

BT Italia

Elastic Stack in A Day
Milano – 16 Giugno 2016

*Securebrand: l'Internet of Things a garanzia
dell'autenticità e del Made in Italy*



elastic



SEACOM
the leading open source architects



Agenda

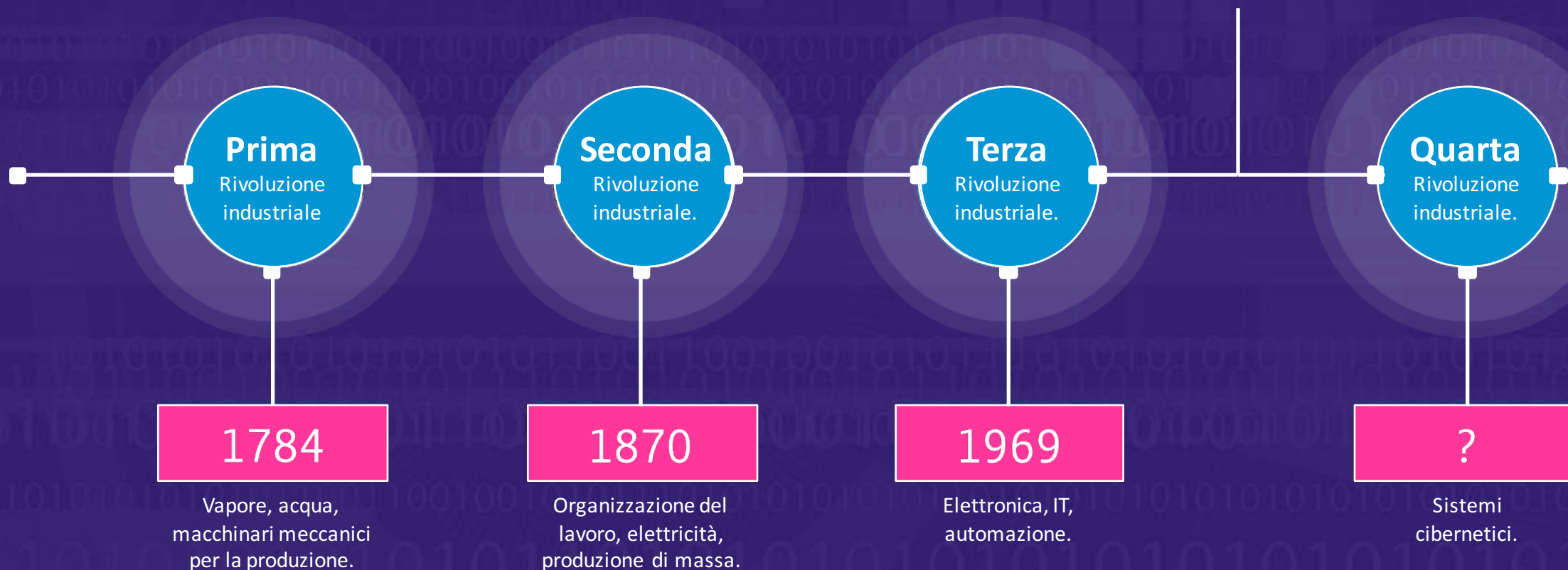
- *The Digital Possible*
- *BT Retail e la Supply Chain*
- *Case history Securebrand*
 - *L'idea*
 - *Come funziona*
 - *Gli sviluppi previsti*
 - *La tecnologia*

Can't do that



Perché digital?

Stiamo solo iniziando a capire
quali saranno le **implicazioni dell'era digitale**.



Chi sta guidando l'era digitale, la tecnologia o le persone?



Le persone non sono oggi “utenti”, ma “piloti” dell'era digitale. Questa rivoluzione non nasce infatti dall'introduzione di nuove tecnologie al business, ma dalla capacità delle persone – dipendenti, clienti o consumatori finali – di guidare l'innovazione.

Noi lo chiamiamo “digital possible”, un formidabile potenziale di cambiamento che coinvolge non solo il business, ma anche e soprattutto il modo di vivere assieme, nei nostri Paesi e nel mondo intero.



