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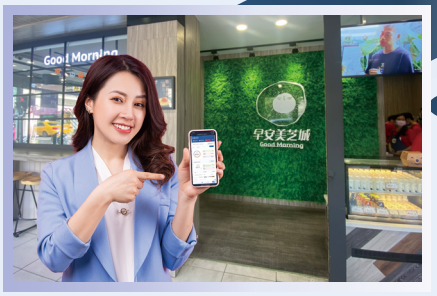
Enabling an Intelligent Planet
The WISE-IoT Magazine

# Intelligent Retail

## Digital Transformation Optimizes Store Management

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# Unlock the Power of Intelligent Retail

The Advantech solution platform offers industrial-grade hardware integrated with flexible SaaS offerings that leverage big data to deliver business insights and optimize operations for retailers.

## iRetail Solutions

### Inspection
Inspection helps users elevate their store auditing efficiency through a mobile app or web management interface.

### SignageCMS
Easy editing and fast broadcasting content at stores through Signage CMS.

### Video AI counting
Analyzes visitor flows from entrance to multi-scenario counting.

### Cold chain
Precise temperature and humidity monitoring solution to keep product quality.

### Kiosk
Self-service kiosk is designed to accelerate service efficiency for improved customer and staff satisfaction.

# Digital Transformation Optimizes Intelligent Store Management

**Interview with Hung-Sheng Su, Senior Director of Advantech iCity Services (AiCS)**

Today, governments around the world have decided to coexist with the virus and started to lift restrictions in order to let life return to normal. However, people's consumption habits have undergone tremendous changes during the pandemic, significantly impacting retailers' operations. As a result, digital transformation has come to the forefront as a way to develop innovative business and service models, reducing operating costs, optimizing customer experiences, and boosting business operations. Advantech understands the challenges faced by the retail and hospitality industries. As a strong advocate of smart cities, the company has followed the needs of these industries to promote digital transformation in the wake of the pandemic and launched a series of software and hardware products and solutions to meet those needs. This has helped business owners survive the pandemic and create a new post pandemic lifestyle for consumers.

## Advantech empowers retail by rolling out intelligent operations

Hung-Sheng Su, Senior Director of Advantech iCity Services (AiCS) pointed out that, "Retailers' digital transformation has shifted from creating intelligent storefronts to formulating intelligent ways of connecting stores and logistical systems. For example, in the wake of the pandemic, online shopping has become the new normal in people's lives and the industry has moved towards an omnichannel sales model. Therefore, a need has emerged to integrate front-end and back-end store systems to optimize operations. Meanwhile, in implementing pandemic prevention measures, business owners have had to conduct more thorough inspections of their operations to ensure and maintain high quality hygiene. Also, many business owners are hiring additional service personnel as the pandemic comes to an end, and training programs will be needed to get new employees up to speed and increase productivity."

## Multiple store management I.Apps assists digital transformation

To accomplish digital transformation, business owners must establish a set of SOPs to optimize store management and cope with rapidly changing consumption patterns and business models. Smart technology plays a crucial role in this process. Advantech launched WISE-iService—a retail services intelligent management platform—in accordance with the industry's needs, and also cooperated with the cloud POS system startup company dudoo, the AI data analysis startup company MoBagel, and other co-creation partners to develop industrial apps that help retail businesses achieve digital transformation and improve store management operations.

***"Retailers' digital transformation has shifted from creating intelligent storefronts to formulating intelligent ways of connecting stores and logistical systems."***
***- Hung-Sheng Su, Senior Director of Advantech iCity Services (AiCS)***

Targeting operational management, the SignageCMS I.App in the WISE-iService platform manages the digital signage of stores centrally so operators can broadcast advertisements and promotions from their headquarters to all their stores at once, turning the store's digital signage into a universal marketing medium and powerful communication platform. As a result, the effectiveness of store advertising and marketing has greatly improved and the consumer experience has been enhanced to match the brand value.

The Inspection I.App focuses on quality management, utilizing real-time image data from store cameras to enable store supervisors to conduct digital inspections through a mobile phone. As a result, supervisors can easily monitor the store's status from a remote location, saving time and effort. After the supervisor completes all inspections, relevant reports can be quickly exported with just one click. Inspection results can also be sent back to headquarters in real-time to quickly rectify any problems that may exist. It is worth mentioning that after improving the store's digital management processes and rating systems with Inspection I.App, operators could further establish a real-time employee training program to ensure that each store maintains a consistent service level.

Last but not least, Advantech's SenseIoT is able to acquire all relevant store equipment data such as the temperatures of fridges, freezers, and fryers, and upload this data to the cloud, thereby comprehensively optimizing management of both employees and equipment in stores.

## Retailers join hands with Advantech to promote digital transformation

Currently, many retailers, such as Good Morning MACC, Carrefour, and 50 Lan, have optimized their store management and intelligent operations by implementing industrial apps developed by Advantech and its partners. Many more businesses are expected to collaborate with Advantech to promote digital transformation in the post pandemic era.

