

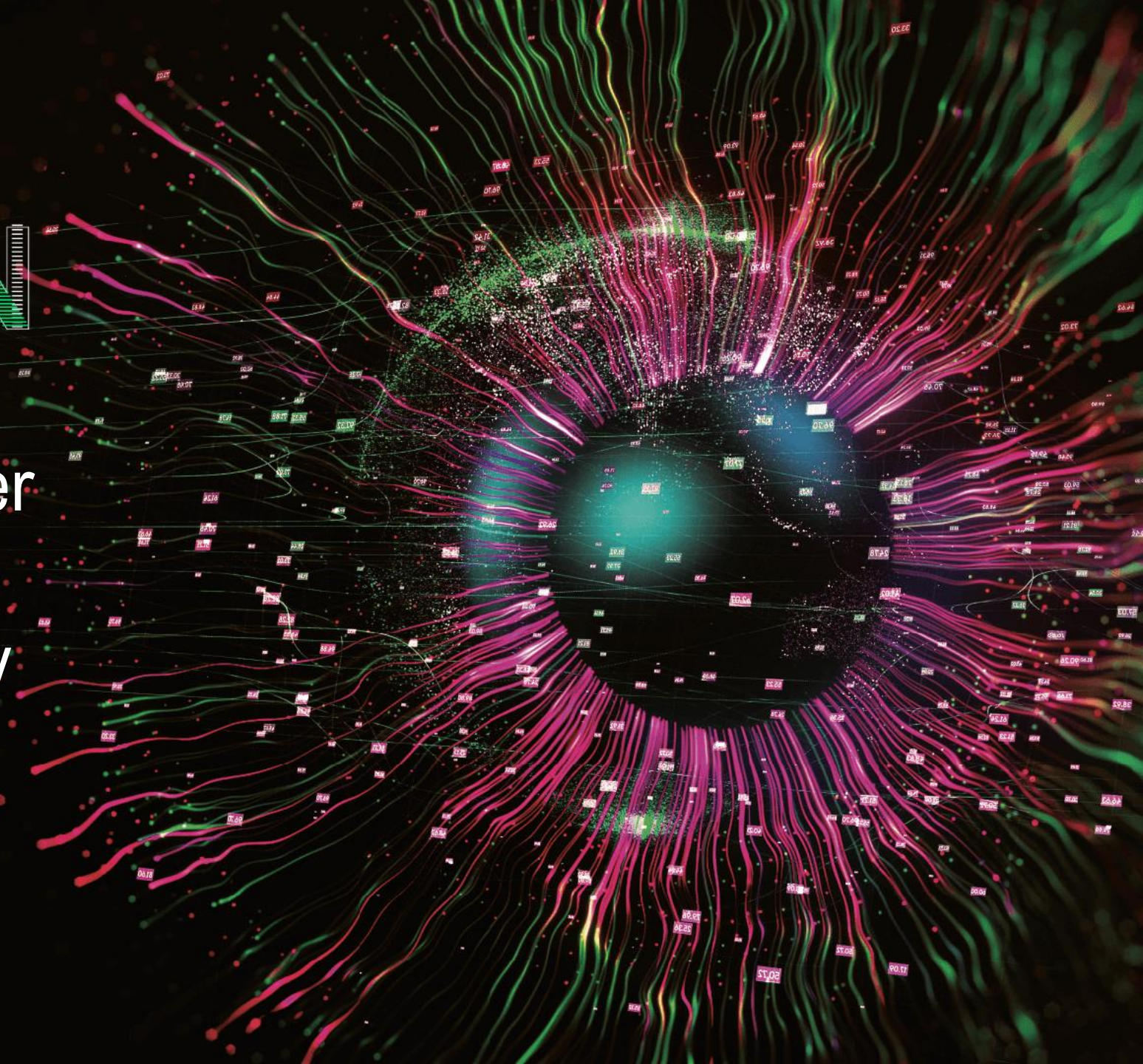
APCC SUMMIT

# NEXT GEN

RETAIL ECOSYSTEM

## Transforming Customer Experience with Next-Generation Technology

ShiSh  
Global Retail Lead  
Microsoft for Startups





ShiSh Shridhar, the Global Lead for Retail with Microsoft for Startups, is leveraging his expertise to revolutionize the retail industry with cutting-edge innovations. With 26 years of experience at Microsoft, ShiSh is deeply passionate about using Data & AI to solve business problems and gain a competitive edge. His contributions have earned him a spot on Rethink Retail's Top 100 Influencers and the Retail Technology Influencers Top 100 lists. He serves as an Advisory Board member of the Retail Transformation Center at George Mason University and is a Professional Advisor at the Foster School of Business at the University of Washington.

# Startup Driven Co-Innovation

- Microsoft for Startups is a global program dedicated to accelerate the trajectory of high potential B2B startups and enhance innovation strategies for customers – enabling growth at scale.
- We have close to 50k Startups that are part of the program and startups can join via <http://startups.microsoft.com>
- The Pegasus program helps a curated portfolio of B2B Startups with accelerated growth, while providing Customers with Startup solutions that solve today's business problems.