Retail & GDO






Newsletter Signup

Search

EssentialRetail

in association with **RBTE** – Europe's leading retail event



Ben Sillitoe,
Editor

The leading global retail solutions resource for the time-pressured retail industry; providing unique news, advice, tips and inspiring content – essential retailing online

Home News Big Interview Vendor Innovation Retail in depth View from the Top RBTE Innovation Blog

EssentialEcommerce

Expert Panel Payments Loss Prevention Supply Chain & Ops Marketing & eComm In-store Digital Signage Special Events

retail design world

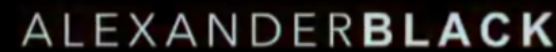
[Home](#) > [News](#) > NRF 2015 in pictures: BT's store of today showcased in New York




NRF 2015 in pictures: BT's store of today showcased in New York

BT Global Services is launching its own-branded 'store of today' concept in key markets around the world, aiming to show retailers what they can achieve if they put technology at the heart of their shops.


Published: 17:39:44 on the 15th Jan 2015

Author: Ben Sillitoe





BT Global Services is planning to inspire retailers into investing in new retail technology by opening up its own-branded concept stores in core markets around the globe, allowing businesses to see live demonstrations of how their digitally-enabled shops could look.



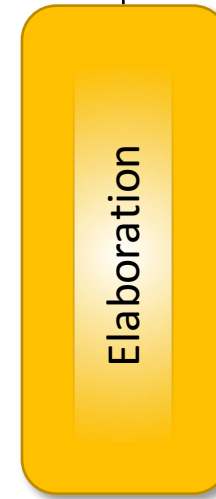
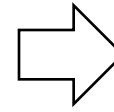
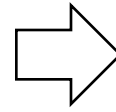
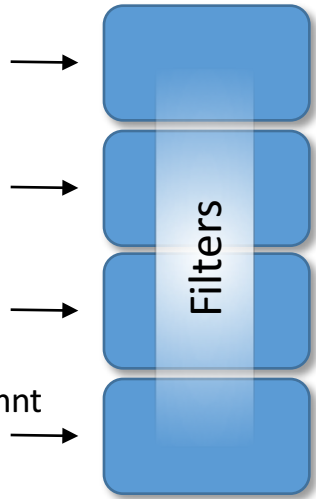
BT's Alexander Black concept store in New York City



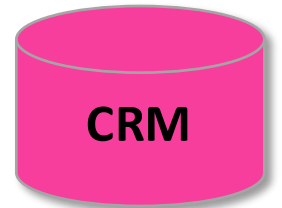
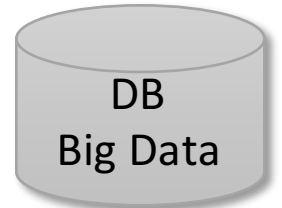


Data from Sub-Systems (SS)

Profilers
Wifi
Locationing
Beacons
Totems
Instore radio
APP
Website
CRM
Campaign mgmnt
Social
Sistemi IT

