

The future of retail



is **software-defined**



1910

STORES
HAVEN'T CHANGED
IN 100 YEARS



2016

But customers have. And stores are STILL 94% of the \$12T retail industry.



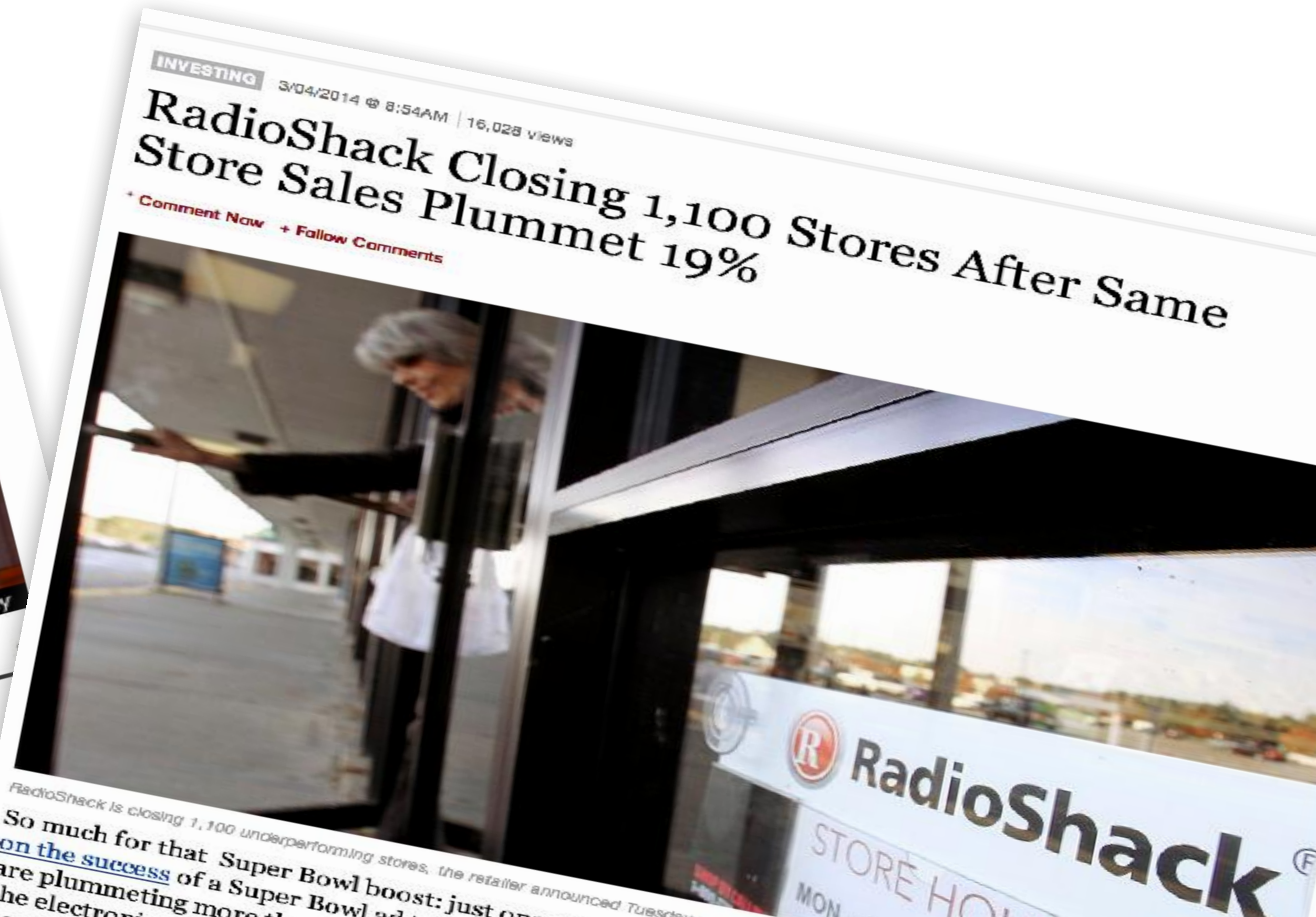
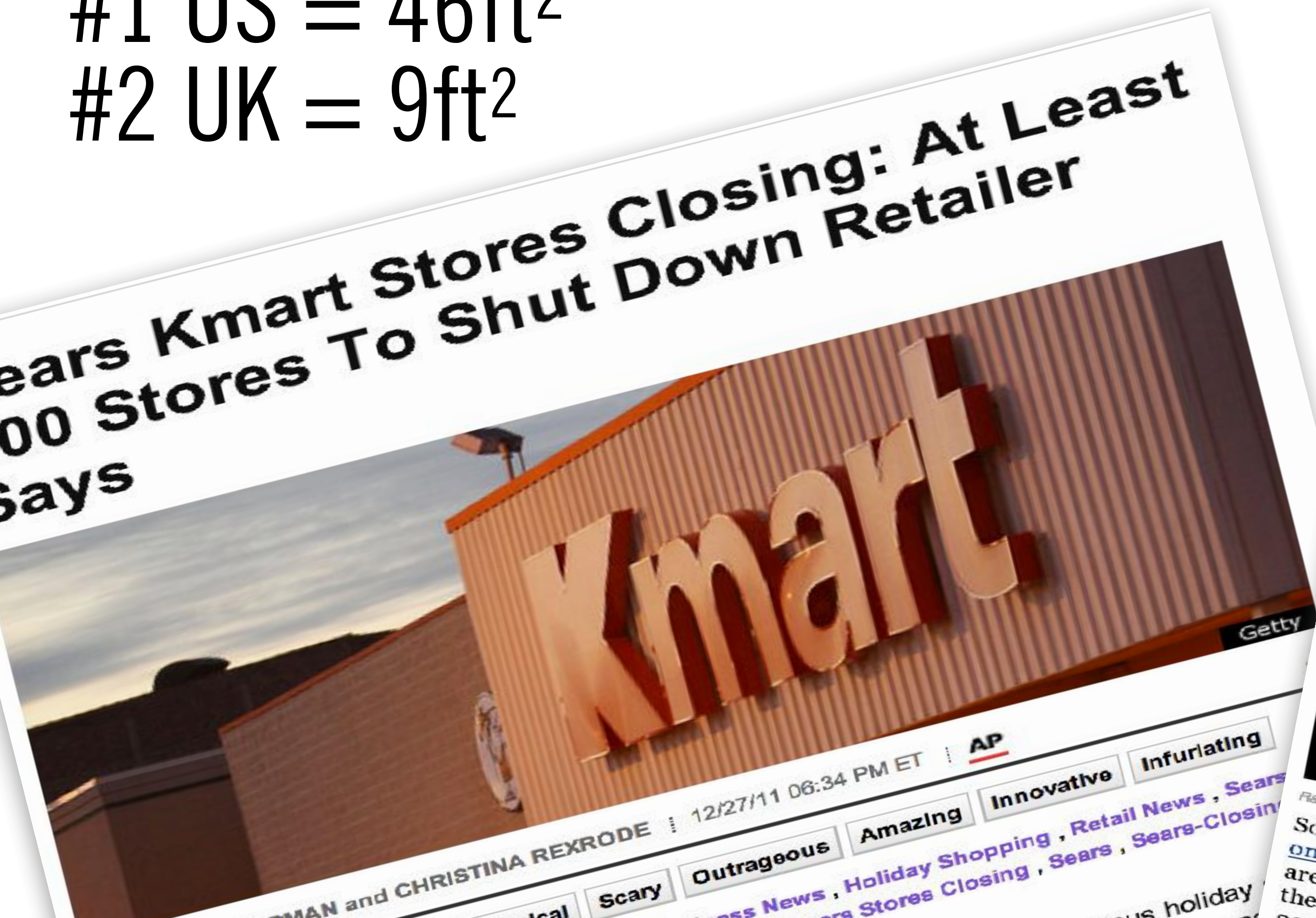
CUSTOMERS, HAVE.

