

The background features a vibrant, abstract design with a color gradient from dark blue on the left to bright yellow and white on the right. The design consists of overlapping, wavy horizontal bands and a radial pattern of lines emanating from a bright white point on the right side, creating a sense of motion and energy.

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The bridge to possible

How Ahold Delhaize is revolutionizing customer connectivity in retail

Rolf Vanden Eynde, Head of Tech – Stores & Technology, IT Core Retail BeCSE, Ahold Delhaize

Mattias Demeyere, Product Owner – Store Infra & Technology , IT Core Retail BeCSE, Ahold Delhaize

Hugues De Pra, Field CTO, Cisco BeLux

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Agenda

- Introduction
- Challenges
- OpenRoaming
- Delhaize journey
- Conclusions

Ahold Delhaize: who we are

Ahold Delhaize is one of the world's largest food retail groups

Our family of great local brands serve 60 million shoppers every week in the United States, Europe and Indonesia. Each brand shares a passion for delivering great food, value and innovations, and for creating inclusive workplaces that provide rewarding professional opportunities.



150 yrs

Retail innovators



60 M

Shoppers each week



~7,659

Local stores



414,000+

Associates worldwide



19

Great local brands



10

Countries worldwide

Ahold Delhaize: who we are

Meet the Ahold Delhaize family: 19 great local brands

Ahold Delhaize is a family of great local brands serving millions of customers each week in the United States, Europe and Indonesia.



Delhaize is Belgium's leading supermarket chain



1867

Established in



962

Averages sales area per store



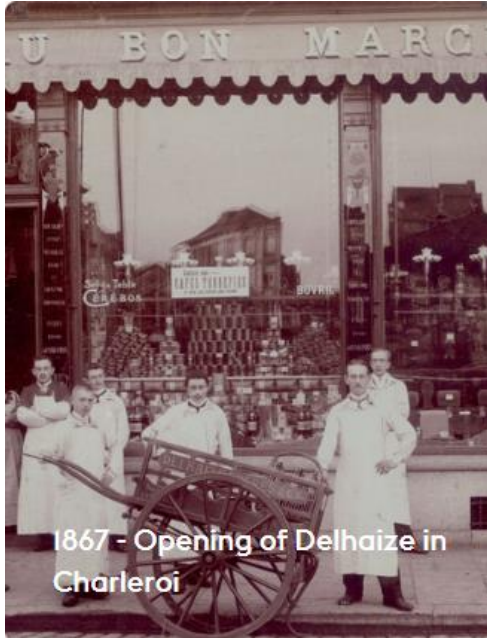
120

Pick-up points



830

Stores



1867 - Opening of Delhaize in Charleroi



1952 - First self-service store supermarket

The challenges

- Providing a seamless WiFi user experience in our stores
- Uniquely identify customers for personal promotions (and avoiding MAC randomization)
- Own your customer data
- Fully embedded in our app
- Leverage on what you have

Cisco BeLux Innovation Challenge 2019

Co-creation in action



Cisco Innovation Challenge

3-day hackathon

BUSINESS CHALLENGE

Help customers **enjoy** a more efficient shopping **experience**, by **bridging** online & offline together



What is Customer Engagement?

Our vision

1. Customer enters the store as usual & gets in range of access points
2. Device seamlessly connects with Wi-Fi (via OpenRoaming)
3. A personalized push notifications is received within ± 1 min
4. Possible messages could include promotions, e-deals, etc



My Delhaize • 5 m

Almost Lars 🤖

Spend €99 this month & benefit from -10% on fresh food next month with Nutri-Score A&B



Digitization journey

From loyalty card to loyalty app



The OpenRoaming vision: Intelligent Multi-Access

Seamless roaming across enterprise and service provider based on context and policy



To use all wireless stacks better, we need...