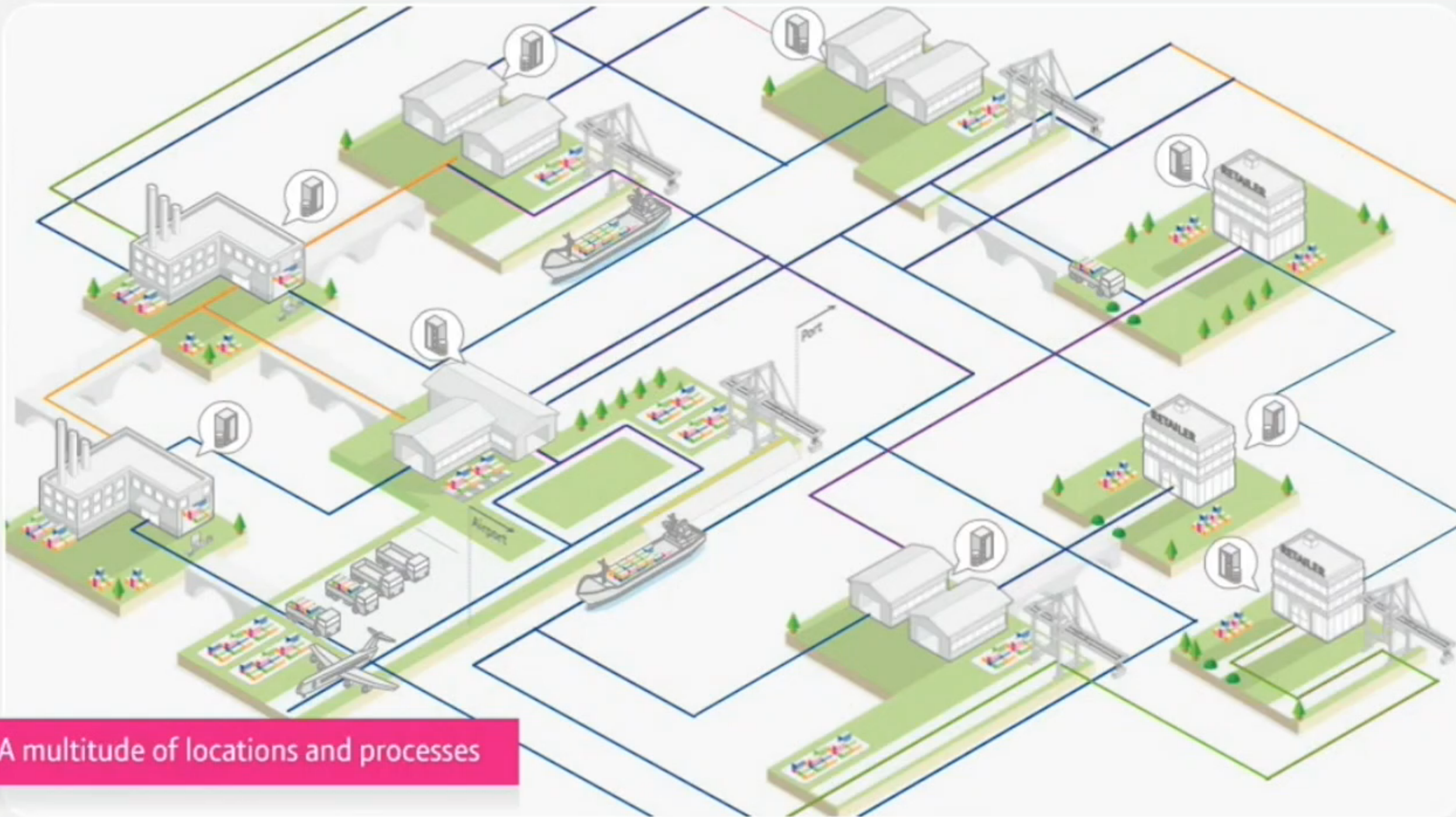


Triggers

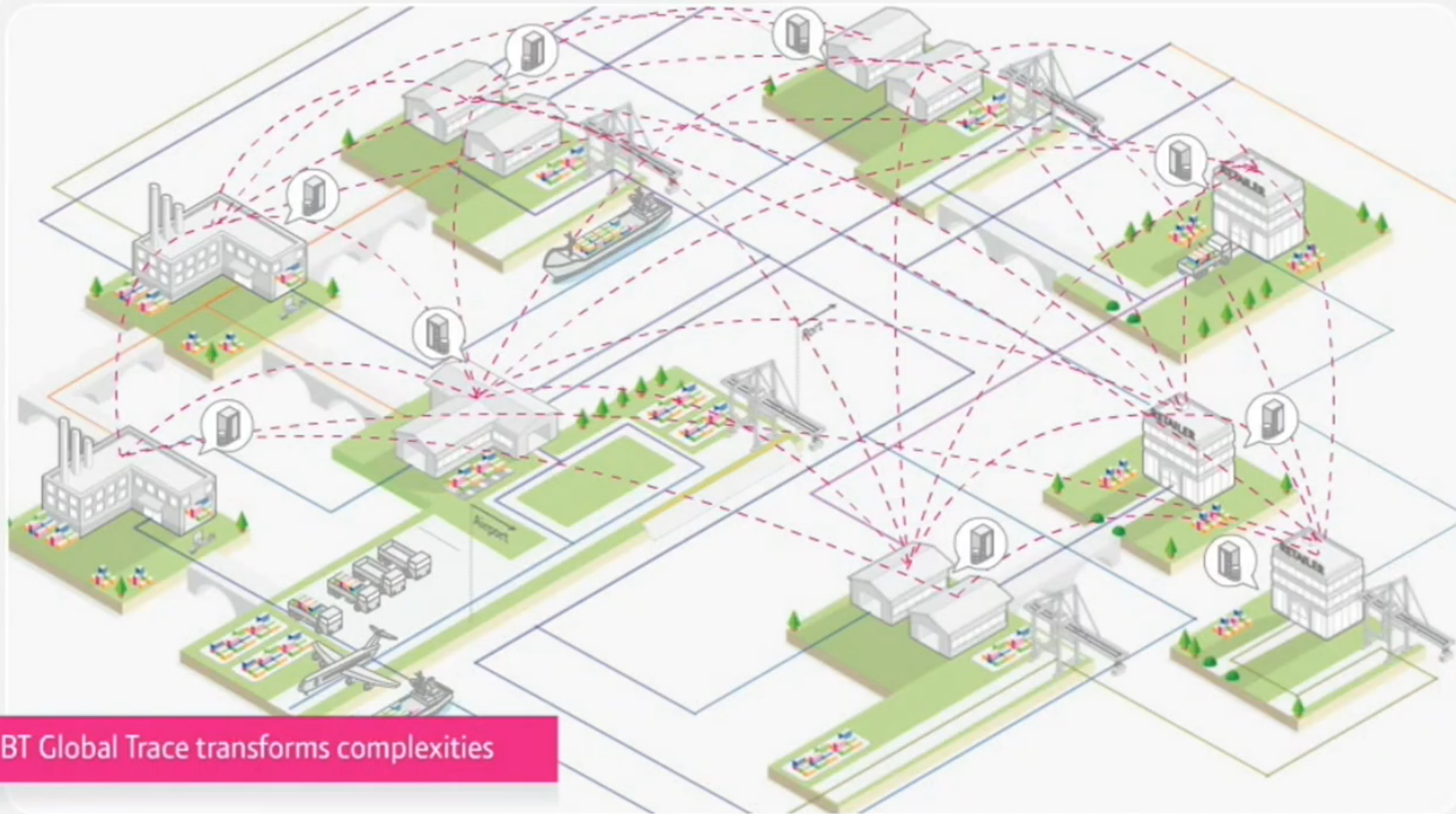


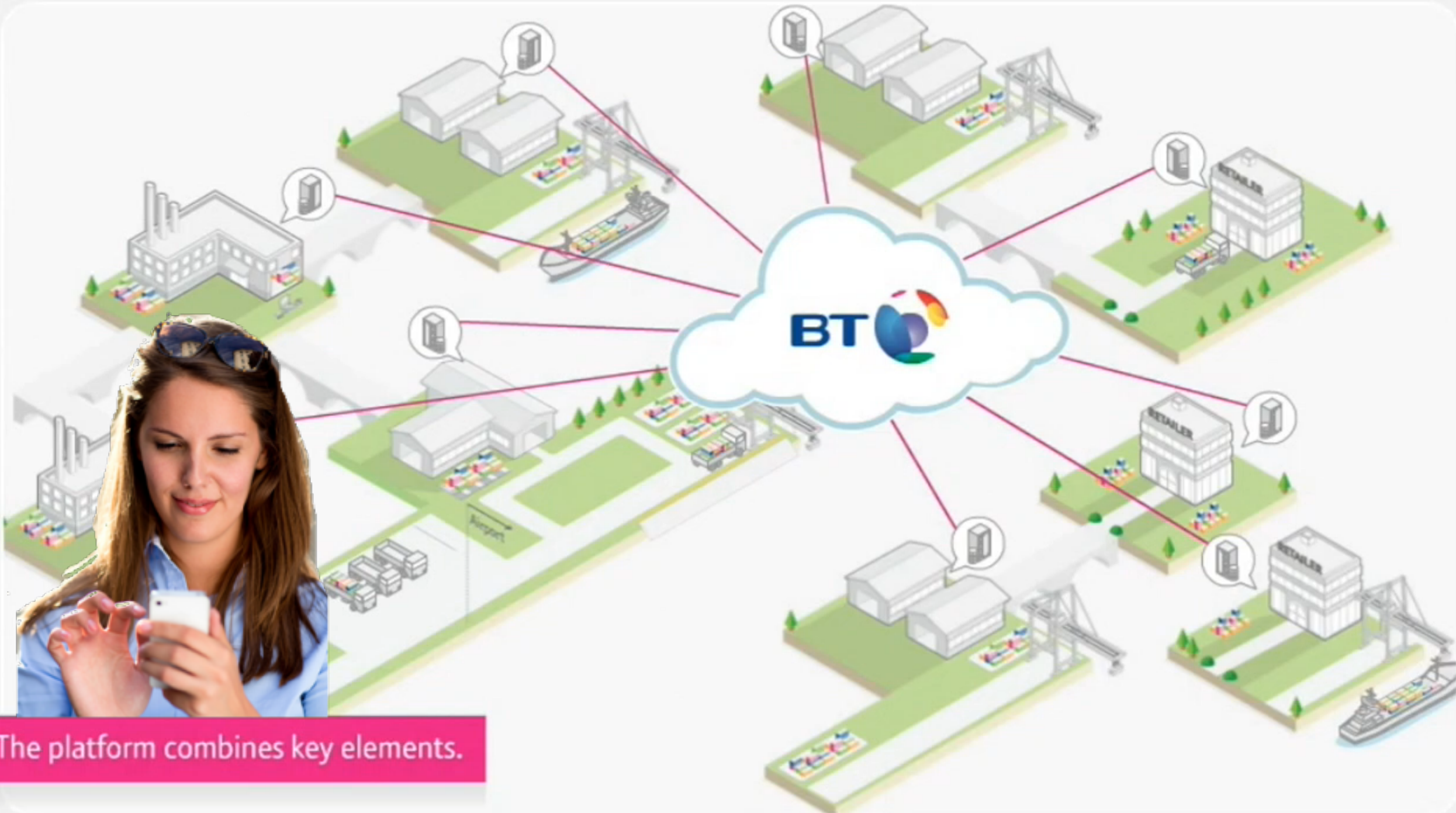
A large warehouse interior with high industrial shelving units filled with boxes. A yellow forklift is visible in the foreground on the left, and a wooden pallet is in the center. The text "Supply chain" is overlaid in the center.