YESTERDAY

FOOTAGE WAS GROWTH

#1 US = 46ft²

#2 UK = 9ft²



TODAY



**WE COMPETE
ON
EXPERIENCE.**

ECOMM

IN-STORE



HOMEPAGE



ENTRYWAY



PRODUCT PAGES



VISUAL MERCH



CART



FITTING ROOM



CHECKOUT



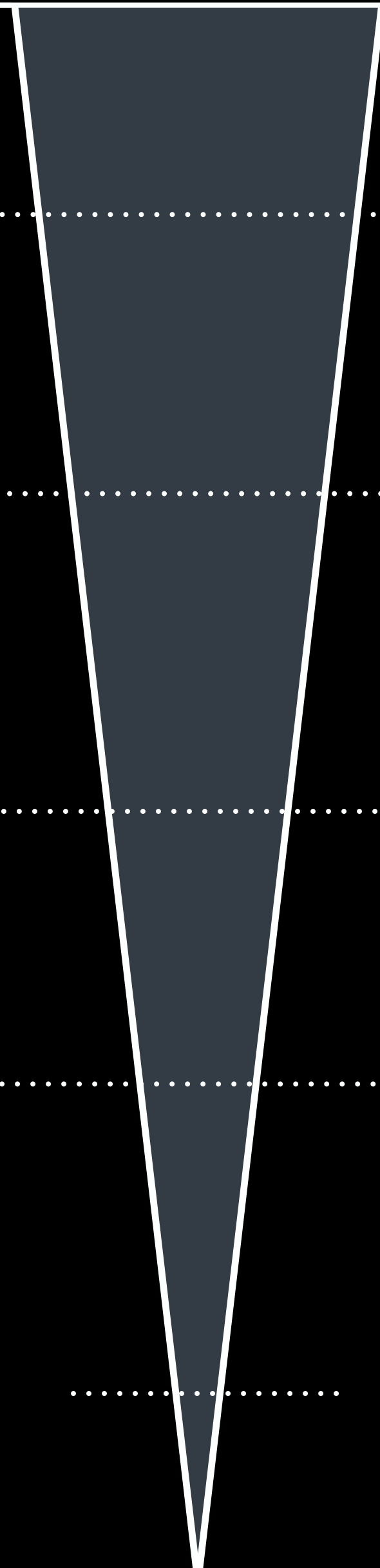
CASH WRAP



EMAIL FOLLOWUP

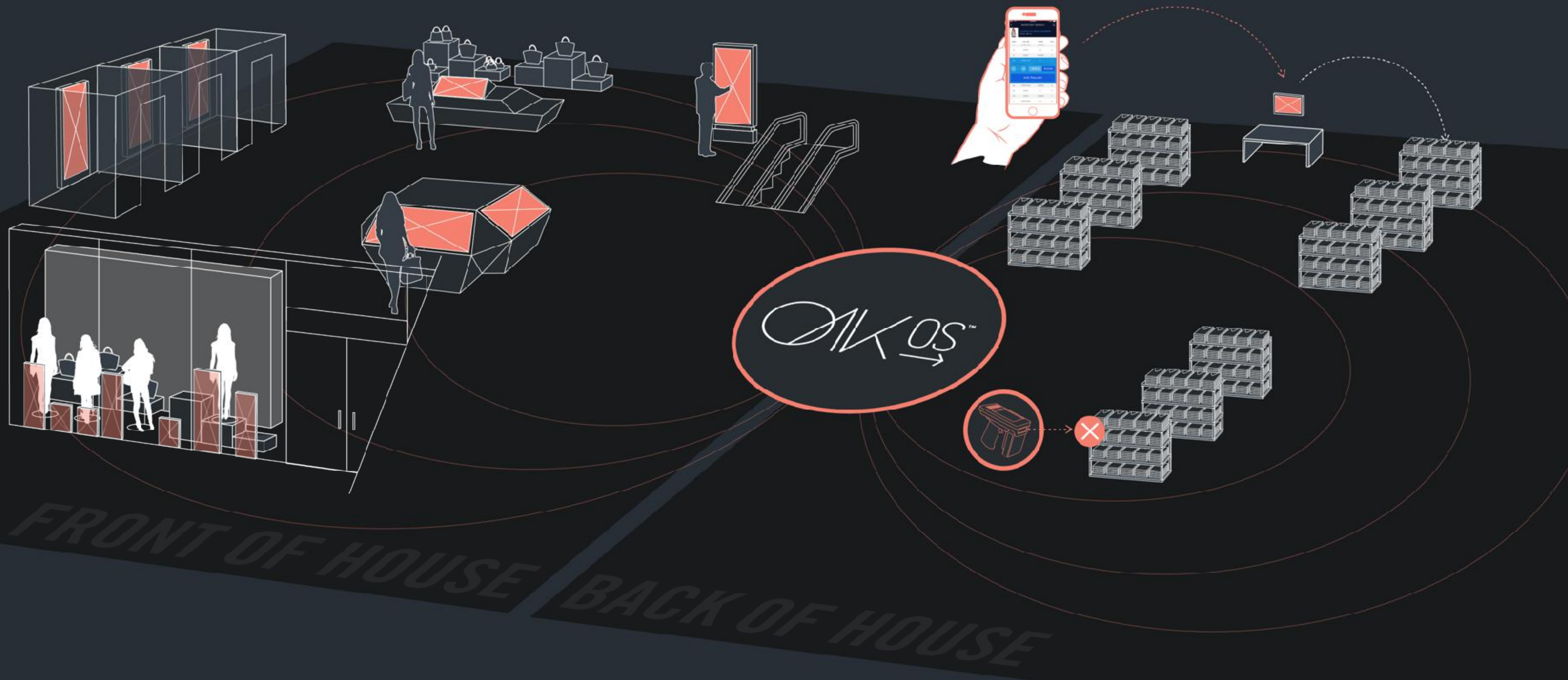


CLIENTELING



EXPLICIT TECH

IMPLICIT TECH



MINIMIZE
NAVIGATION

ITEMS IN ROOM

REQUEST
ASSISTANCE



OAK Mirror

[video](#)

is bleeding-edge technology which transforms a mirror into beautiful, touchable glass where customers can request sizes, colors, and recommendations, change lighting, language and even checkout.

THE OAK MIRROR drives 5X ROI on day one.



Customers use it.

