all-in-one service computers to provide customers with personalized intelligent training programs that help burn fat and build muscle.

Photos provided by Advantech  
Interview with Emmer Huang, founder, Naturefit

Technology-driven gym equipment and smart services are becoming increasingly popular in a market dominated by fitness enthusiasts seeking to record their progress. Gyms with machines that connect to athletes' personal devices are favored as they help optimize training regimes. In response to this emerging market, a Taipei based gym, NatureFit, leveraged Advantech technology to deliver bespoke training programs. NatureFit's intelligent workout series creates a digitalized

workout by combining RFID technology, big data, a virtual trainer, and an intelligent interface.

## Digitalized training implementation challenges

NatureFit provides workouts designed for office workers—offering classes in digital weight training, aerobic boxing, spinning, and general fitness.

According to Naturefit's founder, Emmer Huang, the gym equipment uses embedded data analysis to collect





and analyze members' progress and health information. This data helps generate personalized training programs stored on an EasyCards (Taiwan's public transportation card). Members also use EasyCards to identify themselves, access facilities, and attend classes; yielding a stress/hassle-free fitness experience. Following a pay-per-minute business model, charges are levied according to individual equipment usage times.

NatureFit faced several challenges during its digital transformation. First, they required thin, stylish service computers capable of easy integration within existing gym equipment. These computers had to support VESA mounts for easy installation on exercise machines. Second, NatureFit required a software solution that provided big data analysis and the ability to record members' health information, progress, and history. This software also had to support a virtual trainer that generates bespoke training programs. Third, the solution needed to be EasyCard compatible—enabling clients to record their progress and programs while paying for gym services.

Fourth, as NatureFit's target market is office workers, its facilities are located exclusively in office buildings with competing wireless signals. Correspondingly, they required solutions with excellent Wi-Fi performance to ensure data acquisition and signal integrity. NatureFit sought assistance from Advantech in addressing these challenges. Advantech's reputation for quality and reliability influenced NatureFit's decision to select Advantech's USC-130 service computer.

#### **Advantech's USC-130 enables seamless integration**

Advantech's compact USC-130 service computer is 12 mm (.03 in) thick and features a modern, stylish aesthetic that matches NatureFit's facility. Similarly it's 75 × 75

mm (.24 x .24 in) VESA mount support eases installation within gym equipment.

NatureFit's exclusive weight-assigning module measures users' daily athletic capacity and adjusts their regimen and resistance accordingly. After placing an EasyCard against Advantech's touch panel, the system will automatically read the card and display user information—including strength, time since training, and the number of sessions completed. Gym goers can also access a personal training course by navigating the touch panel. Alternatively, the system can provide a suitable training regimen and adjust resistance automatically after it measures the athlete's abilities. This provides clients with safe, efficient exercises that increase strength, encourage hypertrophy, or improve endurance.

Mr. Huang noted that USC-130 features embedded RFID capabilities that support 1443A/B, 51963, and FeliCa technology. This embedded design records members' progress on individual machines using facial recognition without risking damage to the cameras during busy gym sessions. Advantech USC-130's Wi-Fi and Bluetooth antennas are adaptable to different needs, deliver enhanced connectivity, and reduce interference. Similarly, USC-130's firmware and software accommodate client requirements and further reduce environmental interference.

Advantech's USC-130 is a stylish, competitively priced, high quality solution that supports diverse functions. These attributes set it apart from competitors' solutions and accommodate NatureFit's needs. "Impressively, Advantech's excellent customer service and technical support led to the solution being implemented ahead of schedule," Mr. Huang stated. NatureFit is looking forward to collaborating with Advantech on other branches/locations in the future. ■



## Advantech Helps Good Morning MACC Leverage Digital Transformation with StoreVue

Good Morning MACC, a Taiwanese restaurant chain with over 1,000 franchise stores across Taiwan, enlisted Advantech to conduct a digital transformation of its operations. The partnership helped Good Morning MACC address various management and operational challenges, and provided valuable business insights for increasing brand visibility.

**Photos provided by Shutterstock, Advantech**

**Interview with Gavin Lin, General Manager, Good Morning MACC; Wei-sheng Su, IT Manager, Good Morning MACC**

The increased use of point-of-sale (POS) systems and kiosks in stores, public facilities, and restaurants exemplifies the digital transformation of both the retail and food & beverage industries. Similarly, fierce competition from e-commerce and online food delivery services in recent years has highlighted

the importance of digitalization strategies for brick-and-mortar restaurants and retailers. These strategies augment operational efficiency, improve customer experience, and ameliorate declining revenue.