Supply chain



A multitude of locations and processes

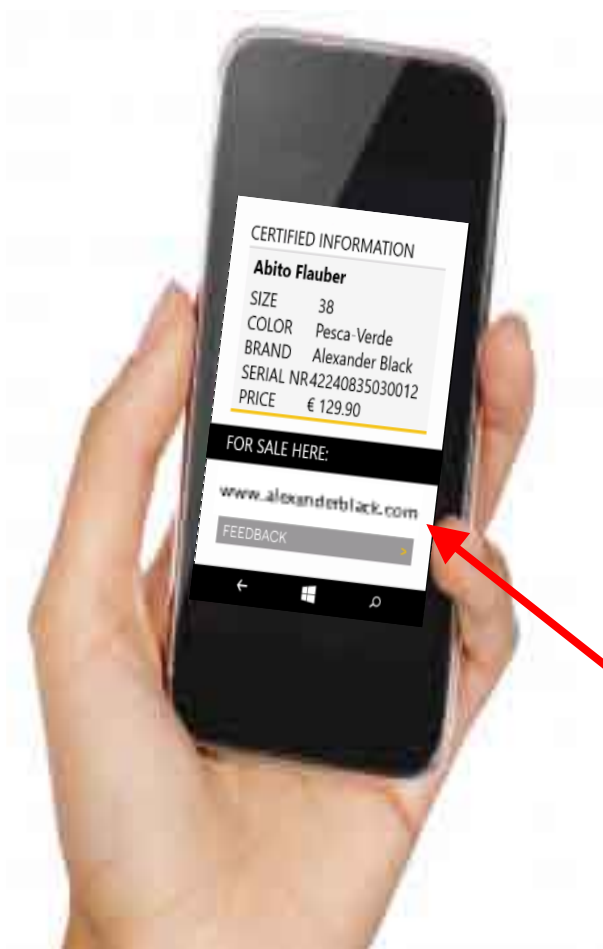






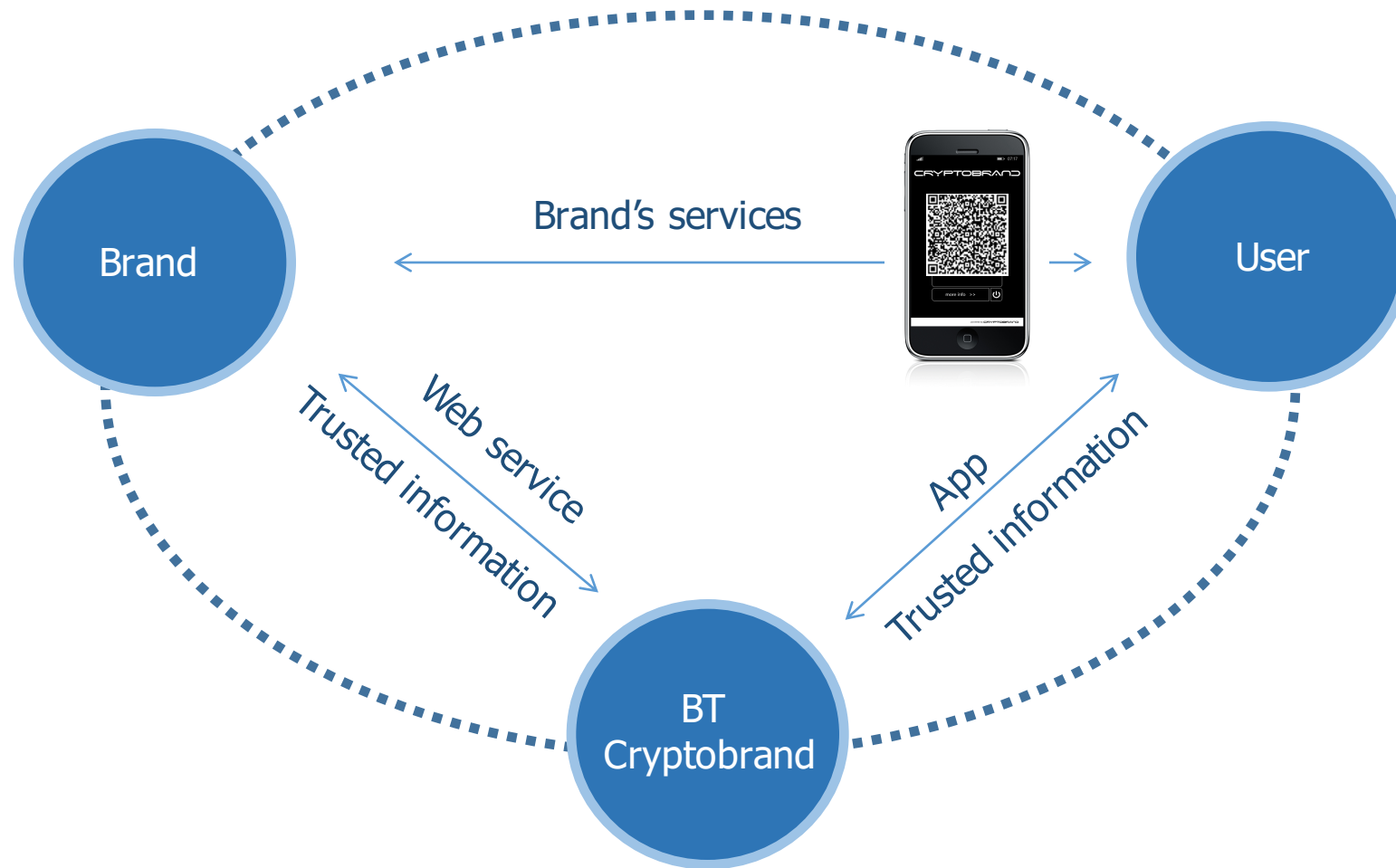
Questo prodotto è davvero
quello del brand?





