

## Nokia enablers for the Retail Ecosystem

- Retailer situation
- How Nokia can help
- Examples of use cases

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# The way consumers do shopping challenges traditional retailers


A man with a beard, wearing a grey sweater and a thick grey scarf, is looking down at a smartphone in his hands. He is in a server room, with blue server racks and glowing lights in the background. A large white arrow points downwards on a blue panel in the background. A dark blue horizontal bar is overlaid on the image, containing white text.

Nokia enables integration of Retailer's physical and online experiences





C



Yummy  
Cinnamon Balls

3,75    2    2  
Price in \$    Facings

Distributed     Front view

Wrapped Caramel

**NOKIA**