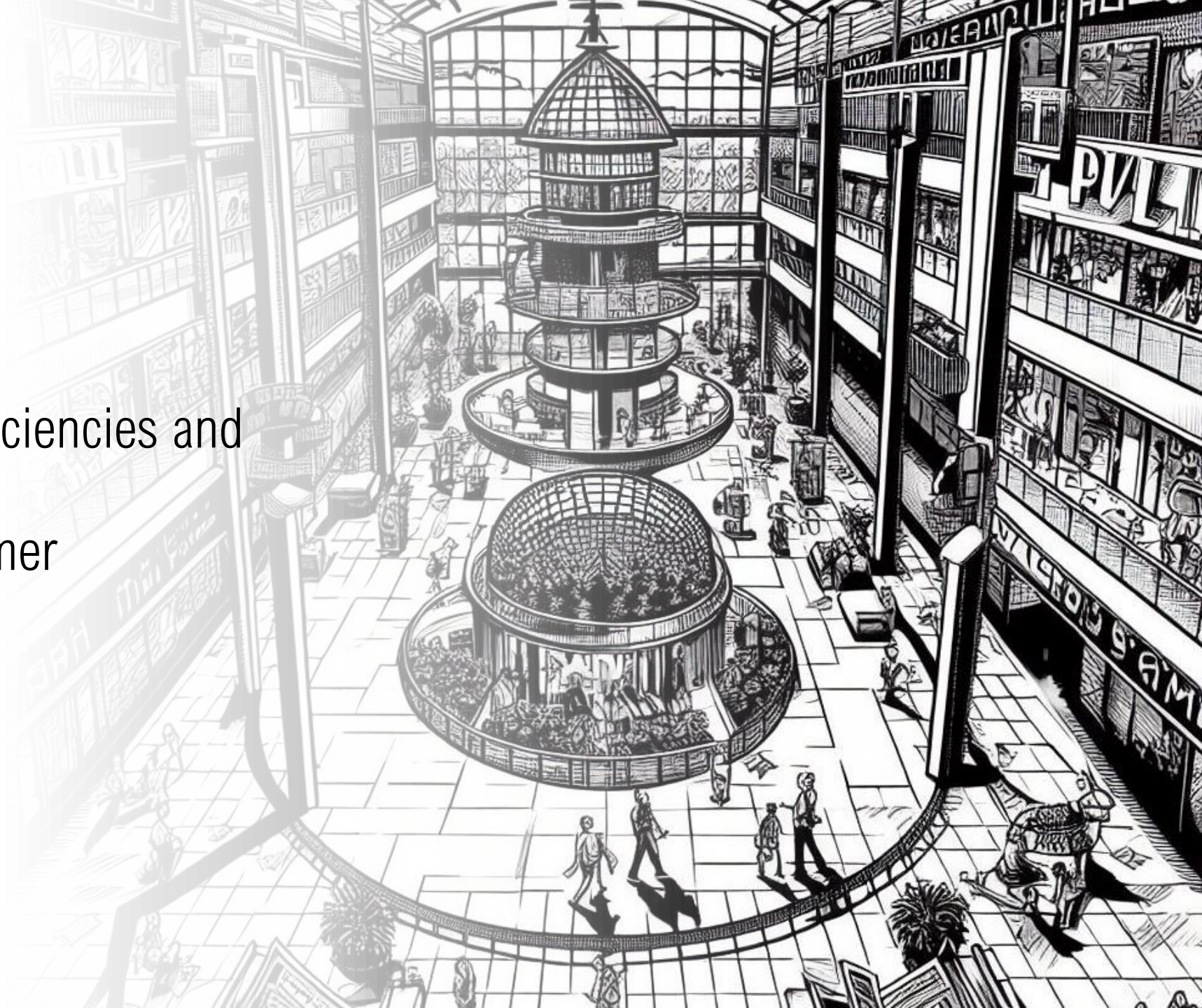


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## Top 5 technology trends for shopping centers and malls

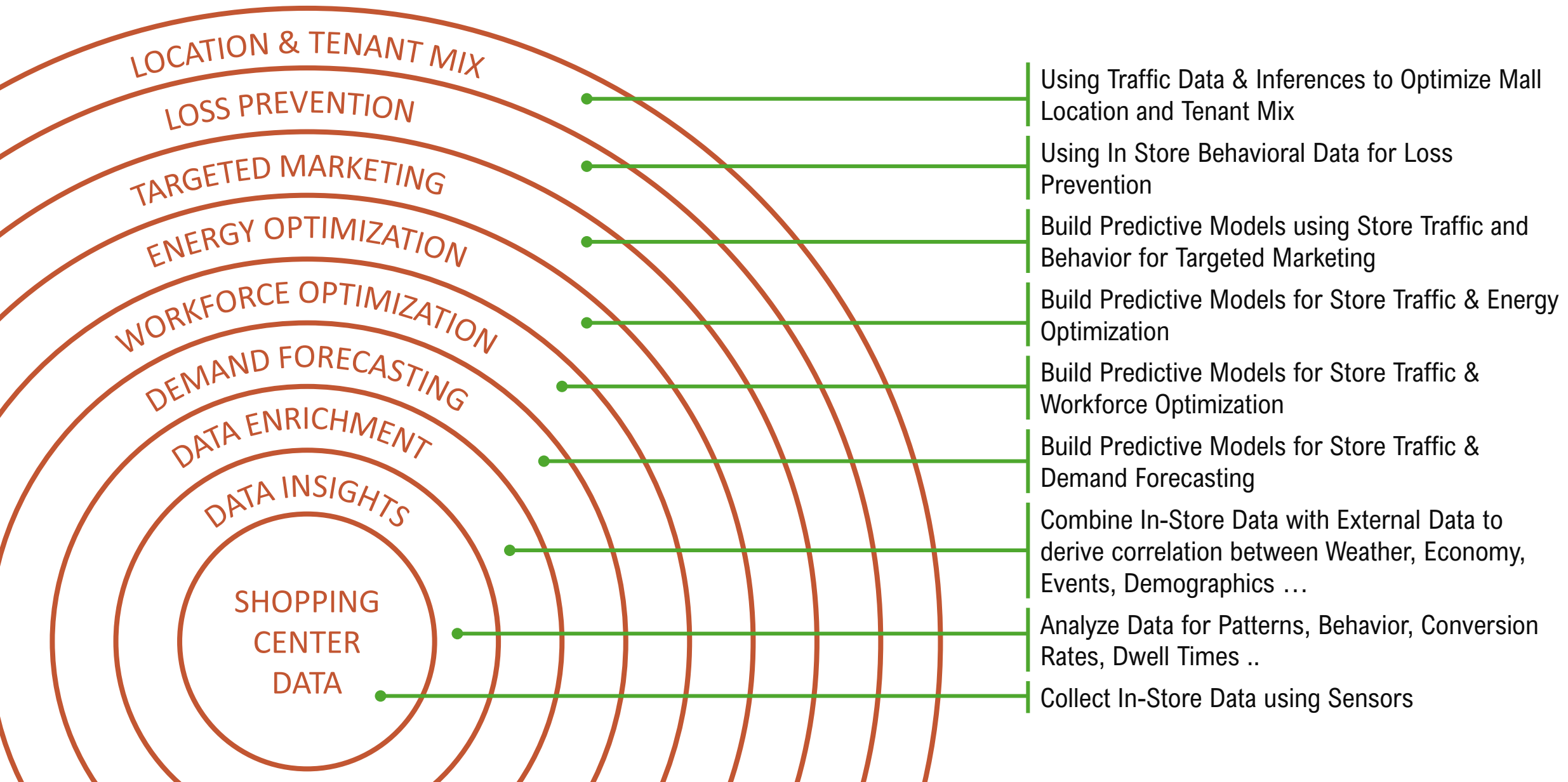
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- Using Data to Drive Efficiencies and Engagement
- Using Web3 for Customer Engagement
- Immersive Experiences
- Geospatial Intelligence
- Generative AI