Mr. Su concluded by saying that the transformation of the retail and catering industries is an ongoing process. From intelligent product advertising and marketing to operational optimization that integrates all store information, Advantech continues to launch corresponding solutions that assist business owners along the path to full-fledged digital transformation. ■

# Inspection Solutions

## Overview

**Advantech's inspection cloud solution is an intelligent management package designed by the AiCS group. It offers cloud-based services that enable Advantech IoT hardware integration. In addition, this solution leverages flexible inspection SaaS to deliver business insights using big data analytics aimed at optimizing the flow of individual operations.**

## Application Scenario

### TA1: For F&B industry headquarters

AiCS's inspection solutions use a data visualization dashboard to help business owners operate more efficiently. In addition, streamlined statistical analysis provides real-time inspection/statistical reports from five evaluation criteria. These include quality radar charts, improvement analysis, and auditor analysis. This inspection solution helps enterprises reduce errors while increasing progress speed in diverse operating scenarios. It also helps clarify job duties and enforce accountability while improving the corporate image and increasing customer satisfaction.

### TA2: For mega retail store

AiCS's inspection solutions provide three features; on-site inspection, remote inspection, and store surveillance. These features enable it to support different internal operation management circumstances across different locations. Users can access this platform using their own personal device-smartphone, tablet, laptop, etc. In addition, they can explore store auditing, problem solving/tracking, cross-team collaboration, and environment monitoring/statistical analysis using the inspection platform. Individual chain store employees can record daily measurements — such as hygiene checks, promotion activities, inventory, and 5S-quality using an app.

## Benefits

- **Enhance auditing efficiency**
- **Manage effective internal communication**
- **Ensure consistent brand experience**
- **Increase customer satisfaction**

## Solution Suite

The inspection suite comprises a digital form maker, on-site inspection, remote inspection, store surveillance, and live streaming services. These are highly-integrated with IoT devices.

**Software**

**On-site inspection, remote inspection, and store surveillance**

**Hardware**

- **IP Camera**

**4 MP ColorVu Lite Fixed Turret Network Camera**
**IP Camera Next**
**IP Camera Pure**

- **NVR**

**DS-7604NI-K1/4P(B) 4ch 1HDD POE**
**DS-7608NI-I2/8P 8ch 2HDD POE**
**DS-7616NI-I2/16P 16ch 2HDD POE**

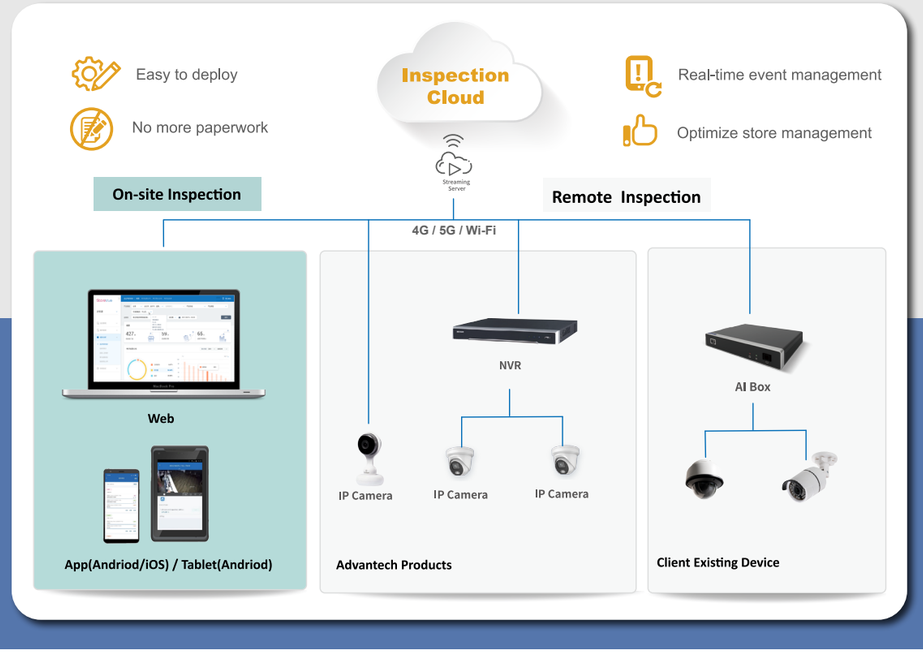
- **Tablet**

**AIM-75S**

## Customer Testimonials

*"This solution provides real-time statistical data that makes analysis and management efficiency optimization easy!"*

*- international beverage chain manager*



# SignageCMS Solutions

## Overview

**The Advantech SignageCMS solution is designed to optimize content distribution by providing a cost-effective solution for media broadcasting management. This solution enables its users to schedule content remotely — from any place, at any time — then dispatch it to multiple client devices simultaneously.**

## Application Scenario

### TA1: For a high-end cosmetics brand

The Advantech SignageCMS solution provides dynamic multimedia content with impressive graphics, creating an immersive viewing experience. A high-end cosmetics brand integrated it within their shop's interior design and used it to display seasonal advertisements. The solution immerses customers in an environment that reflects the brand's identity by alternating the colors between green and red. The retailer reported that this eye-catching video wall drew customers in to the store.

