Project Profile

SOLOMON

Shop operations and experience platform

The goal of the ITEA project SOLOMON is to create a service economy for the retail sector in which a ‘shop operations & experience’ platform connects different technologies and information sources into seamless services for interaction with the retailers, shop personnel and consumers.

ADDRESSING THE CHALLENGE
Over the past decade the retail industry has undergone a radical transformation due to the growth and maturation of e-commerce. While many major European store-based retailers have closed as a result of this online shift, recent surveys suggest that shoppers are still willing to go to local physical stores to buy the vast majority of goods. SOLOMON’s vision of future retail is one in which the shops are polymorphous, delivering the best possible retail services for the customer regardless of the channel used and giving the customer the best possible shopping experience.

PROPOSED SOLUTIONS
SOLOMON aims to improve the customer experience in bricks-and-mortar stores by developing and evaluating the technological building blocks needed to create the polymorphous shopping experiences of the future. The requirements of the ‘shop operations & experience’ will be set by retail stores and technology providers. The services will include customer self-services on mobile devices that enable a seamless checkout procedure without queuing (scan/pay/go) and novel interactive digital touch points that offer conversational interfaces with digital assistants. Online and brick-and-mortar store information will be integrated with data related to customer experience, shopping behaviour and backend systems while audience profiling will be improved through monitoring online store behaviour. Furthermore, an interest-based privacy concept will be developed where consumers control the data, and the store infrastructure will be flexible and reconfigurable.

PROJECTED RESULTS AND IMPACT
All the new services aim at delivering a fluent and informative shopping experience to customers. By recognising the customer’s need and intention, the technologies will provide a personalised shopping experience with recommendations and targeted content yet mindful of the need for strong secured networks and careful privacy rules. The enhanced shopping experience will help the retailer to entice customers to the best of both worlds, physical and digital, and allow different ambient surroundings to be created for special shopping events. The SOLOMON platform will optimise the connection between the retailer and the consumer, making the physical store more attractive and enabling city and shopping centres to once again become facilitators for social interaction.
ITEA is the EUREKA Cluster programme supporting innovative, industry-driven, pre-competitive R&D projects in the area of Software-intensive Systems & Services (SiSS). ITEA stimulates projects in an open community of large industry, SMEs, universities, research institutes and user organisations. As ITEA is a EUREKA Cluster, the community is founded in Europe based on the EUREKA principles and is open to participants worldwide.

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Project end
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Project leader
Martin Johannes Treiber, IKANGAI GmbH

Project email
mt@ikangai.com

Project website
http://www.solomon.network/