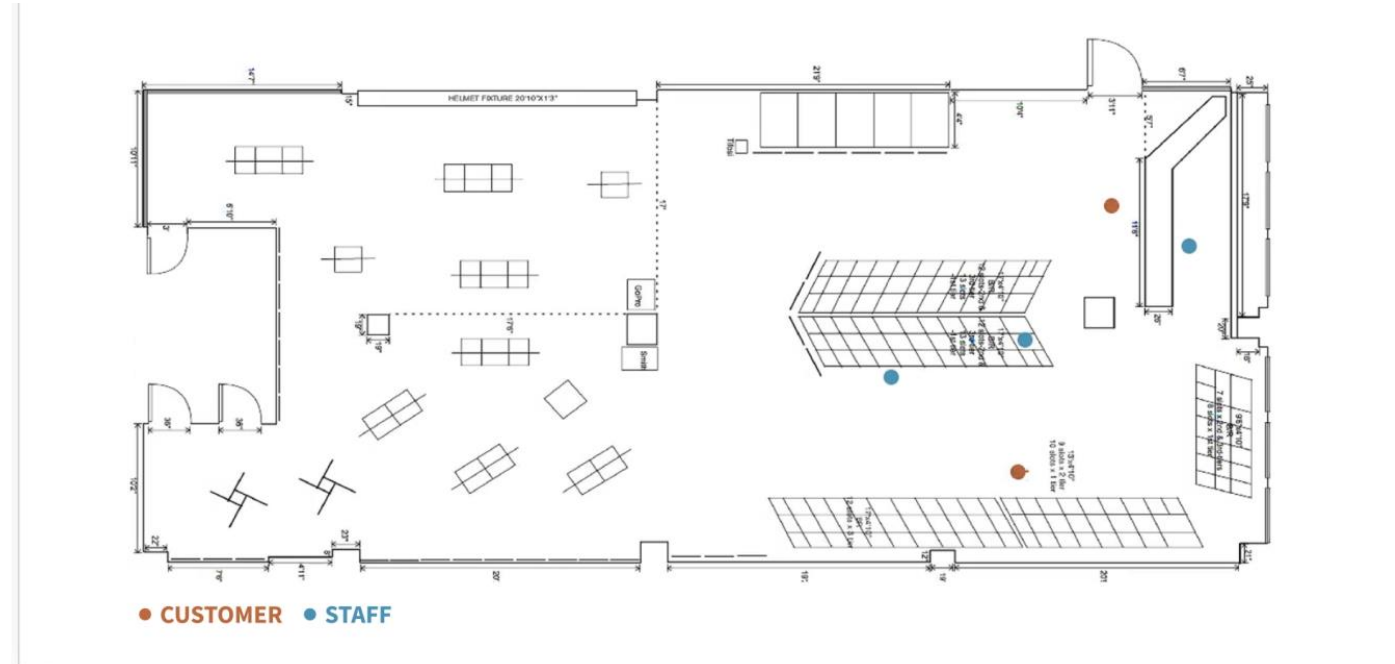
"No passado, as lojas de varejo eram operadas pelo proprietário e atendiam a um bairro que eles conheciam pessoalmente. Isso lhes permitiu fornecer serviços muito personalizados aos clientes. Hoje, com as grandes cadeias de varejo e lojas muito maiores operadas com grandes equipes de trabalho, podemos replicar essa mesma capacidade de fornecer serviços muito personalizados usando o poder de dados e IA."

# Its All About the Data



# Spatial Intelligence in Shopping Centers

- Optimizing lease rates
- Improving customer service
- Increasing operational efficiency
- Enhancing customer experiences



**pathr.ai**<sup>™</sup>  
Real-time Spatial Intelligence. Applied.

"The two most important requirements for major success are: first, being in the right place at the right time, and second, doing something about it."

- Ray Kroc, founder of McDonald's Corporation



# Catchment Analysis for Brands & Retailers



ANALYZE THE AREA  
AROUND A STORE.



DETERMINE  
BUSINESS DRIVERS



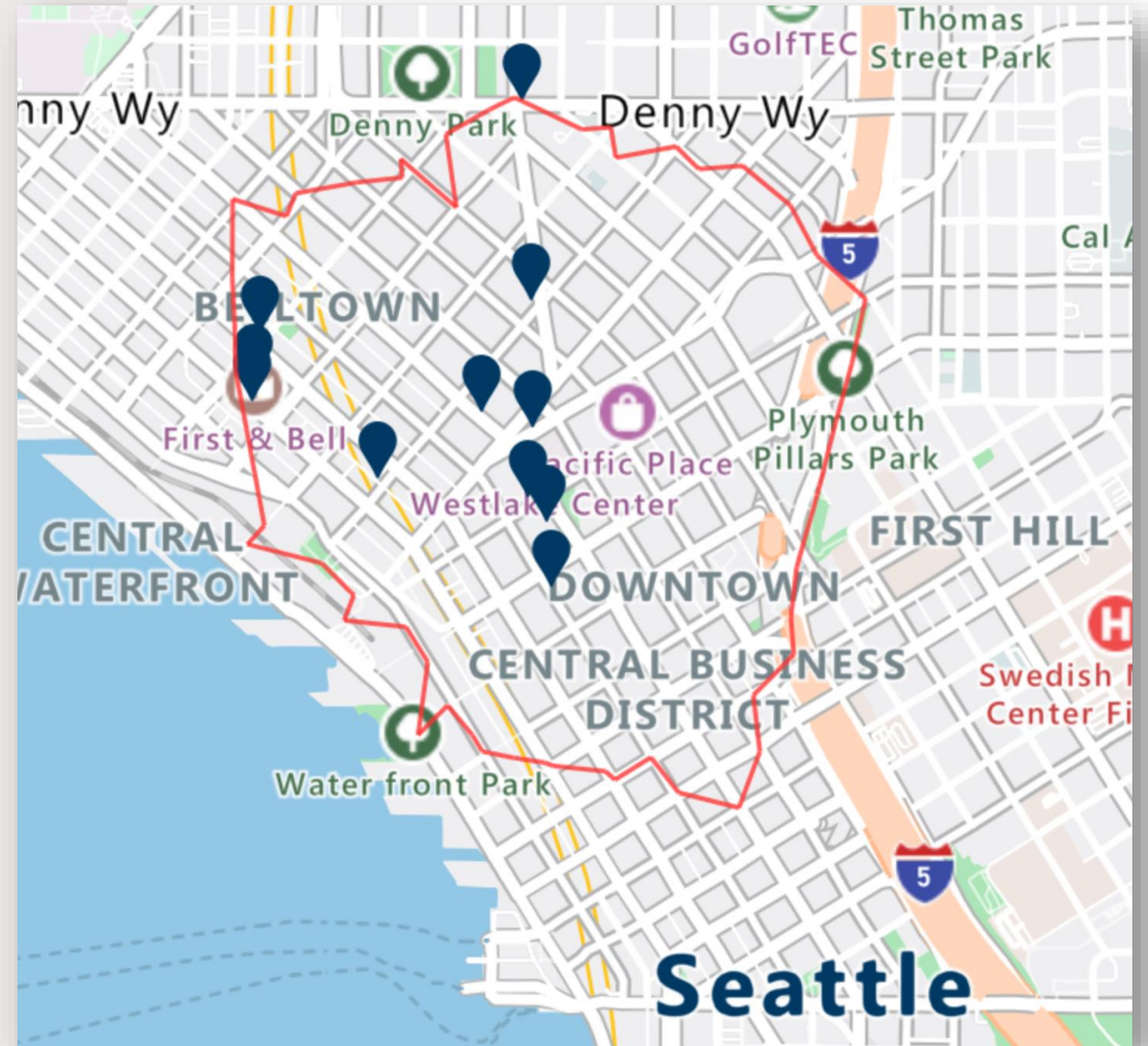
DETERMINE  
BUSINESS  
DISRUPTORS



USE KEY  
INFLUENCERS  
MODELS TO  
DETERMINE IMPACT  
ON SALES



SCORE  
PROFITABILITY OF  
LOCATIONS BASED  
ON INFLUENCERS



Tracker ID	Message ID	UTC Date	UTC Time	Local Date-Time	Status	Latitude [Degrees]	N/S	Longitude [Degrees]	E/W	Speed [Knots]
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123456	\$GPRMC	120304	173136.701	2004/03/12 12:31:36	A					
123456	\$GPRMC	120304	173206.699	2004/03/12 12:32:06	A					

This is what GPS Data from Cell Phones Looks Like

Every moment of every day, mobile phone apps collect detailed location data.