### TA2: For chain restaurants

The Advantech SignageCMS solution is designed to deliver high-resolution multimedia in diverse formats. It allows users to edit layout, schedule, and dispatch signage contents over the internet for up to 500 remote display clients. Chain restaurants are adopting these solutions to display menu items. The solution enabled them to edit and update the menu content remotely. In addition, the solution can decrease operational expenses by reducing staff and printing costs. Conversely, it can leverage dynamic advertisement displays to promote menu items and increase sales.

## Benefits

- **Intuitive and navigable interface**
- **Enrich visual experience with customizable widgets**
- **Manage content at mobile app backend**
- **Create on-premise and SaaS solutions to fit every budget**

## Solution Suite

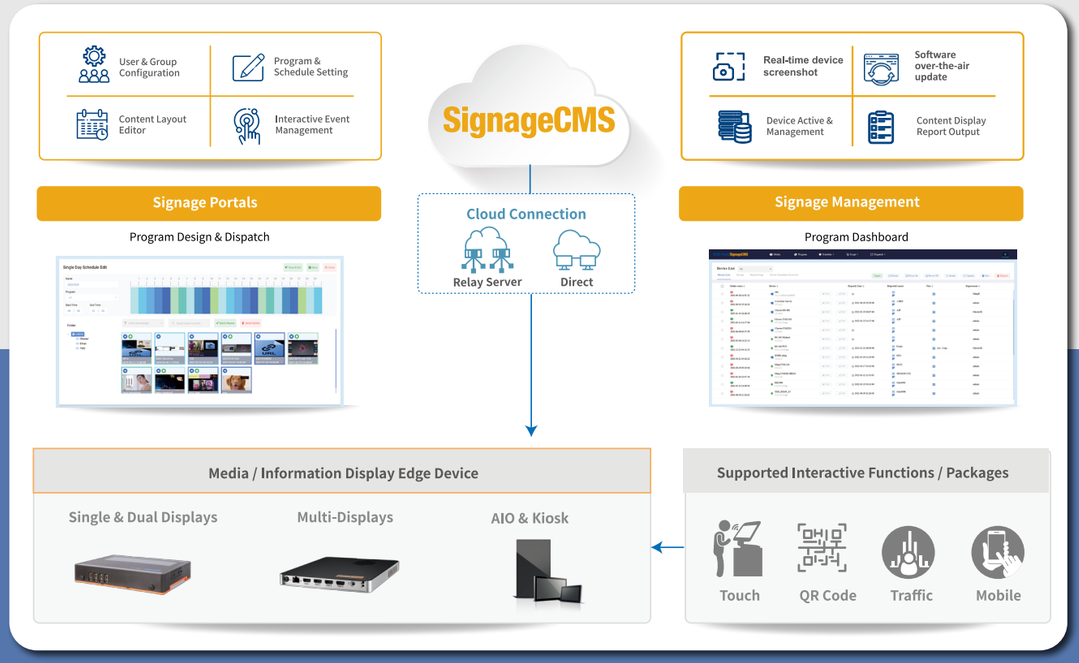
The SignageCMS suite comprises client players with multiple display output options and a server with on-premise and public cloud capabilities.

### Software

**SignageCMS on-premise server, SignageCMS public cloud service**

### Hardware

- **Dual Display Model: USM-110SVS-S1E-C/ CortexA17,2G/16G, Android 6, SignageClient**
- **Triple Display Model: DS-082SVS-S1E-C/AMD R1606G, 8G/64G, Win10, SignageClient, 3 x displays**
- **Quadruple Display Model: DS-082SVS-S2E-C/AMD 1605B, 8G/64G, Win10, SignageClient, 4 x displays**




## Customer Testimonials

*"The flexible and customizable features provided by Advantech SignageCMS solutions enable us to deploy our creative ideas with ease."*

*- a high-end cosmetics brand manager.*

# Temperature Monitoring Solutions

## Overview

**Advantech's Temperature Monitoring Solutions provide environmental temperature and humidity monitoring for quality control, data collection, and storage. These solutions deliver protection from liability alongside customizable dashboards for data visualization and monitoring.**

## Application Scenario

### For retail stores

Temperature Monitoring Solutions can be used to monitor multiple stores simultaneously for enhanced management efficiency. Likewise, installing the TREK-120 wireless LoRa sensors enables data to be uploaded to the cloud for analysis. Such analysis can provide insights that improve operations. In one notable case, the Advantech TREK-120 delivered several key features, including outstanding flexibility, to a hypermarket chain. In this application, sensors were installed at hot-spots, entrances, and any other locations within freezers and refrigerators throughout the food factory production centers, cold rooms, dispatch centers, refrigerated trucks, and retail stores. These solutions served to monitor temperature and humidity levels during transportation. Additionally, these TREK-120 sensors were paired with a LoRa gateway that enabled staff to easily and instantaneously upload data with the push of a button.

