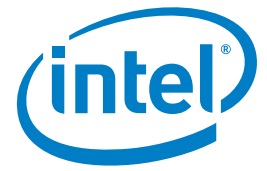


CASE STUDY

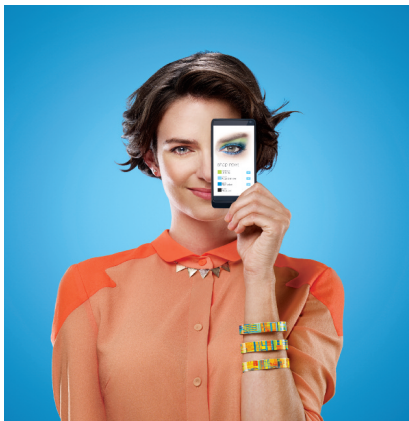
Intel® Xeon® Processor E5 Family
Intel® vPro™ Platform
Intel® Trusted Execution Technology
Retail



Shop with your smartphone and skip the queue

Leading European grocer works with Intel® to delight customers with new smartphone-based shopping experience

Today smartphones allow us to get online, take pictures, shoot videos, and share everything with just a click, connecting with people all over the world through social networks. Through its cassaXpress* Mobile project, Auchan has extended smartphones' potential to another area of daily life that impacts almost everyone – grocery shopping. It has implemented a mobile shopping app to enable customers to make their grocery list, scan products and track their bill from their own smartphone, drawing on product and deal information held on servers powered by the Intel® Xeon® processor E5 family. This is one of the first such offerings in the world, marking Auchan a true innovator in Smart Commerce.



“We chose to work with Intel, as we knew it could provide us with all the necessary support in terms of the application’s infrastructure and performance. It has also invested a great deal in security, which we believe is extremely important for users of the application.”

Marino Vignati,
CIO, Auchan Italia

CHALLENGES

- **Build on success.** Take existing groundbreaking cassaXpress offering and make it even better for customers
- **Make it mobile.** Introduce a way to link increasingly-ubiquitous smartphones to the retail experience
- **Keep it safe.** Ensure all customer information is kept safe while offering immediate updates on product pricing and offers, by creating a robust and secure back-end infrastructure with native hardware-based security

SOLUTIONS

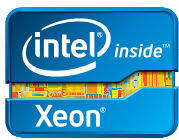
- **Strong collaborators.** Auchan worked with industry experts to create the optimum solution. Superpartes worked on the application while Intel handled infrastructure and security
- **Strong platform.** Servers powered by the Intel Xeon processor E5 family support the application, holding masses of product and customer data. Intel® vPro™ platform is natively integrated to assist remote manageability
- **Security/other Intel technologies.** Intel® Trusted Execution Technology (Intel® TXT) provides evaluation of the launch environment, enforcing trusted code execution and preventing BIOS attacks, malicious root kit installations and other firmware threats

IMPACT

- **Groundbreaking app.** Auchan believes the cassaXpress app is one of the first in the world to offer smartphone-based shopping services to customers
- **Award-winning service.** The app was named most innovative element in the shopping experience at an industry trade fair
- **Growth potential.** Auchan is now planning to expand the service to more stores, and is looking at other ways customers could use their smartphones for smarter commerce in the future

New models for retail

In May 2009, the Auchan store in Mestre, Italy, unveiled its first cassaXpress offering to revolutionize the way its customers shop. Using a portable reader that can be picked up at the entrance to the store, customers are able to register the items they want to buy as they put them into the cart. The display makes it possible for the shopper to see their bill total as it accumulates, in addition to any special deals or discounts applied. The readers are then able to communicate with special check-out stations, allowing customers to pay for their groceries without having to take any further steps. There is no need to scan everything at the register, providing customers with a much faster and more convenient shopping experience.



Leading retail chain implements innovative smartphone app for an enhanced customer experience

Taking innovation to the next level

As a next step, Auchan wanted to develop cassaXpress Mobile, a service which would replace the reader device with the customer's own smartphone. Marino Vignati, CIO of Auchan Italia, describes the idea behind the mobile service: "Why did Auchan develop cassaXpress Mobile? We did it mostly because we have always strived to look for new technology that could provide a new shopping experience and establish dynamic interaction from the moment our customers enter the store. We started back in 2003 with the self-checkout, and then moved on to self-scanning, which we called cassaXpress, and now we've come to performing self-scanning with our own smartphones, which account for the majority of mobile phones in the marketplace today."

The company chose to collaborate with software developer Superpartes to provide the application, which would be downloaded onto a customer's smartphone, and with Intel to help design, build and implement the infrastructure and security elements. The collaboration between Intel and Superpartes was particularly important. Intel provided technical support such as advising on the use of Intel TXT in the back-end infrastructure. It also supported the testing of the Superpartes Smartbip* Android* application on an Intel® technology-powered Orange smartphone.

With this type of application, security is a fundamental element, because it is the shopper's own device that connects to the network; there can't be any risks from a security standpoint. This issue was resolved through the decision to work with a reliable

security expert, as Vignati explains: "We chose to work with Intel, which we knew could provide us with all the necessary support in terms of the application's infrastructure and performance, in addition to investing a great deal in the area of security, which we believe is extremely important for those who use the application."

Auchan was looking for a fast, user-friendly system so that customers of all levels of technical ability would be able to benefit from it. The process of using the system therefore needed to be kept simple. A customer joins the program by visiting the customer service desk at their local store, where an employee quickly and easily registers the customer's smartphone with a Nectar* loyalty card. Once the phone is enabled, the customer downloads the cassaXpress Mobile application from the appropriate app store (for iOS* or Android), and then they are ready to shop.

Whenever the customer enters the superstore, their phone connects to a secure, encrypted wireless network. The customer just has to find the QR code displayed near the entrance, wait for the "OK" and begin shopping. The QR code is used to login to the store's system, using the customer's account details (which were created at initial subscription), and allows the customer to start grocery shopping straight away.

A world first

The cassaXpress Mobile app uses the smartphone's camera to read the barcode on the products, making it possible to perform all of the operations that the regular cassaXpress readers did. In addition, the app lets customers make a grocery list at home and view it directly on their smartphone while they are at the store.

About Auchan

Auchan has been operating in Italy since 1989 and is one of the country's leading hypermarkets. It is active in 12 regions, with 58 hypermarkets in total, and employs 12,873 people, 98 percent of whom are shareholders. In 2011, Auchan hypermarkets in Italy issued 83 million receipts and achieved a turnover of EUR 3 billion.

Vignati comments: "The app, which has been operative in our Piacenza store for nearly a year now, has been a big success. It also received international recognition at the EuroSYS fair in Dusseldorf as the most innovative element in the shopping experience. We can proudly say that, as of today, there are very few applications like this in the world. This is one of the few, and maybe even the first, to become fully operative."

Auchan has proven to be in tune with its customers' needs, offering alternatives that can adapt to meet their evolving demands and focusing on technological development to better serve its clientele. CassaXpress Mobile is certainly not the last step in this direction. "What kinds of developments do we envision for the future?" continues Vignati. "Obviously we'll extend the option of using this app in other locations. We're also working on other applications, in particular those that would make it possible to pay using smartphones, or rather, to use them not only through cassaXpress Mobile but also to pay for your shopping at any of the traditional cash registers."

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