**This is what GPS Data on a Map Tells You**

# Analysis of GPS + Map + Analytics (from Unacast)

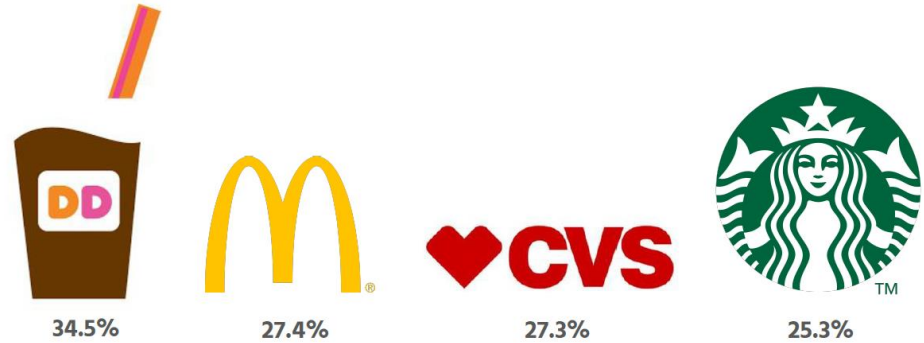
## Cross Visitation

### PARAMETERS

- Q1
- Experiential locations

### HIGHLIGHTS

- As expected, top cross visited are QSRs or convenience / pharmacy stores



Restaurants		Banks		Pharmacies	
McDonald's	27.4%	Bank of America	18.5%	CVS/Pharmacy	27.3%
Subway	22.9%	Citizens Bank	16.3%	Walgreens	18.1%
Burger King	12.5%	Santander Bank	10.4%	Walgreens Inside Rite Aid	4.1%
Wendy's	9.8%	TD Bank	9.3%		
Chipotle Mexican Grill	9.3%	Eastern Bank	5.2%		
Panera Bread	7.7%	Webster Bank	4.1%		
Market Basket	0.0%	Capital One Cafe	3.5%		
The Cheesecake Factory	5.8%	Century Bank & Trust Co	3.5%		
Five Guys	5.4%	Chase Bank	3.4%		
Bertucci's	5.4%	People's United Bank	3.3%		
Taco Bell	5.2%	Citizens Bank Of Massach..	3.1%		
		Convenience Stores			
		7-Eleven	18.4%		
		Cumberland Farms	8.4%		
		Speedway	7.6%		
		Circle K	3.5%		



Location Data + Map Data + AI



Customer Insights



"Innovations in technology are enabling convenience shopping to become frictionless and almost invisible, while on the other end of the spectrum, it's enabling specialty shopping to become very personalized and experiential. Technology is driving immersive customer experiences and retailtainment."



household

household

Fix this sign

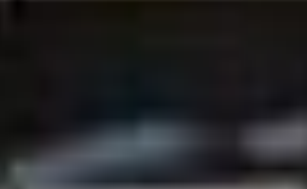
AR Knowledge Transfer

# Retail Task Management



6.03.19

household





# AR Transforming Shopping

- Personalized and Interactive Experiences
- Visualize Products in your own environment
- Virtual Try Ons
- Unique and Memorable Brand Experiences
- Behavioral Data for Retailers to improve efficiencies
- Gamification



## DeepBrain AI – How it starts..

We create AI Humans.





**DEEPBRAIN AI**

AI Video Synthesis Company

Humanize digital  
interactions &  
engagement

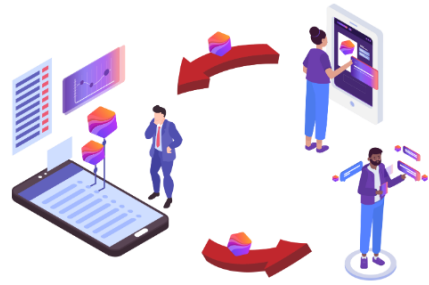


"Web3 technology is enabling brands to create stronger customer loyalty by rewarding digital engagement in an ongoing relationship. With privacy laws restricting how brands collect data for personalization and customer engagement, Web3 based customer engagement is gaining traction among brands and retailers. Early adopters have an opportunity to learn how to leverage NFT and Blockchain and other Web3 technologies to enhance customer engagement.."

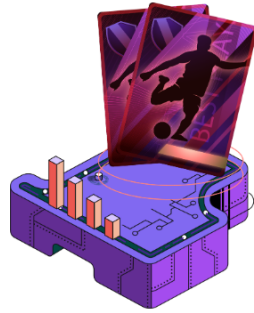
# Elevate your approach with zblocks, the customer engagement platform

## for boosting customer lifetime value

**Open** a new and **direct engagement channel** with your customers, with high efficacy and without the noise.



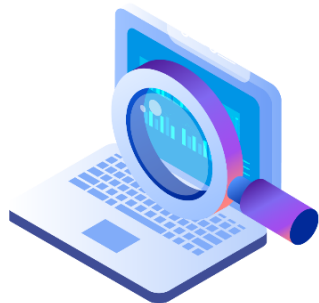
**Engage and reward** through branded **smart tokens** with verifiable ownership and utility.



**Interact** with consumers via **dynamic experiences** around smart tokens, like polls, offers, and token-gated experiences.



**Achieve hyper-personalization** of consumer experiences, blending insights from **first- and zero-party data**.



**Comply** with regulations and respect privacy preferences via **opt-in data** collected from consumers.



**Build and grow** a thriving **community** around your brand or campaign, rewarding engagement and loyalty.



# *AR Based Gamification & NFT*

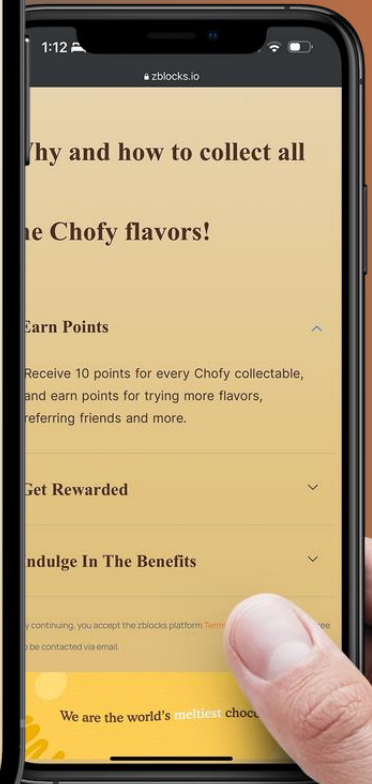
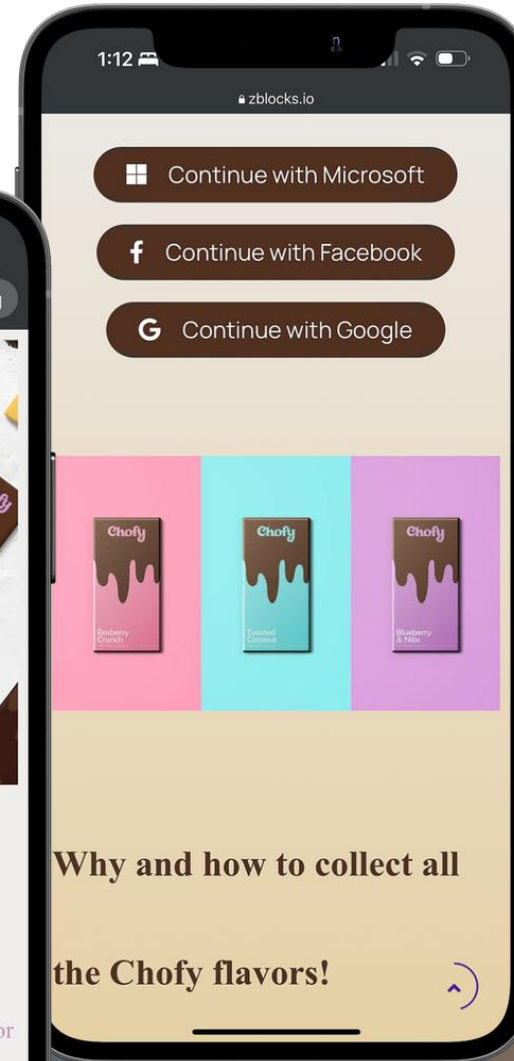
Unlock your NFT  
with this trivia  
question