84%

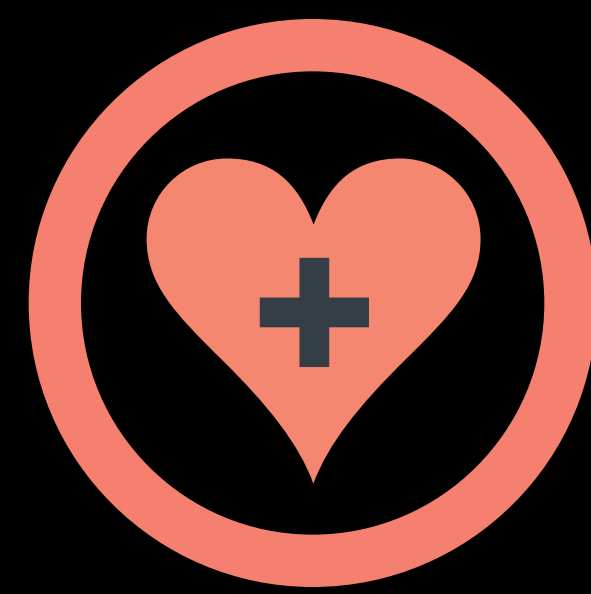
**customer
engagement**
20k+ sessions



It drives massive ROI.