## Benefits

- **Optimize Food Safety**
- **Increase Food Quality**
- **Enhance Management and Energy Efficiency**
- **Reduce Food Loss and Waste**

## Solution Suite

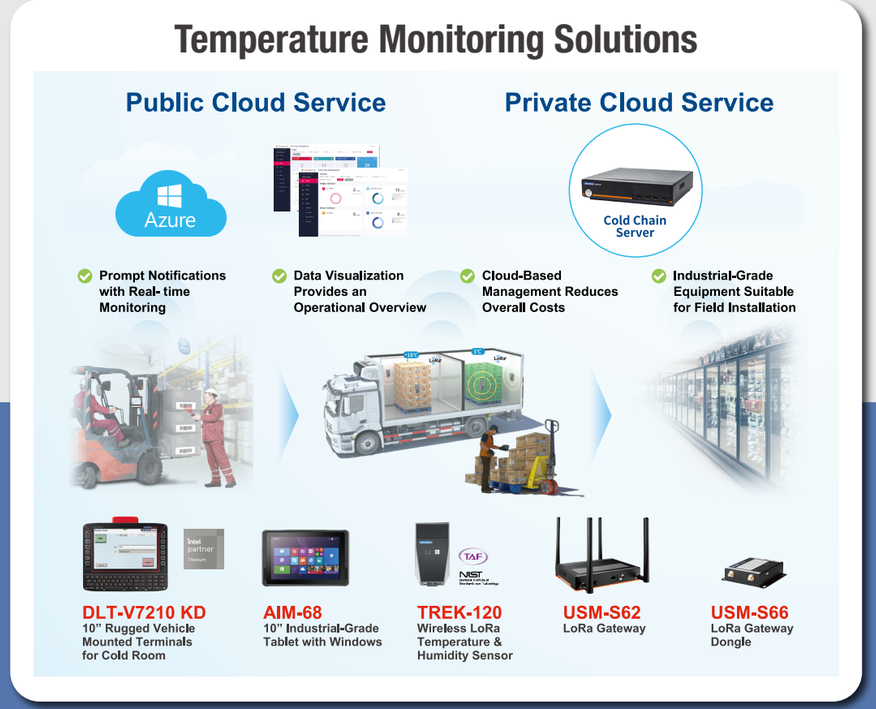
**Temperature Monitoring Solutions — Public/Private Cloud Services**

- Data management on a directly connected public/private cloud for easy installation and use
- Public Cloud: Subscription-based service: Annual licensing fee — based on 1 sensor per unit
- Private Cloud: Authorized software service-Perpetual license fee: Base on 100 sensors as a unit
- TREK-120 Wireless LoRa temperature and humidity sensor
- USM-S62 LoRa Gateway. A single gateway capable of supporting up to 200 x sensors

## Customer Testimonials

*"This hypermarket leader implemented the solution throughout its logistics operations, productions, dispatch centers, and retail locations, enabling them to monitor temperature and humidity levels precisely at every stage. This comprehensively ensured food safety."*

*- David Yang, Intelligent Logistics SRL Product Manager of Advantech*



## People Counting Packages

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### AIO People Counting

- Suitable for installation at entrances and exits.
- Accurate counting data regarding visitor numbers for determining capacity.
- Can integrate with SignageCMS for occupancy restrictions.

| | |
|---|---|
| Software | SignageCMS I.App |
| Counting Camera | UCAM - 130B – U01 |
| VideoSense Edge | UBX – 310UST – G1E- C |

### Video AI People Counting

- Suitable for semi-open areas and venues without designated entrances and exits.
- Transforms existing IP cameras into intelligent devices.
- Can be integrated with SignageCMS for occupancy restrictions.

| | |
|---|---|
| Software | SignageCMS I.App |
| Camera | Integrates existing IP cameras<br>Conforms to either ONVIF Profile S or RTSP specifications |
| Video AI Counting Edge | USM – 260VAC – G1E – C |
| VideoSense Edge | UBX – 310UST – G1E - C |

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# Advantech Helps Good Morning MACC Leverage Digital Transformation

**Photos provided by Advantech**
**Interview with Wei-Sheng Su, IT Manager of 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 the 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, enhance customer experience, and improve declining revenues. 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) 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 their 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.