Indeed, the rapid development of IoT, AI, and big data technologies incentivizes the use of big data to generate

business insights that improve decision-making and increase profit. In line with market trends, Advantech is helping businesses accelerate their digital transformation by using the Advantech iCity Services (AiCS) StoreVue solution package. This package comprises reliable industrial-grade hardware and operational/management software. Good Morning MACC, an innovative Taiwan-based restaurant franchise, contacted Advantech to assist with the company's digital transformation.

### **Digital transformation improves agency in competitive markets**

Founded in Taiwan in 1983, Good Morning MACC has over 1,000 restaurants across the island; and has undergone numerous transformations during its 38-year existence. The most recent transformation was initiated by their Associate General Manager, Gavin Lin, in 2018. Mr. Lin sought to upgrade the restaurants' interior design to project a new brand image that enhanced customers' dining experience.

Inspired by Advantech's 2018 smart manufacturing solution, Mr. Lin approached Advantech's team with his digital transformation plan. He wanted to address the many challenges related to operating numerous restaurants and improve brand visibility within Taiwan's highly saturated breakfast market.

The most significant challenge the company faced was the collection and processing of daily operations and on-site inspection data. Sales and inventory data collected from the 1,000 franchise stores had to be input manually. This time-consuming, labor-intensive task not only led to errors and discrepancies, but also made subsequent data processing and calculation more difficult. Moreover, the need for regional supervisors to visit individual restaurants to conduct on-site inspections and paperwork further prolonged the process. When the arduously collected data finally reached central management for analysis, it was no longer useful for gaining insights and establishing corrective action.

### **AI-Driven cloud management solution addresses operational challenges**

Good Morning MACC adopted Advantech's StoreVue solution and began remote store inspection trials at two branches. The StoreVue platform is a comprehensive, one-stop solution that provides cloud-based software services that support a variety of Advantech hardware, including

POS systems, digital signage displays, CMS servers, and 3D cameras. Co-created with Advantech's ecosystem partners, StoreVue offers customers hardware and software subscription plans, integrated cloud services, on-site system installation, store management software, system integration, and consultancy services. Advantech StoreVue is designed to help franchises and chain stores improve customer service, operations, marketing, and management through the use of AIoT and big data.

With the deployment of StoreVue, all connected POS systems are able to collect and transmit data directly to the cloud server, eliminating data discrepancies caused by human error. For Good Morning MACC, this allows regional sales supervisors to update inspection results from a mobile device or smart phone for managers to review remotely. This resolved on-site management issues and improved overall operational efficiency.

Good Morning MACC's IT Manager, Wei-sheng Su, noted that StoreVue allows users to set up key business metrics regarding restaurant sales and regional sales supervisors. The system also generates KPI reports for further business intelligence and analysis. StoreVue solves management and operational challenges while delivering actionable insights and total visibility to the franchise restaurant business.

In regards to the company's future, Mr. Lin stated, "we hope this digital transformation benefits our employees and franchise stores and helps to streamline and optimize daily operations. When we expand overseas in the future, we will not need to worry about system or data integration because every restaurant will be using the same system." Indeed, Advantech's provision of a global sales and customer support network is a significant advantage for franchises and chain stores that operate internationally.

Advantech launched its StoreVue solution in Southeast Asia in 2021. The company's goal is to achieve adoption by at least 100 brands and deployment in at least 10,000 stores worldwide within the next 3 years. Hong-sheng Su, R&D Director for Advantech iCity Services, highlighted how Advantech has been collaborating with technology partners when integrating StoreVue in an effort to leverage their expertise. Advantech hopes that further StoreVue solution innovations will yield smart operations that enhance the customer experience and help franchises compete in today's rapidly changing consumer market. ■

# Advantech's iBuilding Management Solutions Reduce Costs and Increase Management Efficiency

Advantech's iBuilding intelligent building management solutions are aimed at digitalizing building infrastructure by providing application-specific tools for building energy management, equipment and facility management, patrol and inspection management, and intelligent video management. These solutions enable managers to make smarter data-driven decisions, reduce costs, and the increase efficiency of building operations and management.

**Photos provided by Advantech**

The evolution of 5G, big data, and cloud computing infrastructures combined with the growing maturity of digital twinning, AI, and IoT technologies are facilitating the transformation of traditional buildings into intelligent buildings with perceptual and real-time online functions. In addition to giving people a safe living environment, comprehensive high-end control capabilities are facilitating the rapid development of buildings in terms of networking, humanization, and intelligence.