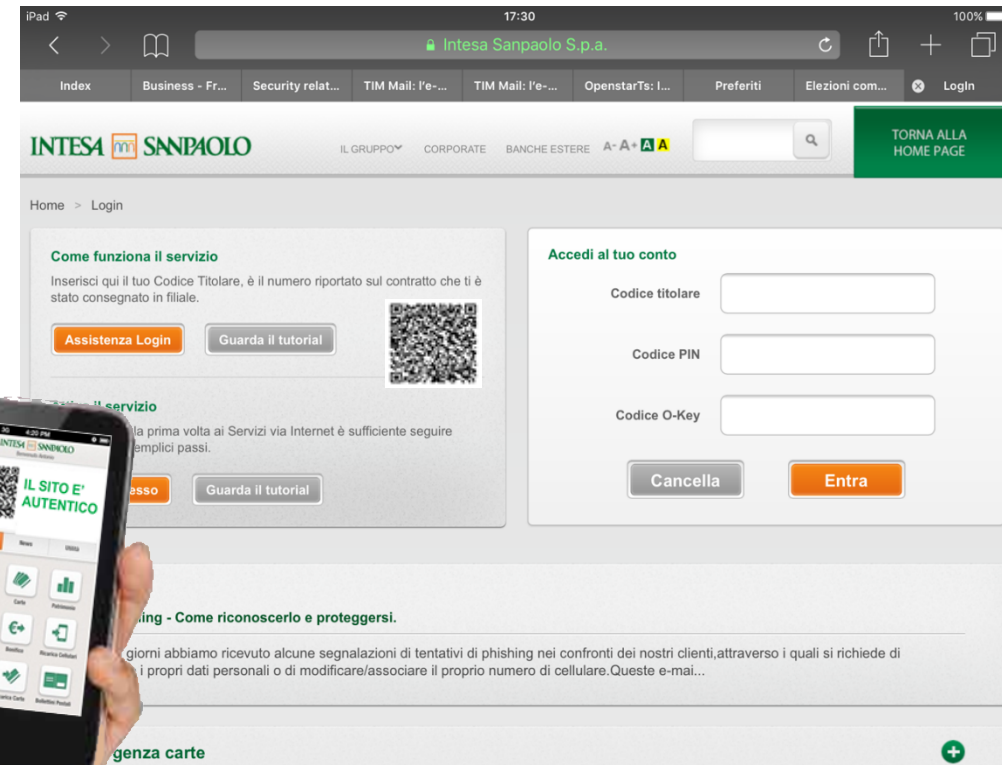
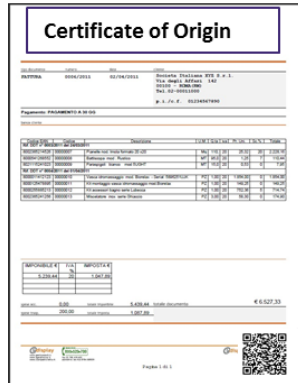
URL del sito certificato dalla APP