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

Good Morning MACC adopted Advantech's solution and began remote store inspection trials at two branches. The Advantech 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, it offers customers hardware and software subscription plans, integrated cloud services, on-site system installation, store management software, system integration, and consultancy services. Advantech platform 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 Advantech's platform, 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 Advantech solution 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. It solves management and operational challenges while delivering actionable insights and total visibility to the franchise restaurant business.

> *We hope this digital transformation benefits our employees and franchise stores and helps 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.*
>
> *- Wei-Sheng Su, IT Manager at Good Morning MACC.*

### Case Study Benefits

1. Generates KPI reports for further business intelligence and analysis.
2. Delivers actionable insights and total visibility to the franchise restaurant business.
3. Improves customer service, operations, marketing, and management.

### Solution and Benefits

Advantech's one-stop solution supports a variety of hardware, including POS systems, digital signage displays, CMS servers, and 3D cameras. It can help the catering and retail industry optimize store operation management and promote digital transformation.

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 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. Hongs Heng Su, R&D Director for Advantech iCity Services, highlighted how Advantech has been collaborating with technology partners when integrating iCity services in an effort to leverage their expertise. Advantech hopes that further solution innovations will yield smart operations that enhance the customer experience and help franchises compete in today's rapidly changing consumer market. ■

# Natural First Creates New Growth Momentum with Smart Retail

**Photo Provided by Natural First**
**Interview with Tzu Chun Tseng, Chief Operating Officer of Natural First**

Ever since the onset of the COVID-19 pandemic, the catering industry worldwide has been significantly impacted. Many catering businesses have faced the prospect of closing due to a rapid decline in demand. However, Natural First, a renowned Taiwanese beverage chain has successfully overcome the challenges of the pandemic through the digital transformation of their operations.

Tzu Chun Tseng, Chief Operating Officer of Natural First, pointed out that the company implemented Advantech's interactive multimedia software SignageCMS and Intelligent Inspection System in 2021 to establish paperless management operations. "This has allowed Natural First to better use data analysis to promote various smart marketing activities, which have reduced the pandemic's impact on physical consumption while driving online business, which now accounts for 40 percent of total revenue. Natural First has thus seized the business opportunities of online food ordering and created new momentum for its brand," said Ms. Tseng.

## Cloud-based digital signage deepens brand impact

According to Ms. Tseng, although Natural First's stores already had multimedia devices, usage was limited because they were not connected to the cloud. For example, every time broadcasting content was adjusted, updates had to be done at each individual store, wasting labor and time. Furthermore, traditional paper records lacked actionable data for analysis, making it difficult for stores to leverage valuable customer data when promoting products.

All of these issues made the company decide to upgrade its system. After considering multiple options, it eventually opted to implement Advantech's

> *"The implementation of the smart system has enabled Natural First to provide customers with a more convenient, faster, and safer experience, significantly enhancing our brand image and bolstering the company's operations."*
>
> *- Tzu Chun Tseng, Chief Operating Officer of Natural First*

### Case Study Benefits

1. It only takes two minutes to update digital signage across stores.
2. Supervisors can report store data analysis in real time.
3. The company quickly adopted paperless operations for product promotions and store management.

鮮自然 NATURAL FIRST　府城 台南 先自然 NATURAL FIRST

SignageCMS cloud software. With SignageCMS, store administrators can edit and push content, change advertisements and easily manage all store digital signage from the back-end console. Now, it takes less than two minutes to completely update everything, greatly boosting their marketing investment.

## Smart inspection system optimizes supervision

Affected by the pandemic, Natural First continued to look for solutions to intelligently manage multiple store branding. It just so happened that Advantech's inspection system was equipped with image vision technology that met Natural First's needs. Ms. Tseng said that when supervisors carried out store inspections in the past, they had to visit each store in person, checking items on paper. They then had to fax or take a photo of the paper, transmitting the information via Line messaging app back to the head office. Needless to say, this cumbersome process made it difficult to integrate information and act on its valuable insights.

Natural First therefore decided to implement Advantech's Inspection system, allowing supervisors to inspect stores remotely through a mobile app to determine whether standards are met. Data is stored in the cloud and can be analyzed to help with decision-making. For example, if a supervisor goes to a store for on-site inspection, they can upload photo, video, or audio recording directly into the system, which can be shared and analyzed for action by senior managers. Also, stores with superior operations can be used as an example for other store managers.

The implementation of the intelligent inspection system has enabled Natural First to provide customers with a more convenient, faster, and safer experience, significantly enhancing its brand image and bolstering the company's operational performance. ■

# Uninterrupted Cold Chain Management Solution for Optimal Food Safety

**Photos provided by Advantech**
**Interview with David Yang, Intelligent Logistics SRP Product Manager of Advantech**

To ensure food safety and freshness, many companies in the food distribution industry have adopted IoT technology to avoid accidents and mistakes caused by human error. In this case, one of the largest hypermarket chains in Taiwan implemented Advantech's uninterrupted cold chain management solution for optimal quality assurance and food safety.