A recent report by MarketsandMarkets™ indicates that the global smart building market will grow from US\$66.3 billion in 2020 to US\$108.9 billion in 2025, equating to a compound annual growth rate of 10.5%. The rapid development of smart buildings is driven primarily by emerging technologies and their increasing use in daily life. Accordingly, this has boosted adoption of building management systems, heightened awareness of space utilization and operational efficiency, improved industry standards and regulations, and increased demand for energy saving solutions.

A study by the National Institute of Standards and Technology indicates that compared to traditional buildings, smart buildings can drastically reduce operating costs by leveraging coordinated systems, remote operations and maintenance, and AI-based analysis and monitoring. Specifically, installing sensors for data collection and visualization and using AI to optimize building power consumption can yield at least a 30% reduction in energy consumption costs. Meanwhile,

efficient interconnected operations enabled by digital twinning technology and intelligent platforms can reduce maintenance costs by 15% and personnel costs by 20~40% over the entire smart building lifecycle. This “intelligentization” of buildings not only increases operational efficiency, but also improves people's quality of life by providing more comfortable and ergonomic working and living environments.

## **Unified cloud platform enables efficient building management**

In recent decades, enterprises have focused on economic development and ignored building facility design, resulting in generally low operating efficiency. Many companies lack the means to obtain a real-time overview of equipment and facility operation using traditional operation and maintenance management. In fact, many enterprises have to rely on manual inspections. When a failure occurs, they must inspect every possible location to identify the affected systems and determine the cause of the failure. This approach is extremely inefficient and limited by inspection staff experience.

Leveraging decades of experience and expertise regarding the use, operation, and maintenance of equipment and facilities in industrial parks and factories, Advantech developed its iBuilding management solutions to achieve low-cost, highly efficient building operations management. Unlike traditional standalone



systems, Advantech's unified iBuilding management platform enables complete control and management of all building systems and equipment to support integrated applications. For example, if an air-conditioning system abnormality is detected, the platform can automatically identify the faulty device and transmit a warning notification via SMS or integrated mobile application. The platform can also be configured to automatically send maintenance requests to designated staff and track the resolution process. Because these processes are initiated automatically, the platform alleviates some of the pressure on building managers while reducing equipment maintenance and labor costs.

Advantech's iBuilding management solutions are based on building information modeling (BIM) and feature various embedded data sensors that bind edge data through Advantech's WISE-PaaS/InsightAPM digital twinning platform and integrate cutting-edge big data, cloud computing, and AI applications. By covering the four key functions of energy management, equipment and facility management, patrol and inspections management, and intelligent video management, Advantech's unified iBuilding management platform can enhance the integration and centralized control of diverse systems while minimizing cost and improving building management efficiency.

### **Upgrade building management by integrating four key functions**

Advantech's building energy management system (BEMS) is designed to facilitate energy management and conservation by collecting real-time operating information and energy consumption data from building

equipment. Combined with Advantech's WISE-PaaS/AIFS service, the data can be used for AI-based predictive analysis to provide insights that address energy efficiency. This offers enterprises a more scientific approach to managing building energy consumption and reducing operating costs.

The BEMS provides a comprehensive management loop of "monitoring and benchmarking, abnormality detection, diagnosis and analysis, insights and improvement planning, and benefit quantification" for energy management, and can be combined with other building subsystems, such as those for lighting, heating, ventilation, air conditioning, water supply and drainage, and security management. The BEMS can also be integrated with Advantech's WebAccess/SCADA software for data visualization. With this software, energy consumption data can be categorized by region/department/equipment type, year-on-year and sequential data comparisons can be provided, and energy traceability analysis can be conducted. The data can then be compiled into energy consumption reports, enabling enterprises to identify energy wastage causes (i.e., evaporation, emissions, or leaks) and initiate responses.

Facility management involves integrating BIM into a facility management system in order to incorporate various buildings, equipment, applications, data, and services into a unified virtual space that can be accessed via a 3D interface. This enables mutual communication, mirroring, and interaction between virtual and physical objects.

Building digital replicas can be created by integrating multiple subsystems to realize the digitalization, virtualization, and visualization of all building elements.



By infusing the virtual world with the real world, both the physical and information dimensions can coexist. Accordingly, Advantech’s facility management system realizes the unified interconnection between multiple standalone building systems, while also enabling cross-building operation and maintenance management. This enables managers to easily monitor equipment operations, improving efficiency and providing an enhanced service model.