59%

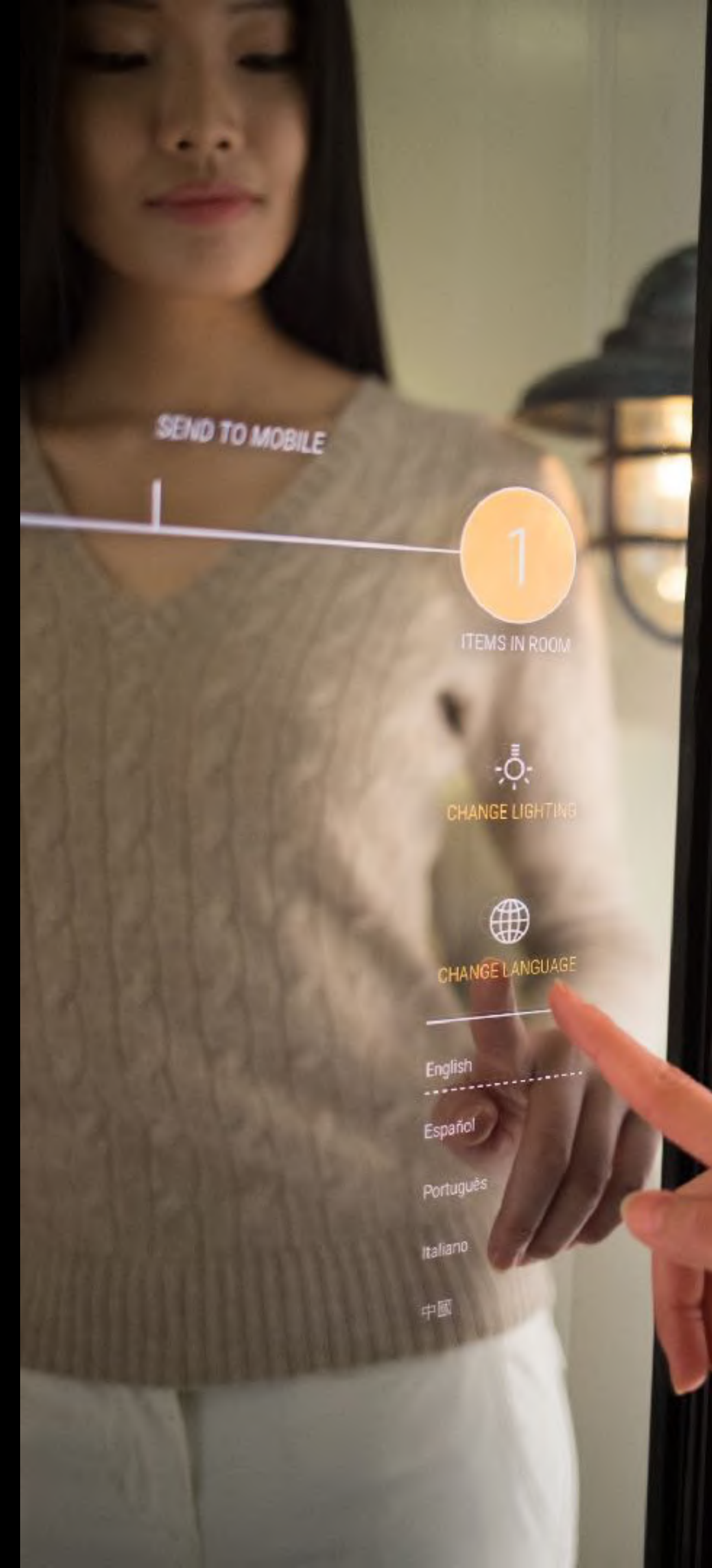
basket lift



Associates Love it

40%

**less time spent in
room**
*operational
efficiency +
associate acclaim*



OAK Stockroom

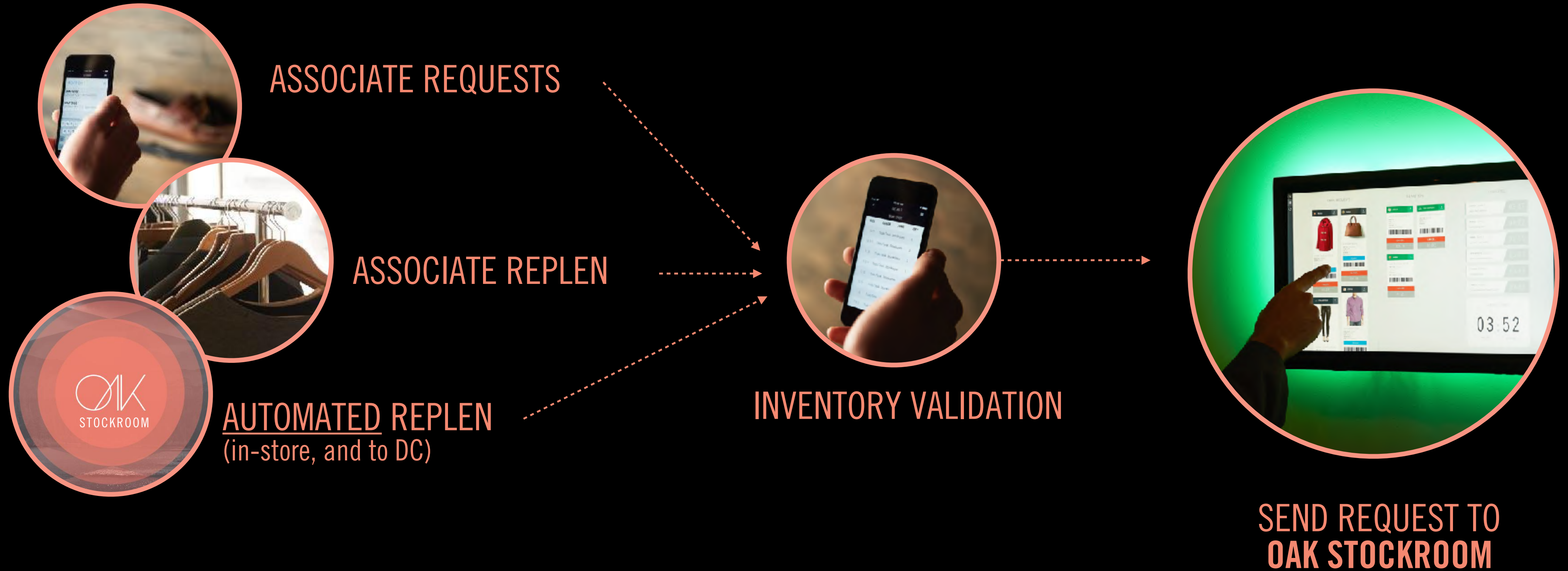
is a simple, touchscreen in the back of house that communicates with associate devices in the front. It consumes POS data to guide intra-day replenishment.



Sometimes the best technology is what the customers don't see...

OAK STOCKROOM takes intra-store fulfillment from

6:15 to 1:39min





OAK Responsive Signage

Easily change digital content of the entire store with a single swipe of your mobile device.

Set your content to change based on data events (rain, sun, holidays)

Enable your store change around your customers.



OAKOS is a modern operating system designed for retail experiences.

Build beautiful, interactive applications all within browser.

OAK takes care of the rest.



Easy App Creation
via HTML, all within
browser.