## Delivering farm-to-table freshness

Temperature monitoring and data recording are vital tasks in all aspects of cold chain management, including transportation, storage, and retail. Traditionally, these tasks are handled manually by staff. However, human errors can and do occur, which may put food safety at risk. With the advent of AI and IoT technology, the possibility of human error is effectively eliminated by using TREK-120 LoRa cold chain sensors to detect temperature and humidity levels automatically. This data is then uploaded to a WISE-PaaS cloud for real-time monitoring and management. With its uninterrupted cold chain management solution, Advantech assisted a well-known hypermarket leader in fulfilling its brand promise to provide customers with farm-to-table freshness. According to David Yang, Intelligent Logistics SRP Product Manager at Advantech, the hypermarket chain implemented the solution throughout their logistics operations, production and dispatch centers, and retail locations to precisely monitor temperature and humidity levels at all stages of production, transportation, and storage. The automated monitoring solution ensured food safety and sanitation across all their operations.

> *With Advantech's uninterrupted cold chain management solution, we assisted this hypermarket leader in fulfilling its promise to provide customers with consistent farm-to-table freshness.*
>
> *- David Yang, Intelligent Logistics SRP Product Manager of Advantech*

### Case Study Benefits

1. Seamless monitoring and management of food safety and sanitation.
2. Instant management and overview using visualized dashboard.
3. Quality consistency of farm-to-table freshness.

David Yang said, "Advantech's TREK-120 LoRa sensors offered the hypermarket chain outstanding flexibility as well as other key features. The sensors are installed at hotspots, entrances, and any other location in freezers and refrigerators throughout food factory production centers, cold rooms, dispatch centers, refrigerated trucks, and retail stores to monitor the temperature and humidity levels during transportation. The TREK-120 sensors were paired with a LoRa gateway or NFC reader so that staff could easily upload data to the cloud instantaneously at the push of a button."

Mr. Yang continued, "With WISE-PaaS cloud, all data collected by the TREK-120 sensors is visualized on a cold chain management dashboard in real time. Notifications and alert reports are sent to the cold chain dashboard, as well as related staff and supervisors, showing events such as unusual temperature fluctuations and device malfunctions for instant crisis response management."

The hypermarket leader also linked their KPI scoring system to WISE-PaaS, encouraging staff to proactively improve their cold chain management tasks. As performance-related results improved, more marketing resources and bonuses were awarded to stores and individuals with higher KPI scores.

## AI meets cold chain management

After the chain implemented the cold chain management solution, notification rates went up when freezers and refrigerators activated their defrost function because this was seen as a fluctuation in temperature.

"This was a great opportunity for Advantech to unleash its powerful AI technology. After understanding the hypermarket chain's needs, Advantech developed an industry-leading AI defrost mechanism that can pinpoint defrost functions and timing for various brands of freezers and refrigerators, thereby eliminating unnecessary notifications when a defrost function gets activated," said Mr. Yang.

AI can also be applied in the monitoring of the noise, electric current, and voltage levels of refrigerators and freezer compressors by using data to forecast maintenance, repair, and malfunctions. This helps management proactively prepare for any unforeseen circumstances.

The application of AI and IoT technology offers unlimited benefits and with Advantech's uninterrupted cold chain management solution, careful monitoring and management throughout every stage of cold chain logistics, consumers can enjoy a consistent high-quality farm-to-table freshness experience. ■

# Taiwan SECOM Utilizes Kiosks to Optimize the Dining Experience

**Photos provided by Advantech**
**Interview with Airly Chang, Deputy & Marketing Manager of Livingplus Food & Beverage Co., Ltd.; Brian Chang, Operations Department of Taiwan Secom**

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.

## Improving operational efficiency with self-ordering

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 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:

- Positive brand reputation
- Ability to satisfy hardware requirements
- 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 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.