The journey starts with a **pack of Chofy Chocolates**

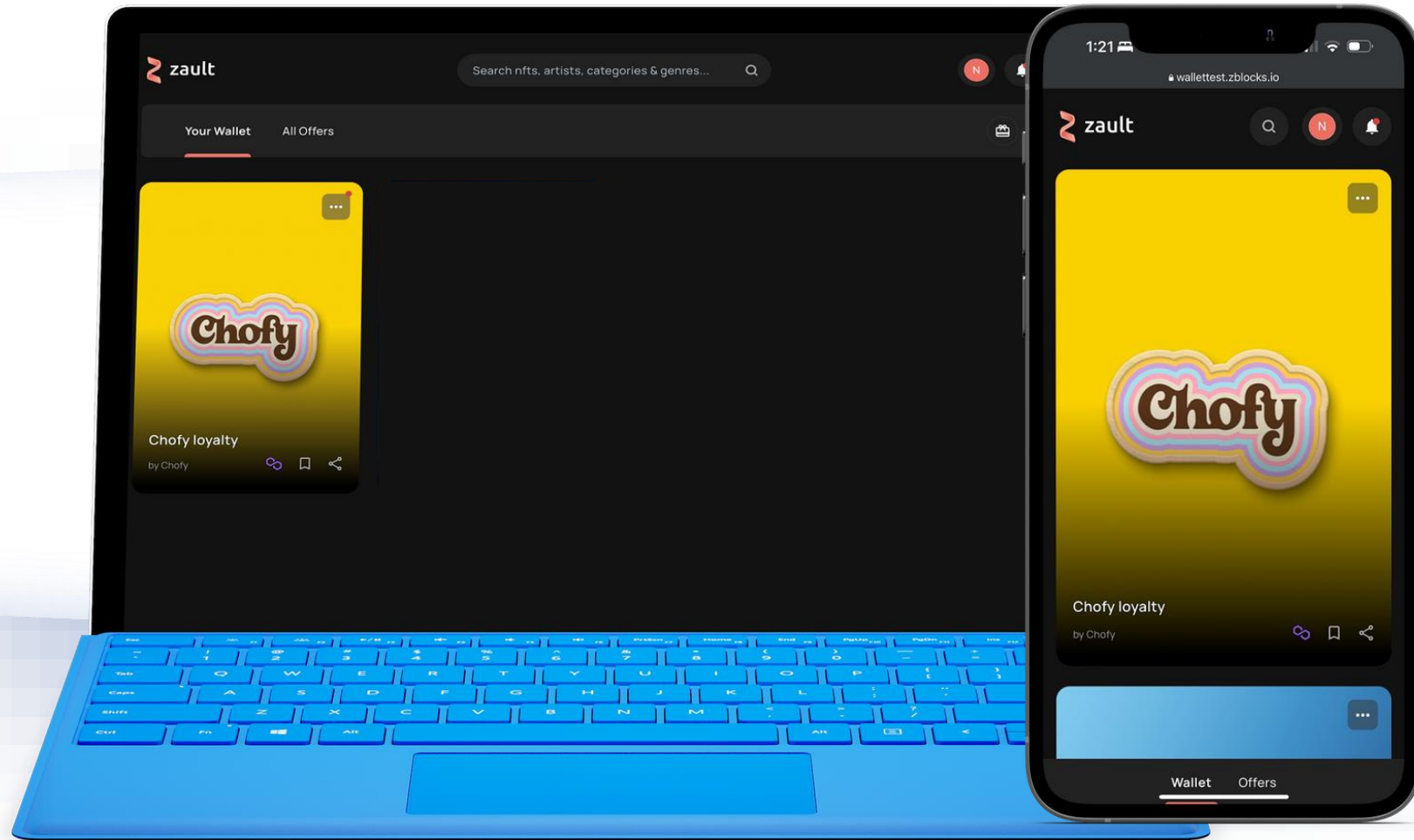


Consumer arrives on a landing page with a **1-click social login to claim a collectible**