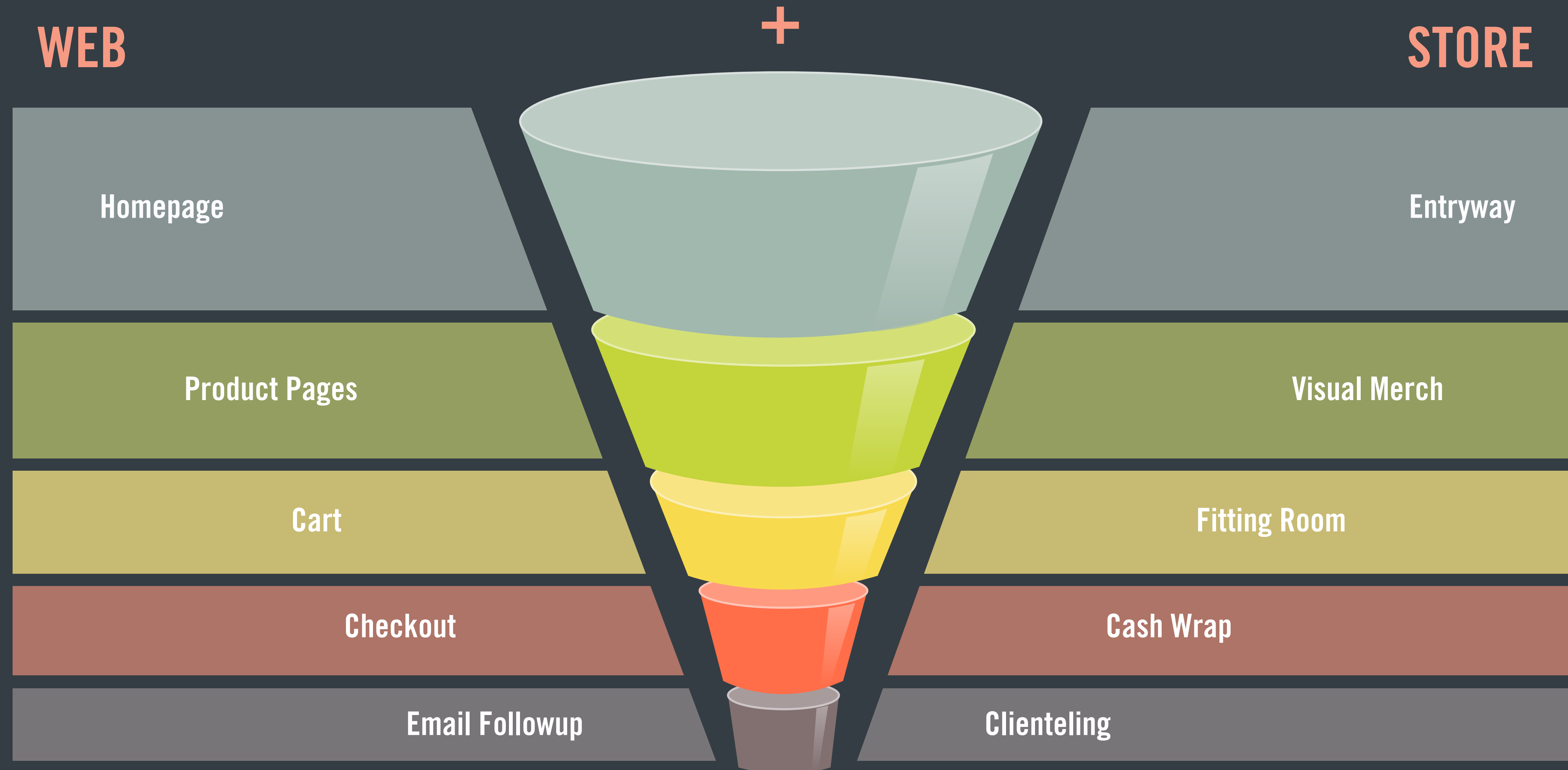
Easy Access
auto-connect,
control
peripherals

Device-to-Device
MDNS connection with
web socket

Remote
monitoring & alerts
with built-in analytics

DEVELOP AND DEPLOY
FOR MULTI-FORM-FACTORS SIMPLER, FASTER.

Retailers have to begin optimizing stores like ecomm and competing on experience.



DIGITAL PRINCIPLES CUSTOMER JOURNEY KERNELS



ECOMM (WEBROOM)	SOCIAL MEDIA	AD (DIGITAL, PRINT)	WISHLIST (GIFT)	ECOMM (CLICK&COLLECT)	ECOMM (RETURN)
SEARCH AUTONOMOUS	SEARCH W/ ASSOCIATE	BROWSE AUTONOMOUS	BROWSE W/ ASSOCIATE	COLLECT W/ ASSOCIATE	RETURN W/ ASSOCIATE
REPLENISHMENT	UNIVERSAL CATALOG	REPLENISHMENT	UNIVERSAL CATALOG PERSONAL STYLING		
IN-STORE SHOPPING BAG	FIT ROOM AUTONOMOUS	FIT ROOM W/ ASSOCIATE	HOLD AT REGISTER W/ ASSOCIATE	NOT-IN-STOCK ASSOCIATE ORDER	
IN-STORE CASH-WRAP, MPOS	BLENDED CART INSTORE + ONLINE	NOT-IN STORE ONLINE	SPEED! SAVE THE SALE		
RECEIPT PHYSICAL	E-RECEIPT DIGITAL	EMAIL/TEXT/OTHER DIGITAL FOLLOWUP			

STYLING TIPS?

SAMPLE JOURNEY 1 *(always ask: how common/valuable is this? volume x value)*



PRE-STORE	ECOMM (WEBROOM)	SOCIAL MEDIA	AD (DIGITAL, PRINT)	WISHLIST (GIFT)	ECOMM (CLICK&COLLECT)	ECOMM (RETURN)
STORE ENTER	SEARCH AUTONOMOUS	SEARCH W/ ASSOCIATE	BROWSE AUTONOMOUS	BROWSE W/ ASSOCIATE	COLLECT W/ ASSOCIATE	RETURN W/ ASSOCIATE
CART (TRIAL ROOM)	REPLENISHMENT	UNIVERSAL CATALOG	REPLENISHMENT	UNIVERSAL CATALOG PERSONAL STYLING		
CHECKOUT	IN-STORE SHOPPING BAG	FIT ROOM AUTONOMOUS	FIT ROOM W/ ASSOCIATE	HOLD AT REGISTER W/ ASSOCIATE	NOT-IN-STOCK ASSOCIATE ORDER	
AFTER	IN-STORE CASH-WRAP, MPOS	BLENDED CART INSTORE + ONLINE	NOT-IN STORE ONLINE			
	RECEIPT PHYSICAL	E-RECEIPT DIGITAL	EMAIL/TEXT/OTHER DIGITAL FOLLOWUP			