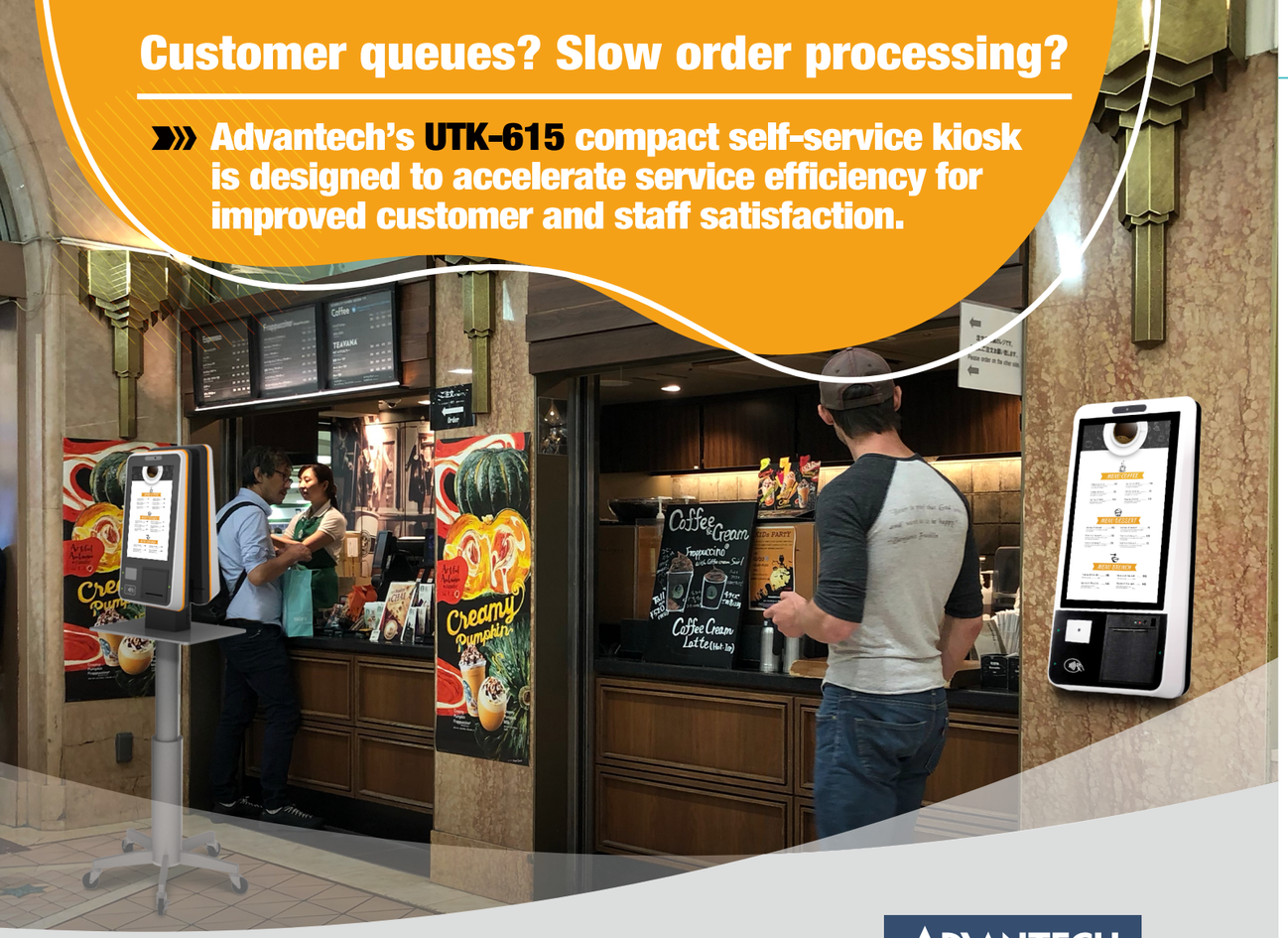
> *We chose Advantech for three key reasons: their positive brand reputation, ability to satisfy hardware requirements, and high service quality.*
>
> *- Brian Chang, Operations Department, Taiwan Secom*

During the design phase, Advantech listened carefully to Secom’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 expand the system to further optimize operations and improve the overall customer experience. ■

### Case Study Benefits

1. Reduced staff workload, allowing them to focus on other duties.
2. Minimized order/payment errors and reduced food waste.
3. Accelerated order fulfilment, thus enhancing the customer experience.
4. Improved service efficiency, allowing customers to enjoy their meal within 2–3 minutes after payment.

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# iPlatform24 and Advantech Co-Create a Smart Retail Future

Photos provided by iPlatform24
Interview with Yi-Chang Cai, CEO of iPlatform24

iPlatform24

Recent advances in IoT, big data, and AI, combined with the ubiquity of low-cost broadband and mobile data have increased retail complexity. Many retailers are undergoing a digital transformation and offering their customers more convenient, personalized shopping experiences. For the last 10 years, iPlatform24 Enterprise and Advantech have worked to accelerate Taiwan's digital transformation by collaboratively providing cloud solutions, service subscriptions, system installation, and after-sales services.

## Leveraging 20+ years of experience to promote digital transformation

Since its establishment in 1996, iPlatform24 has helped companies in diverse industries throughout Taiwan by evolving video surveillance technology through three distinct phases—digitalization, digital optimization, and digital transformation. "In Phase 1, we were the first business in Taiwan to provide digital video recorders to convenience store chains," asserted Mr. Yi-Chang Cai, CEO of iPlatform24. In Phase 2, the company began offering network video recorders to facilitate centralized management by enabling digitized video footage to be transmitted to head offices. Mr. Cai further recalled that "Phase 3 began in 2015 and involved using AI, big data, and IoT technologies, as well as cloud and edge computing, to deliver smart retail solutions to customers."

iPlatform24 offers a range of video surveillance and retail management solutions and services, including cloud-based video streaming and analytics, digital signage, store heatmap analysis, smart retail solutions, and other retail hardware. Meanwhile, Advantech has developed innovative hardware offerings, including record-

> ***Advantech's ecosystem resources have allowed us to transition to a solution subscription business model and realize our long-term digital transformation goals.***
>
> *- Yi-Chang Cai, CEO of iPlatform24*

ers and smart retail solution-ready packages (SRPs). According to Mr. Cai, although most retailers in Taiwan are still in the digital optimization phase, the collaborative efforts of iPlatform24 and Advantech can encourage them to embrace smart retail solutions and begin their digital transformation.