Patrol and inspections management is an important part of equipment operations and maintenance management. Using intelligent digitalized inspections of daily operations, Advantech’s patrol and inspection management system optimizes workflow tracking, inspection task scheduling, maintenance and inspection planning, staff efficiency analysis, and other business processes. Additionally, the patrol and inspection management system can be integrated with the facility management system to monitor equipment availability, utilization, failure rates, maintenance completion, and inspections in order to optimize operations while reducing overall costs.

Advantech’s intelligent video management system can be paired with the WISE-PaaS/VideoService solution to serve as an intelligent security management system that supports facial recognition-based access control, visitor counting/ occupancy monitoring, electronic fence intrusion detection, and event-triggered notifications (i.e., fire alarms).

For an enterprise located in Shanghai, China, the

deployment of Advantech’s iBuilding management solutions reduced monthly power consumption by 3,000 kWh and monthly CO2 emissions by 3 tons. Additionally, the efficiency of daily operations and management increased 40% while the number of complaints declined by 60%. This allowed the company to transform the facility into a low-carbon, ultra-low energy consumption building with reduced operating costs.

**Intelligent building management set the groundwork for smart city services**

With various industries undergoing a digital transformation, a growing number of enterprises are demanding building management services that cover equipment and facilities, energy management, operations, and maintenance.

Advantech’s iBuilding management solutions have been adopted by a wide range of medical institutions, science and technology parks, residential communities, and commercial centers. By integrating big data collected from multiple devices and geographically dispersed buildings, and enabling intelligent monitoring of operations and maintenance, Advantech’s iBuilding management solutions can help enterprises reduce operation costs and increase efficiency.

Looking to the future, Advantech will continue collaborating with ecosystem partners to co-create additional applications and services that increase the efficiency, safety, convenience, and comfort of building environments while reducing energy consumption. ■

# Advantech iBuilding Solution

## Enabling the Future of Building Management



**ADVANTECH**

*Enabling an Intelligent Planet*

### Advantech iBuilding Solution

Advantech iBuilding leverages cutting-edge applications such as big data, cloud computing, and artificial intelligence. It is capable of managing single or multiple buildings-such as sci-tech parks, business centers, hospitals, residential buildings, and hotels.

The solution is based on WISE-PaaS/InsightAPM digital twin platform, and covers four core aspects: building energy management, equipment and facilities management, patrol inspection management, and intelligent image management. It manages equipment, applications, data, and services comprehensively to function as a safe, efficient, convenient and integrated building management system for building managers and to improve building's operation efficiency and service quality. It also helps managers create new service models and improve user experiences.

<p><b>iBuilding BEMS Building Energy Management System</b></p>	<p><b>iBuilding Facility Mgmt. Facility Management</b></p>	<p><b>InsightAPM Patrol Inspection Patrol Inspection</b></p>	<p><b>iBuilding Intelligent Video Intelligent Video Management</b></p>
<ul style="list-style-type: none"> <li>· Energy allocation and usage</li> <li>· Energy management</li> <li>· Demand analysis</li> <li>· Energy efficiency analysis</li> <li>· Abnormality diagnosis</li> <li>· Energy-saving and optimization</li> </ul>	<ul style="list-style-type: none"> <li>· Status monitoring/alarm notifications</li> <li>· Ledger management</li> <li>· Device performance analysis and management</li> <li>· Device exception analysis</li> </ul>	<ul style="list-style-type: none"> <li>· Repair management</li> <li>· Maintenance management</li> <li>· Manual/Automatic inspection</li> <li>· Staff performance management</li> <li>· Workflow template management</li> <li>· Expense allocation management</li> </ul>	<ul style="list-style-type: none"> <li>· Video/Audio preview and playback</li> <li>· Intelligent video storage management</li> <li>· Multi-protocol streaming media server</li> <li>· Video knowledge base</li> </ul>



# Everpark and Advantech Co-Create Smart Retail Future

Everpark Intelligent Parking Solutions are trying to digitally transform their business and help customers by deploying smart retail solutions using a co-creation ecosystem structure. To do this they have leveraged Advantech's expertise whilst they move towards a B2B2B solution subscription business model.