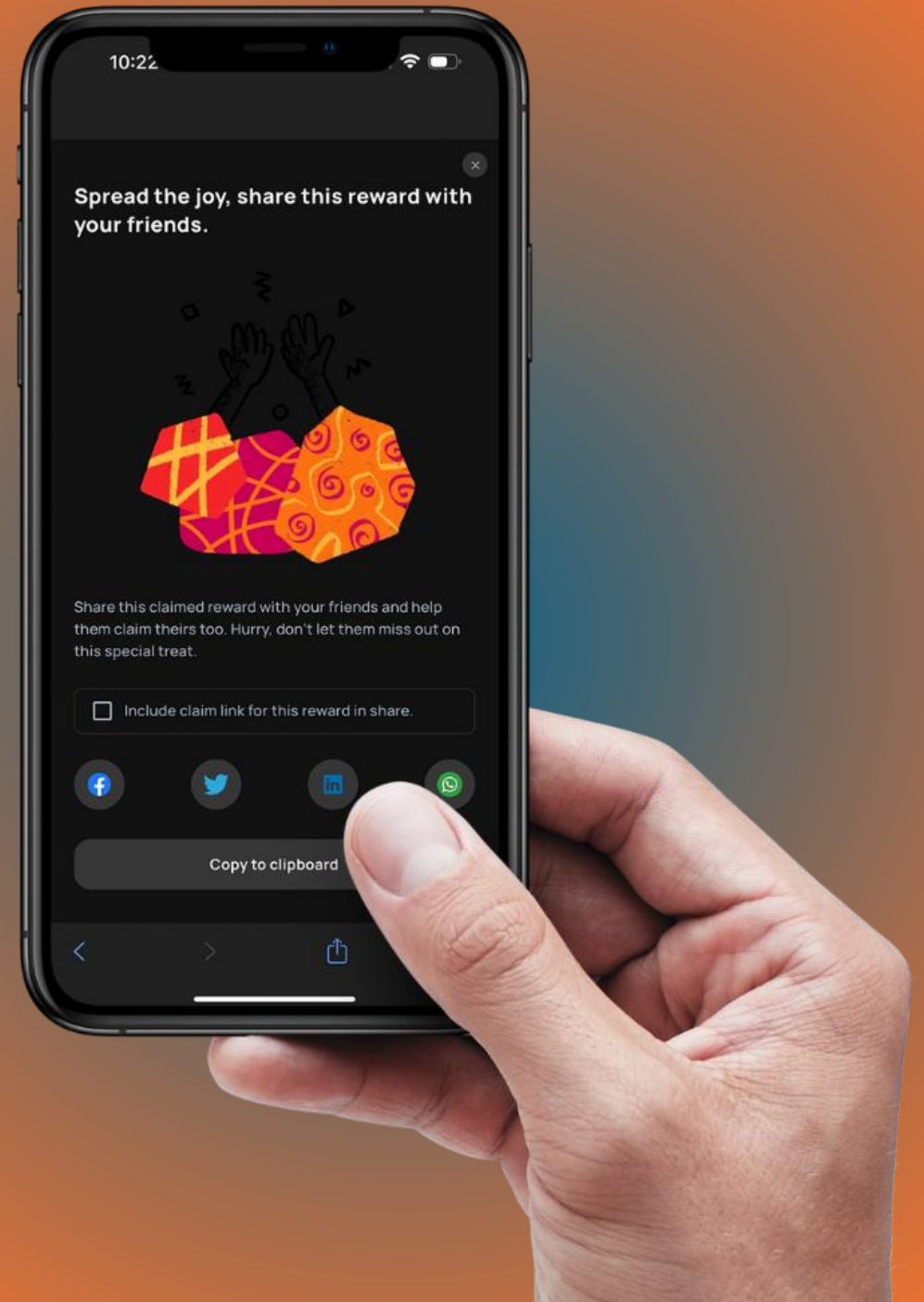




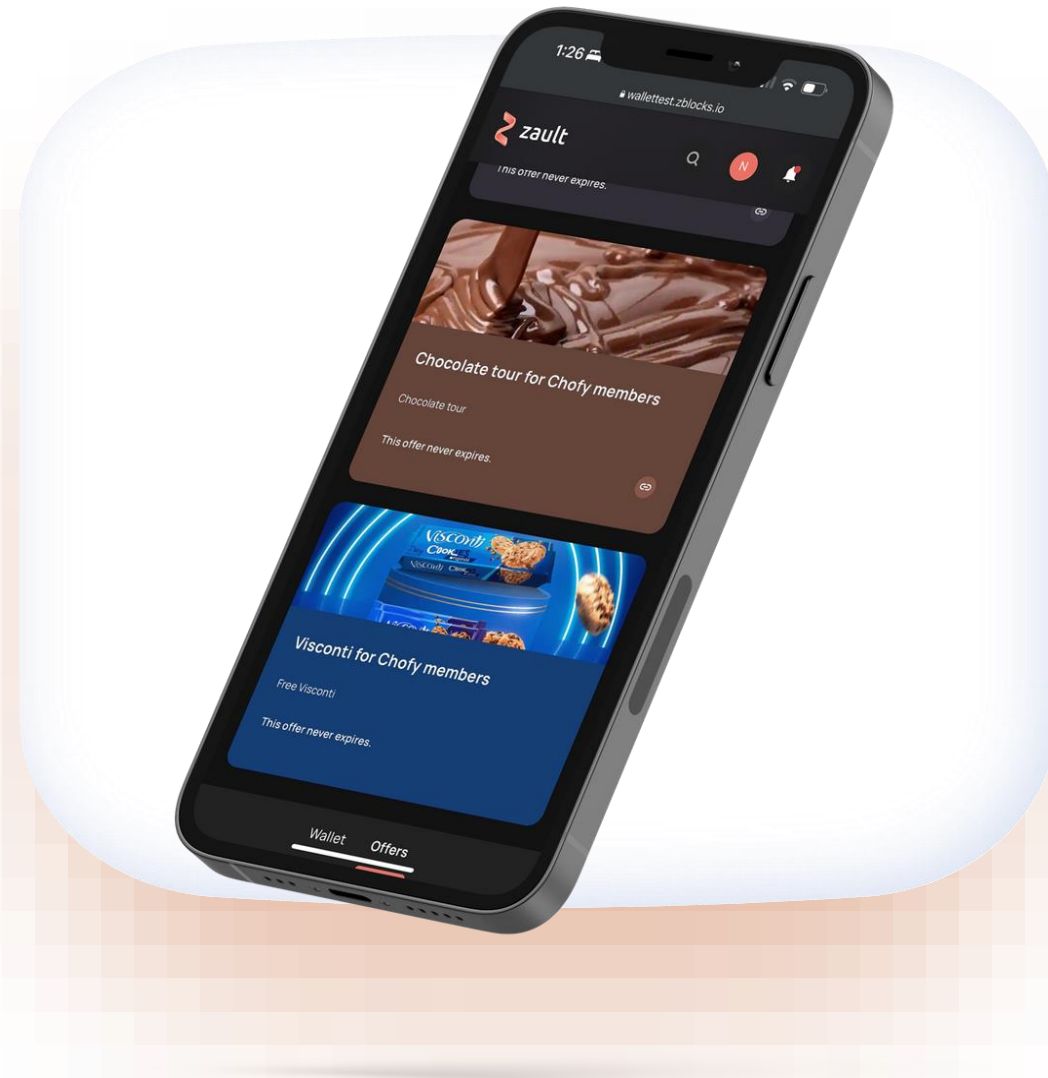
A **digital wallet** is created, establishing a **direct engagement channel** between Chofy and the consumer



Consumers get to **share their experiences on social media** which amplifies the campaign



An offer is pushed to the wallet and visible in the offer section



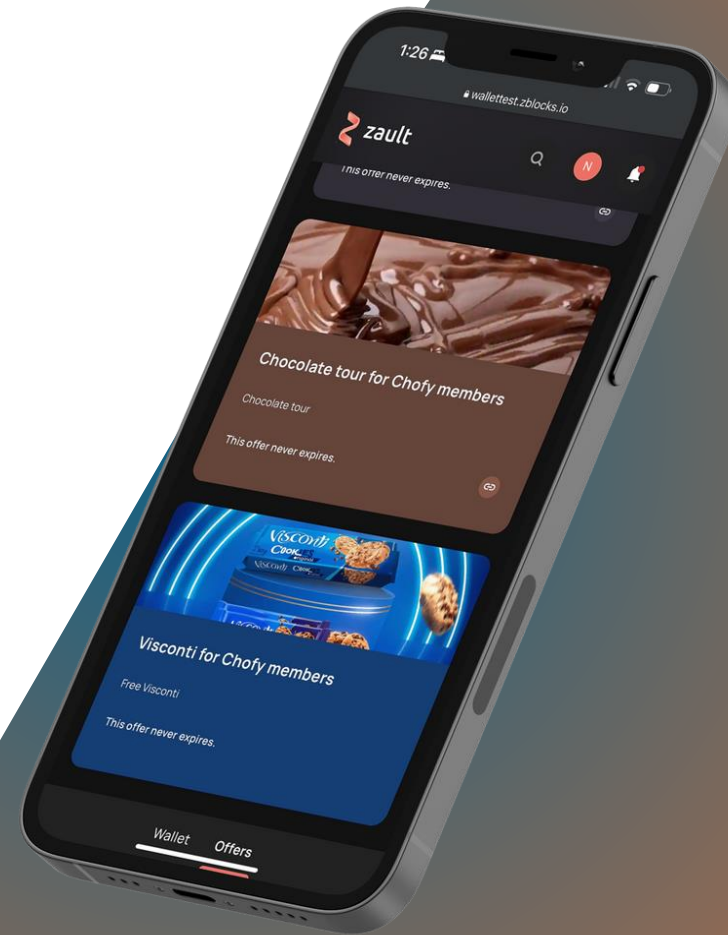
The consumer **clicks on the offer** and arrives on the SKUx page to get a **Visconti**