Circle of Trust

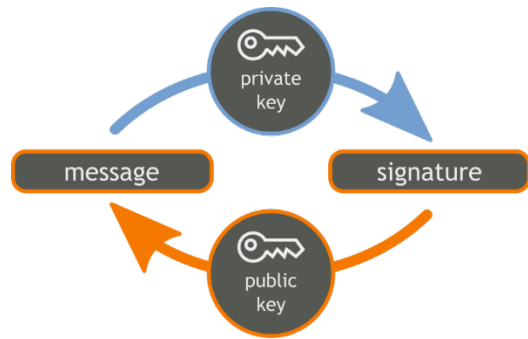




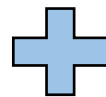
In pipeline



Le componenti tecnologiche



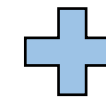
Firma digitale



Tracciamento

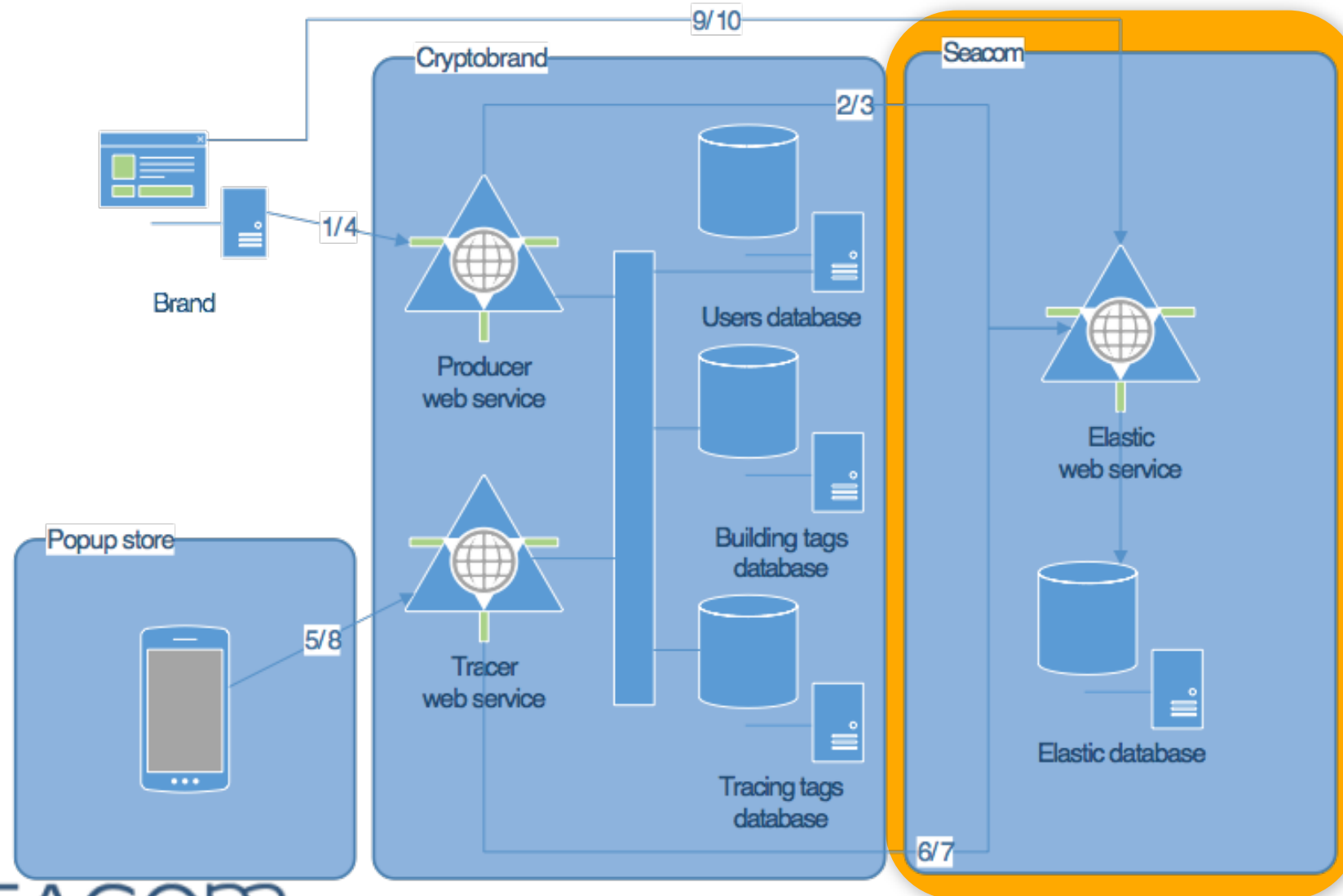


Smart Label



Analytics

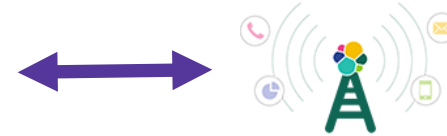
Architettura di massima



Presentation



Query & alert



HTTP API





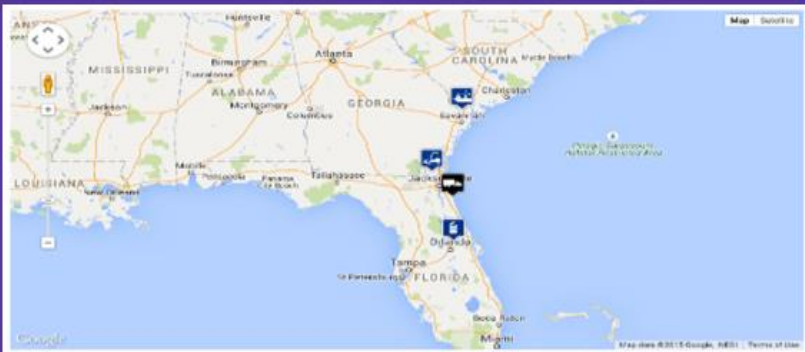
Product monitoring



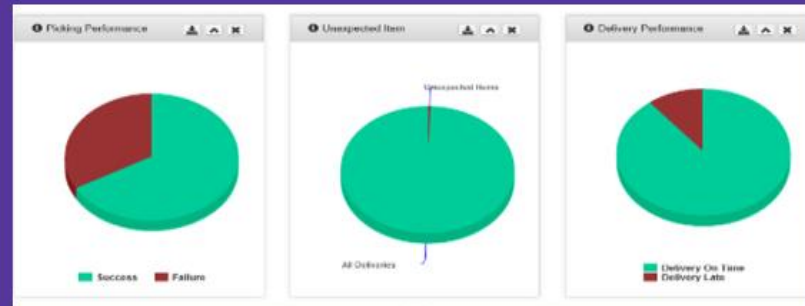
Geofencing



Inventory visibility



Dashboard



GRAZIE