**Photos provided by Shutterstock**  
**Interview with Yi-chang Cai, CEO, Everpark**

Recent advances in IoT, big data, and AI, combined with the growing availability of low-cost broadband and mobile data have increased retail complexity. Many retailers are undergoing digital transformation and offering more convenient and personalized shopping experiences. The emergence of COVID-19 has accelerated this trend—fueling the acceptance of video surveillance, AI video analytics, and visual recognition technologies.

Despite being home to the world's biggest semiconductor producer and numerous well-known tech companies, Taiwan's digital transformation remains slow. Indeed, only a few big chain stores/brands have adopted smart retail solutions. For 10 years, Everpark Enterprise and Advantech have worked together to accelerate Taiwan's digital transformation. They have collaborated on cloud solution development, service subscriptions, system installation, and after-sale services.

## **Using 20+ years of domain experience to initiate retail digital transformation**

Everpark has served thousands of companies from various industries in Taiwan since its establishment in 1996. During this period, they have helped advance video surveillance technology through three distinct phases—digitalization, digital optimization, and digital transformation. The CEO of Everpark, Mr. Yi-chang Cai, stated, “In phase one, we were the first business in Taiwan to offer digital video recorders to chain convenience stores. In the second phase, we started providing network video recorders that fulfill central management demands, transmitting digitized video footage to head offices. The third phase began in 2015. We used AI, big data, and IoT technologies, as well as cloud and edge computing to launch iPlatform24, which delivered smart retail solutions to our customers.”

iPlatform24 encompasses several video surveillance and retail management solutions and services. These include cloud-based video footage streaming and analytics solutions, digital signage systems, UShop store heatmap analysis solutions, Store Vue smart retail solution, and other retail hardware systems. Advantech contributed innovative hardware systems, including recorders, and the UShop and StoreVue solution ready packages. Mr. Cai posits that, although most retailers in Taiwan are still at the digital optimization phase, close cooperation between Everpark and Advantech will help many customers embrace smart retail, thus starting their digital transformation.



### Leveraging expertise to co-create B2B2B solution subscription business model

Everpark and Advantech began their relationship as buyer and seller. As time passed, this relationship grew progressively closer following collaboration on digital transformation projects at the 7-Eleven X-Store and the Hsin Tung Yang Business Intelligence analysis project. Everpark utilized Advantech's cold chain management system, energy efficiency monitoring, and wireless e-paper solutions in the X-store project. They also provided system deployment and after-sale services to 7-Eleven. During the Hsin Tung Yang project, they combined Advantech UShop's comprehensive functions with Everpark's 24/7 nation-wide service network and solution deployment capabilities. By leveraging business intelligence (BI) analysis, this combined system enabled their customer to gain valuable consumer behavior insights using a store heat map, customer foot traffic, and dwell times.

This year, Advantech became Everpark's biggest legal entity shareholder following collaboration with Advantech iCity Services. This collaboration explored more smart retail business opportunities. They also completed the development of a service ecosystem for the retail and hospitality industries. Mr. Cai commented that the timing of their joint venture was excellent. Many retailers are presently replacing outdated video surveillance systems, creating opportunities in selling/deploying the latest

systems and infrastructure, and accelerating future digital transformation.

Everpark abandoned the project-based business model adopted by most SIs 20 years ago, seeking to transform into a service provider that offers cloud platform services and solution subscriptions. Everpark used Advantech WISE-PaaS AIoT platform to create a B2B2B subscription business model, enabling them to re-sell Advantech's industrial app subscriptions to their customers. After surveying Advantech's DFSI (Domain Focused System Integrator) co creation business model, Everpark began following Advantech's global strategies and combining Advantech's AIoT and smart retail solutions with their domain experience, forming a comprehensive smart retail solution adaptable to future global markets.

Mr. Cai ended the interview with a thoughtful statement, "Co-creation requires effort from both parties. It serves to produce business opportunities and usher in a win-win future. Establishing an AIoT ecosystem necessitates cooperation between partners from different fields. Everpark is a small to medium-sized business, and therefore appreciates Advantech's ecosystem resources. These resources helped push Everpark towards an innovative solution subscription business model, and eventually helped us achieve our digital transformation goals. Everpark will continue to contribute to the co-creation ecosystem. In time, co-creation will prove to be a wise and visionary concept". ■







# StoreVue

## Enabling an AIoT Chain Stores



**ADVANTECH** **iCity Services**  
iRetail & Public Services

### StoreVue Solution Suite

According to research, the food & beverage industry has three main pain points: a high turnover rate, high capital expenditure, and rapidly changing customer preferences. StoreVue is designed to enhance business management by streamlining operations and improving resource allocation.