JOURNEY:

- Sarah sends wishlist to Gramma using new wishlist tool. Gramma selects “print this and bring to store” option.
- Gramma comes to store w/ printed wishlist and asks store associate for help.
- Store associate easily enters in wishlist # onto associate mobile site (6789) and accesses SKUs/Images.
- Store associate walks floor with gramma, grabs items on floor, makes suggestions for up-sells.
- Finally, associate easily purchases items & gift-wrap/receipts, and purchases as gifts online for gramma using AOS

STYLING TIPS?

SAMPLE JOURNEY 2 *(always ask: how common/valuable is this? volume x value)*



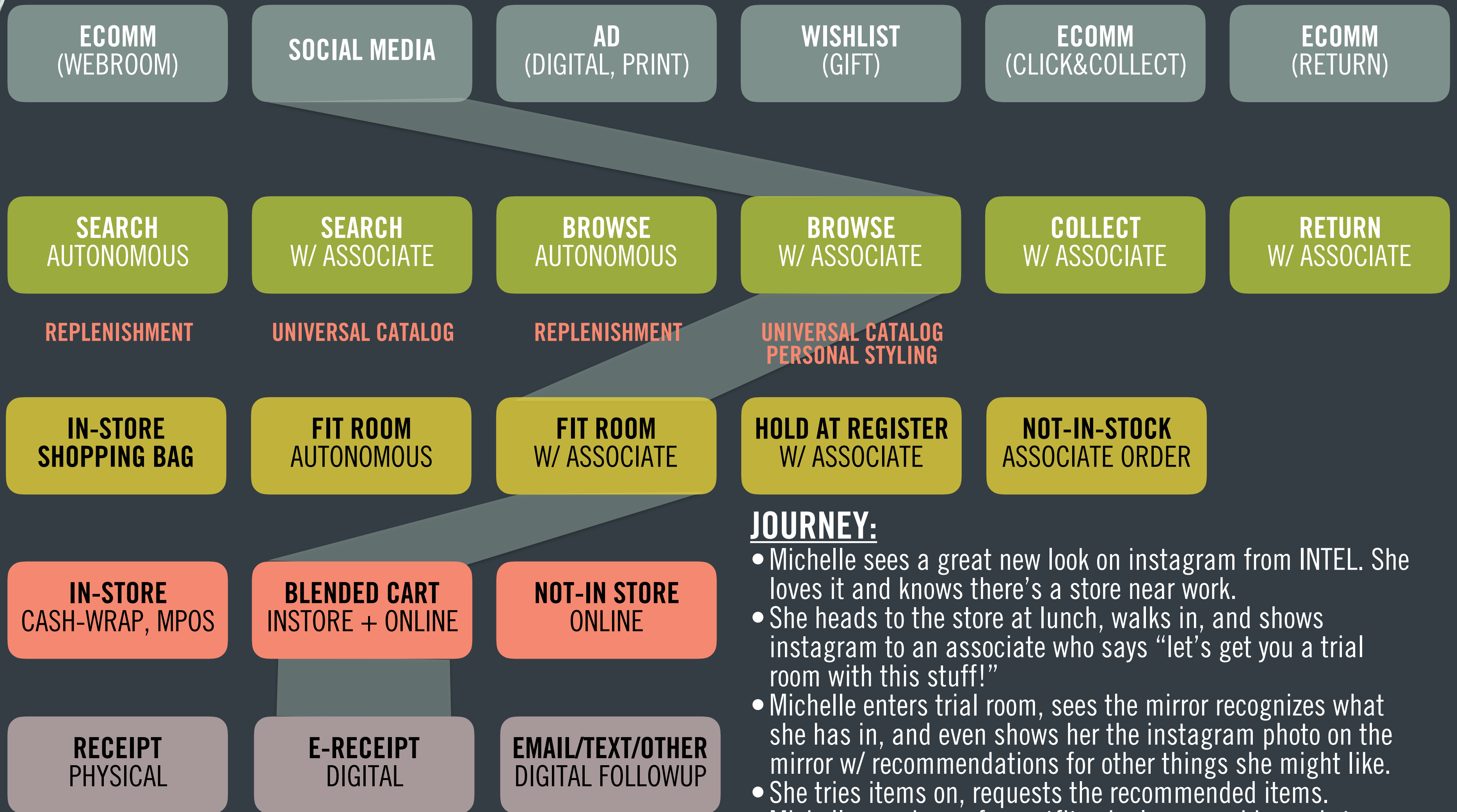
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STYLING TIPS?