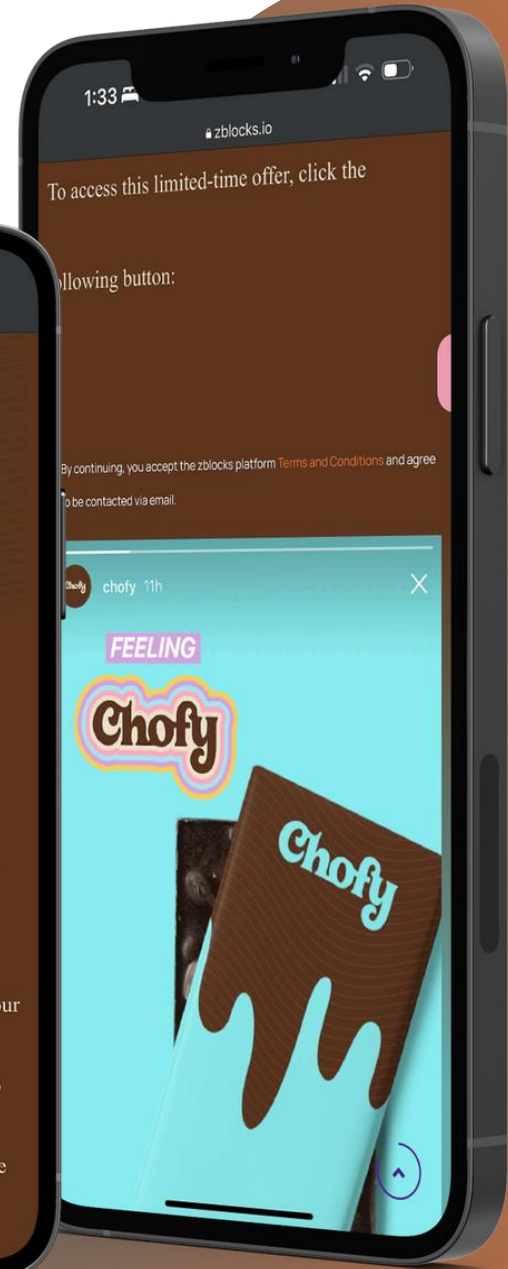
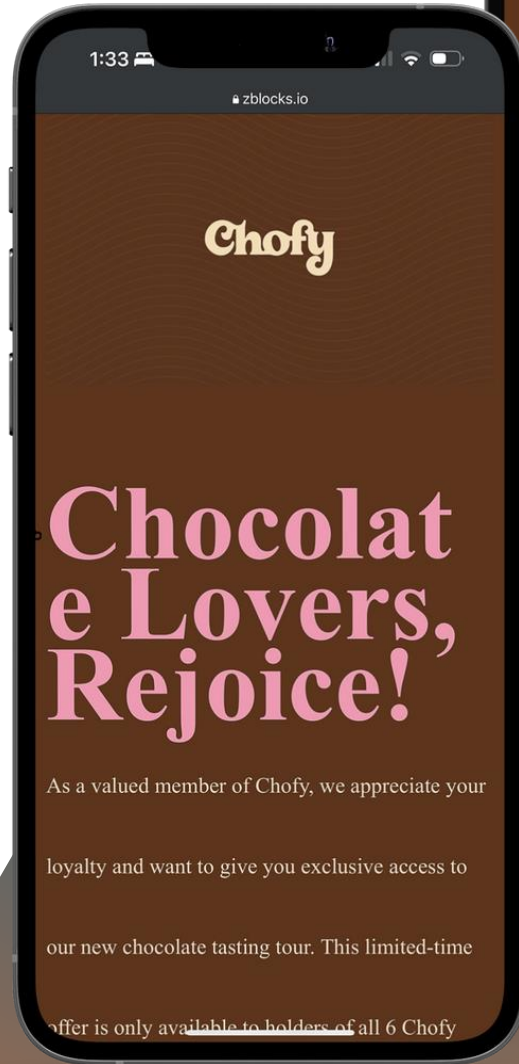


**Amplify loyalty with  
token-gated experiences  
for the consumers**



**Consumer receives an offer  
to get a **Chocolate Tour**  
exclusive for the Chofy  
Members**





# Only holders of the **Chofy collectible** can **claim their tickets**

**Benefit of token gated** access for intra-brand or external-brand partnerships



No need to share PII data, the **collectible is the key** to unlock the experience



No need for **IT integration**



No duplicate claim or fraud



"personalization to reach customers in the moments that matter will be especially important. We want to meet customers where they are with great content that enables excitement and makes shopping easier"

- William White, CMO of Walmart

# ChatGPT vs iPhone: A Tale of Two Revolutionary Launches

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# Generative AI for Customer Engagement

- **Hyper-personalization:** Generative AI can help organizations to hyper-personalize interactions with customers by predicting their preferences accurately and providing timely and relevant solutions even before the customer realizes they need them.
- **Efficient customer service:** Generative AI models can analyze conversations for context, generate coherent and contextually appropriate responses, and handle customer inquiries and scenarios more effectively. They can handle complex customer queries, including nuanced intent, sentiment, and context, and deliver relevant responses.
- **Natural Engagement:** Generative AI is more adept at understanding tone and reactions, making engagement feel natural for customers. Conversational AI chatbots are among the first use cases companies embraced. These chatbots can access and query internal information and engage with customers in a humanlike manner by responding to inquiries and addressing common issues.



Create a marketing message for Centro Colombo Shopping Centre targeting a 35yr old mom of 3 young kids who live in Lisbon and is focused on environmental sustainability and recycling.



Olá! O Centro Comercial Colombo é o lugar perfeito para você e sua família fazerem compras, jantarem e se divertirem. Nosso shopping center está localizado em Lisboa e possui mais de 300 lojas e 50 restaurantes. Estamos comprometidos com a sustentabilidade ambiental e a reciclagem, para que você possa se sentir bem ao fazer compras conosco.

Temos uma ampla variedade de produtos ecologicamente corretos que são perfeitos para as necessidades da sua família. Desde sacolas de compras reutilizáveis até opções de alimentos orgânicos, temos tudo o que você precisa para viver um estilo de vida sustentável.

Nosso shopping center também oferece uma variedade de atividades para crianças, incluindo uma zona divertida com mesas de bilhar e jogos. Entendemos que seus filhos são importantes para você, por isso garantimos que nosso shopping center seja amigável para crianças e seguro.

Venha nos visitar no Centro Comercial Colombo e experimente a melhor experiência de compras em Lisboa. Esperamos vê-lo em breve!

Create an Instagram post marketing Centro Vasco da Gama from a 20yr single female, plays the Violin and is an athlete.



Centro Vasco da Gama is the perfect place for you to shop, dine, and have fun. Our shopping center is located in Lisbon and has over 170 shops and 33 restaurants. We offer a wide range of products that cater to your needs.