#### StoreVue Inspection

- Onsite / Remote Inspections
- Remote reporting
- Department checklists
- Management optimization



#### StoreVue Signage

- Cloud-Based signage portal
- Remote content publishing
- Interactive precision marketing
- Sensor integration supported



#### StoreVue Traffic

- Store operation data visualization dashboard
- Conversion rate analysis
- People counting analysis

See more Retail solutions



#### Advantech Intelligent City Services

No.27,Wende Rd., Gueishan Dist., Taoyuan City 333, Taiwan, R.O.C  
Tel: 886-2792-7818 # 2527  
Fax: 886-2-2794-7304  
Email: Contact.StoreVue@advantech.com

[www.storevue.com](http://www.storevue.com)



## Advantech India and RAISER POS Form Joint Venture Company to Seize Smart Retail Business Opportunities in India

According to the National Investment Promotion and Facilitation Agency of India, the retail industry currently accounts for over 10% of India's GDP. Despite this, only 12% of the industry comes from the organized retail sector. Nevertheless, various factors – including a large youth population; rising numbers of smartphone, internet, and social media users; easy credit availability; and growing disposable incomes – are changing India's retail and hospitality industry; and bolstering both digital transformation and the growth of the organized retail market.

Advantech, in an effort to exploit this growth, has decided to further cooperation with its long-term partner in India, A S Retail & Hospitality Technical Solution Pvt. Ltd. (RAISER POS), establishing a joint venture in the country called ADVANTECH RAISER(I) Pvt. Ltd. (ARI).

This company will form a Pan-Indian SIoT and

iCityServices business unit, combining Advantech and RAISER POS' diverse capabilities and better serving both pre-existing and new retail and hospitality sector customers. Both companies boast extensive experience building and scaling innovative businesses. Advantech's services and products comprise POS systems, kiosk terminals, edge computers, digital signage players, cloud-based solutions, and retail management software. RAISER will spearhead commercialization and go-to-market strategies using their well-established sales/service network, strong front-end capabilities, and local market knowledge.

ARI is presently focused on trading POS/kiosk systems and other retail equipment, but will soon become a key platform for the promotion of Advantech iCity Services and AIoT solutions & services. ■

# USM-600 Series Dual-Board Workstation

Intel® Modular Edge Compute Architecture (MECA)

## Video/Image Processing



- Digital signage
- Video wall
- Customized display
- Facial recognition
- Customer identification

## Data Intelligence



- POS integration
- Transaction records
- Visualized analysis



**2 x Removable CPU boards for dual independent OS platforms**

**ADVANTECH**

*Enabling an Intelligent Planet*

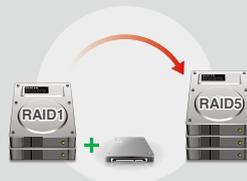
### Feature Highlights



Two removable CPU boards support 8th gen Intel® Core™ processors



High expandability with additional 3 x PCIe slots



M.2 and SATA SSD/HDD storage with RAID 0//1/5 support



Dual platforms with independent OS for complex AI processing



Equipped with 3 x LAN, 2 x USB 3.1, and 2 x HDMI

### DeviceOn/iService

- REMOTE ACCESS
- OPERATIONAL EFFICIENCY
- TOTAL MANAGEMENT

Value-added software enables data visualization and analysis

[www.advantech.com](http://www.advantech.com)



### Advantech Headquarters

No.1, Alley 20, Lane 26, Rueiguang Road,  
Neihu District, Taipei, Taiwan, 11491, R.O.C.  
Tel: 886-2-2792-7818  
Fax: 886-2-2794-7304

# WISE-PaaS@Education

Building AIoT Skills for the Future



ADVANTECH



## WISE-PaaS

AIoT Solutions & Marketplace

### Prepare Industry 4.0 Future Talent

#### ■ AIoT Course and Certification

Empower educator and students with various learning modules and resources to support AIoT education and lay the foundation for success.

#### ■ AIoT InnoWorks Developer Program

Invite students from the world to use WISE-PaaS industrial IoT cloud platform to develop unique industrial application solutions, solve social and environmental challenges, and realize enthusiasm and ability!

#### ■ Elite 100 Internship

Join a cross-field internship team of different experts from different backgrounds to explore IoT cloud applications that develop your potential and boost your career skills.

[www.advantech.com](http://www.advantech.com)



**AIoT InnoWorks**  
University Co-Creation



**Elite100**  
Internship



Connect with Us