JOURNEY:

- Michelle sees a great new look on homepage. She wants it.
- She opens Google to find closest store, Tube directions, and heads out.
- Michelle enters the store, and sees a digital version of that look next to a mannequin and area.
- She walks over and the size she wants is right there! She knows it will fit.
- Michelle hops in queue, makes the purchase.
- She gets an e-receipt w/ styling tips which she sees as she's sitting on the tube home.

SAMPLE JOURNEY 3 *(always ask: how common/valuable is this? volume x value)*

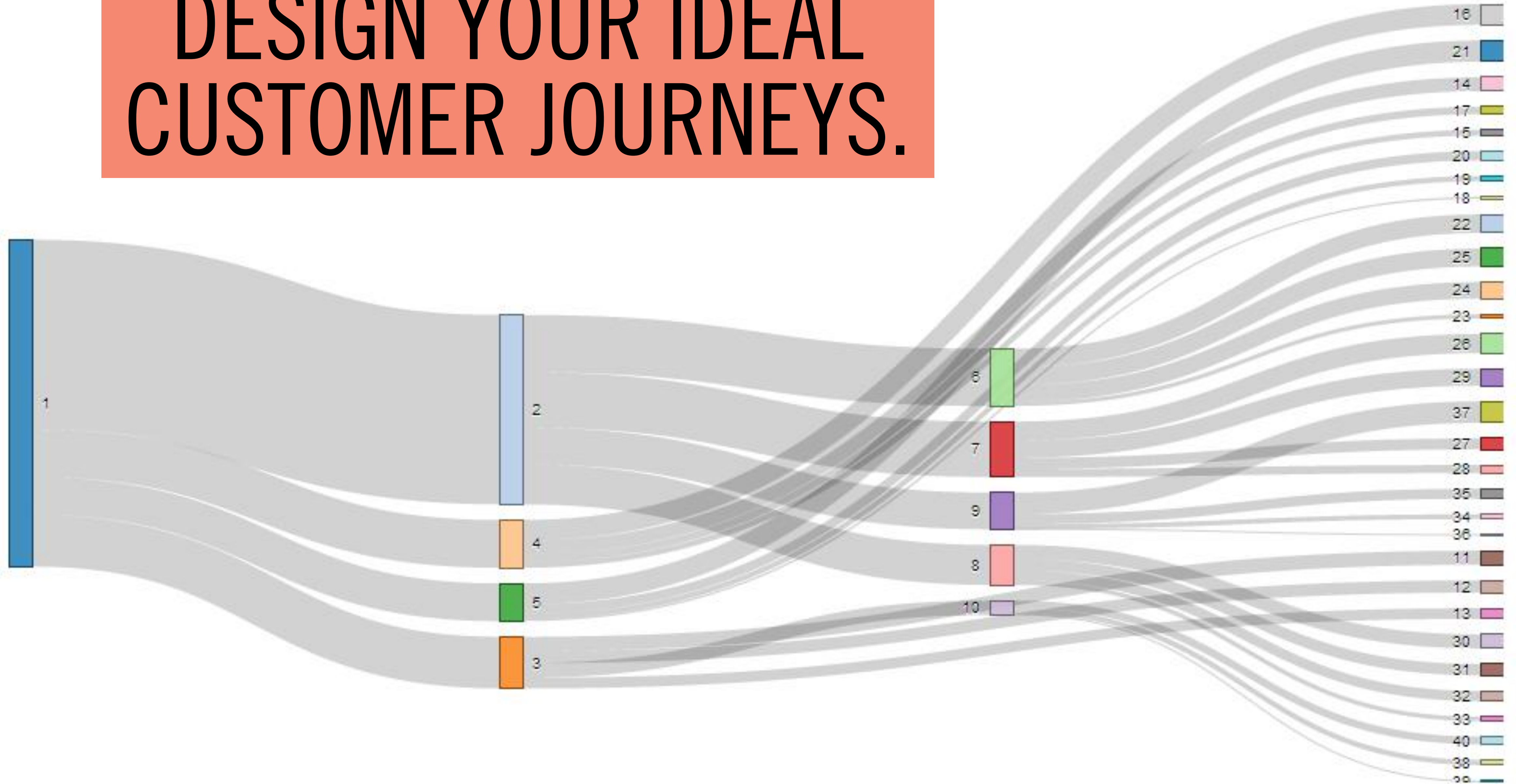


JOURNEY:

- Michelle sees a great new look on instagram from INTEL. She loves it and knows there's a store near work.
- She heads to the store at lunch, walks in, and shows instagram to an associate who says "let's get you a trial room with this stuff!"
- Michelle enters trial room, sees the mirror recognizes what she has in, and even shows her the instagram photo on the mirror w/ recommendations for other things she might like.
- She tries items on, requests the recommended items.
- Michelle now has a few outfits she loves, and is ready to checkout - requests "checkout" on mirror.
- Associate walks over w/ mPos and checkout cart pre-populated with things in FR. Checks her out, bags it while she's getting dressed, and sends her digital receipt.

STYLING TIPS?

DESIGN YOUR IDEAL CUSTOMER JOURNEYS.



the best way to predict the future is to create it.

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