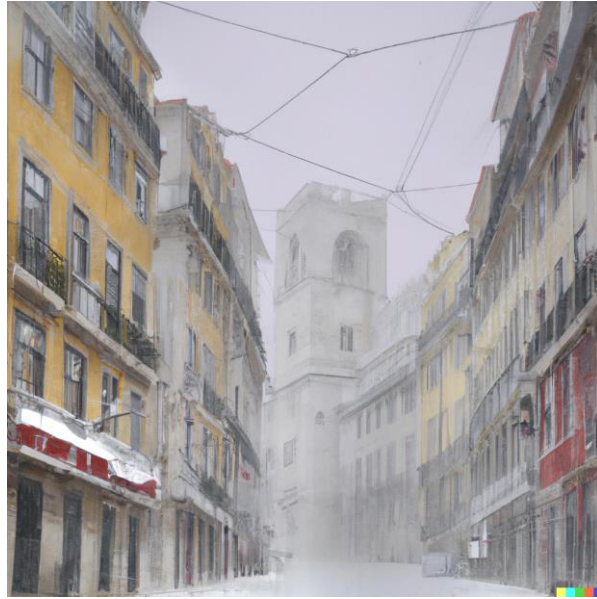
As a violinist and an athlete, you will appreciate our shopping center's unique blend of culture and sports. We have a variety of stores that cater to your interests, including music stores and sports equipment stores.

Our shopping center also offers a variety of activities for people of all ages, including a fun zone with pool tables and games. We understand that you are important to us, so we have made sure that our shopping center is safe and secure.

Come visit us at Centro Vasco da Gama and experience the best shopping experience in Lisbon. We look forward to seeing you soon!



*Shopping Center in  
Lisbon*



*Downtown Lisbon  
in a Blizzard*



*Sunset on the Lisbon  
Waterfront*



*Formula 1 Racing in  
Downtown Lisbon*

**Creating Imagery for Ads  
and Products using AI**

# Consumer Goods | Product Development



## AI developed product

Empower fashion apparel brands to quickly generate designs with input from sources including social media, sales and more



# FASHABLE





Coca-Cola Unveils New  
AI-Created Flavour  
Y3000 Zero Sugar



# Generative 3D Content



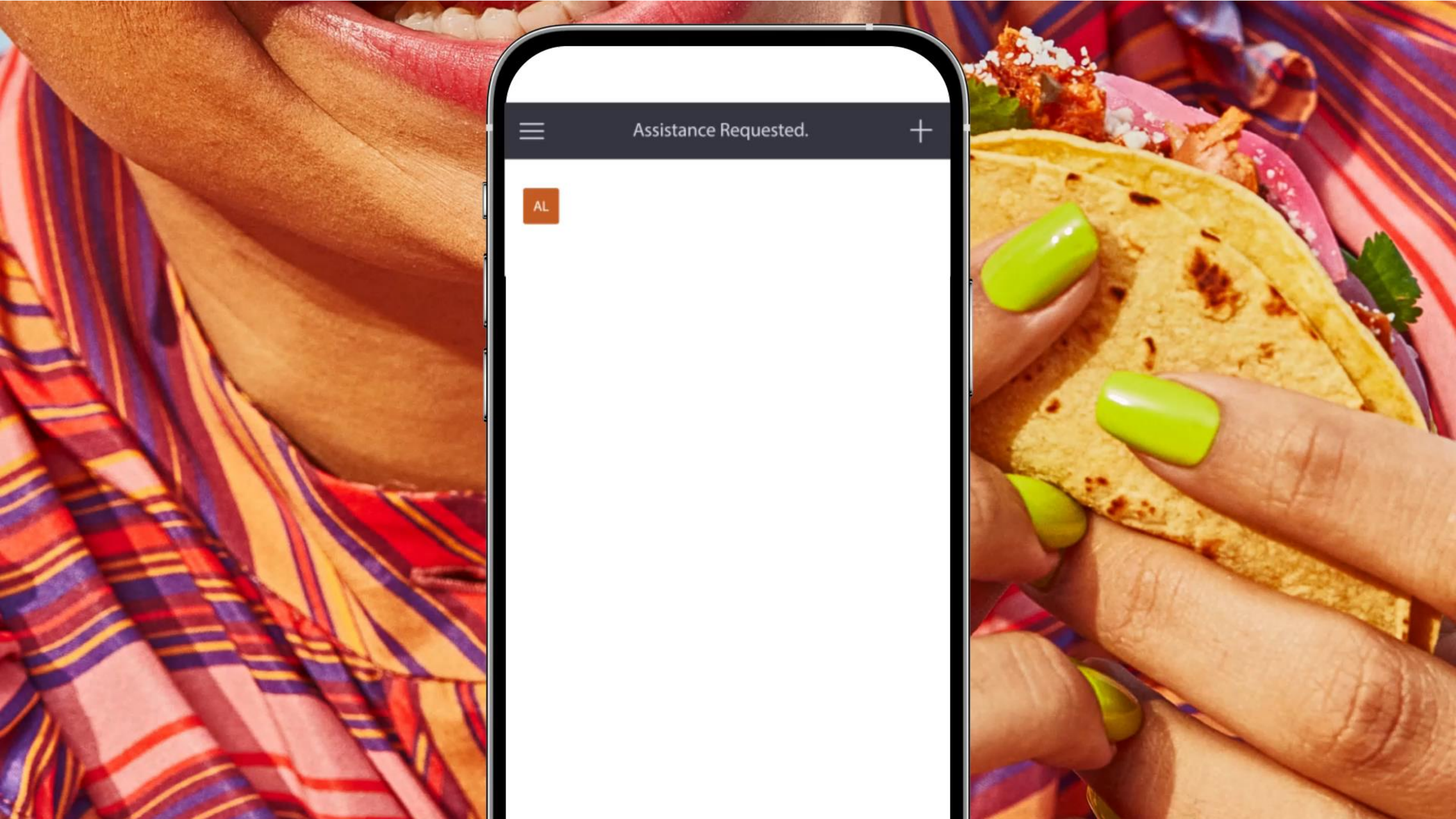
Generate 3D  
Interactive  
Product Images  
for Website,  
AR/VR and  
Metaverse



Using  
Generated  
Models for  
Fashion &  
Apparel



Using  
Generative AI  
for generating  
Food Imagery



Assistance Requested.



AL

# Welcome to the new Bing

Your AI-powered copilot for the web

## 🧐 Ask complex questions

"What are some meals I can make for my picky toddler who only eats orange-colored food?"

## 👉 Get better answers

"What are the pros and cons of the top 3 selling pet vacuums?"

## 🎨 Get creative inspiration

"Write a haiku about crocodiles in outer space in the voice of a pirate"

Let's learn together. Bing is powered by AI that can understand and generate text and images, so surprises and mistakes are possible. Make sure to check the facts, and share feedback so we can learn and improve!

[Terms](#) | [Privacy](#)

Choose a conversation style

- More Creative
- More Balanced
- More Precise

Of course, I'm happy to start over. What can I assist you with now?



Which is deepest ocean?

How do holograms work?

Teach me a new word

New topic

Ask me anything...





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Your AI-powered copilot for the web

Ask complex questions

Get better answers

Get creative inspiration

"What are some meals I can make for my picky toddler who only eats orange-colored food?"

"What are the pros and cons of the top 3 selling pet vacuums?"

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[Terms](#) | [Privacy](#)



Choose a conversation style

create a table from the picture of the ingredients with calories and average price in a US grocery



99/4000







obrigado



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NEXT GEN  
RETAIL ECOSYSTEM