### Co-creating a B2B2B solution subscription business model

The relationship between iPlatform24 and Advantech has grown close since their collaboration on the 7-Eleven X-Store and Hsin Tung Yang Business Intelligence digital transformation projects. Regarding the X-Store project, iPlatform24 was responsible for system deployment and after-sales services. For this they adopted Advantech cold-chain management system, energy efficiency monitoring platform, and wireless e-paper solutions produced by Advantech. For the Hsin Tung Yang project, iPlatform24 combined Advantech's innovative technologies and solution hardware with its own nationwide 24/7 service network and deployment capabilities. Using their combined competencies, iPlatform24 helped companies gain valuable insights into consumer behavior by analyzing store heat maps and customer footfall and dwell times.

In 2021, after iPlatform24 collaborated with Advantech's iCity Services Division to explore opportunities for smart retail business and develop a service ecosystem for retail and hospitality, Advantech became iPlatform24's largest shareholder. With many retailers currently upgrading their video surveillance systems, this acquisition by Advantech looks beneficial for creating opportunities to offer the latest solutions and promote digital transformation.

In their role as a provider of cloud platform services and solution subscriptions, iPlatform24 adopted Advantech's WISE-PaaS AIoT platform to establish a B2B2B subscription business model. This enabled them to resell Advantech's industrial app subscriptions to their customers.

However, after encountering Advantech's DFSI co-creation business model, iPlatform24 began imitating Advantech's global strategies. Applying their domain experience to Advantech's AIoT and smart retail solutions, iPlatform24 developed a smart retail solution that could be adapted to global markets in the future.

Mr. Cai concluded, "Co-creation requires effort from both parties, but yields business opportunities that are mutually beneficial." Indeed, the establishment of an AIoT ecosystem does necessitate cooperation between partners from different industries. For iPlatform24, Advantech's ecosystem resources have facilitated their transition to a solution subscription business model and the realization of their long-term digital transformation goals. ■




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# Empower Your Digital Transformation Journey with

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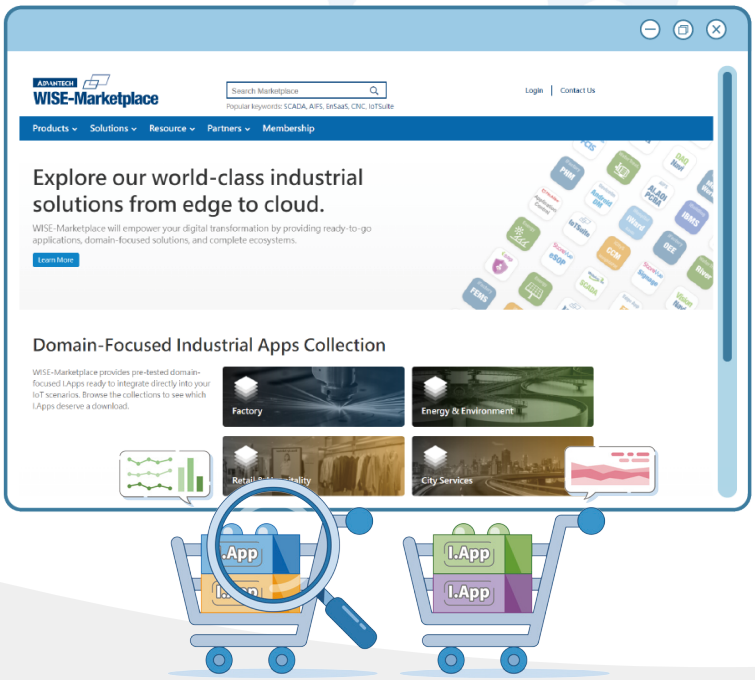


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Friendly pricing models with flexible payment methods to meet the needs of a wide variety of users.

### Complete Modules
Full-range of AIoT modules with transparent information to evaluate.

### Shorten Development
No need to develop from scratch by leveraging Advantech and partner's toolkits.

### Increase Revenue
Domain know-how involvement to optimize solutions and increase revenue.

### Support Mechanism
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### Co-create Ecosystem
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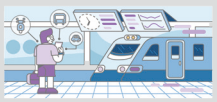
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