Frictionless Onboarding

Assure access to all available paths

Seamless Handover

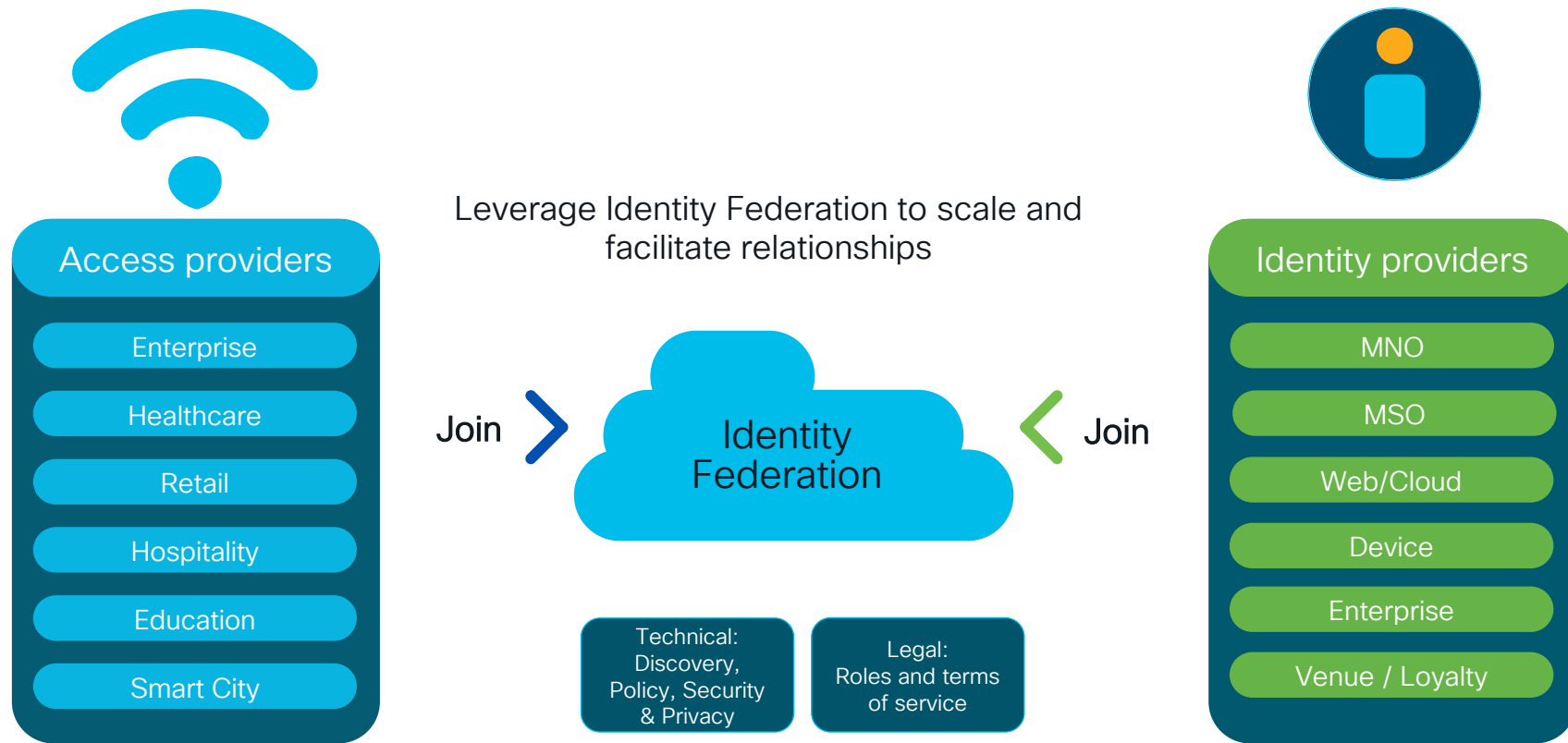
Roaming between Wi-Fi (private)
and cellular (public)

Seamless Interworking

Policy-based path selection for
Loosely coupled Access Networks

How? OpenRoaming Identity Federation

Opening the Wi-Fi Ecosystem to new experiences & business models



Cisco Events App

Your OpenRoaming experience

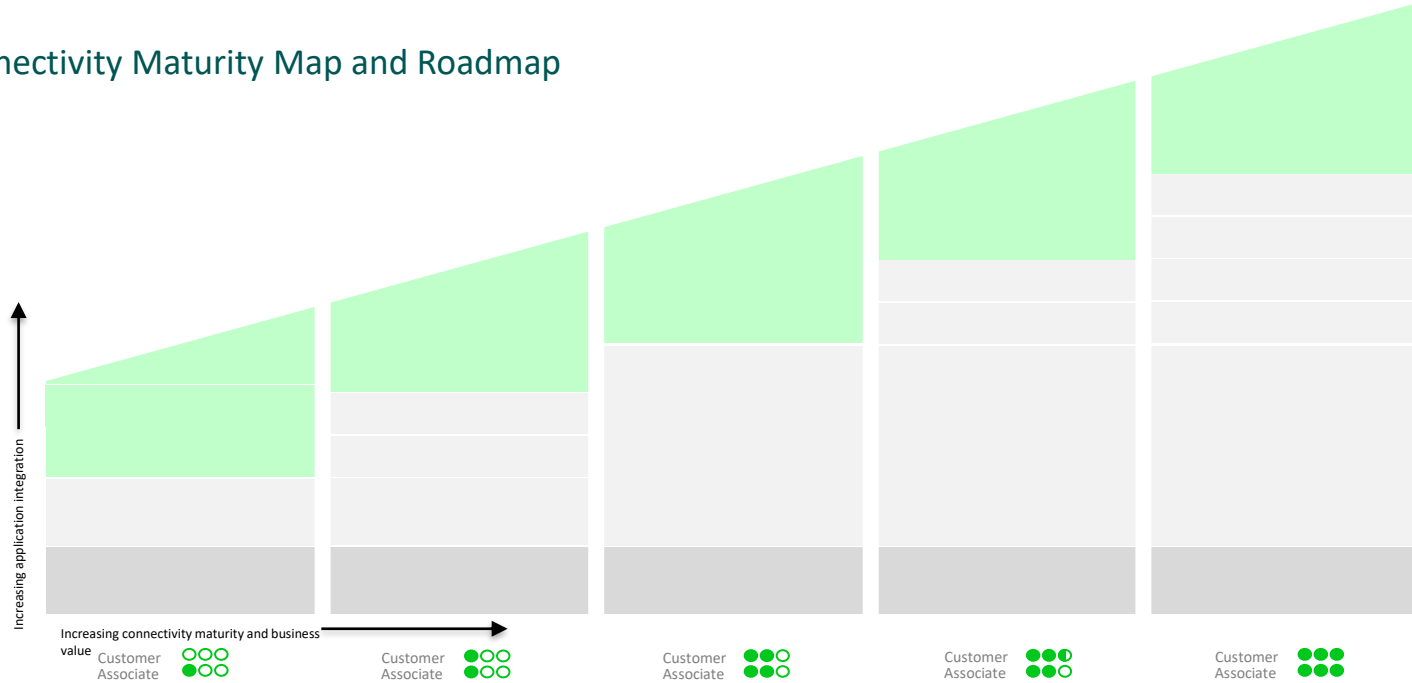




Delhaize's Journey to Customer Detection and Customer Engagement

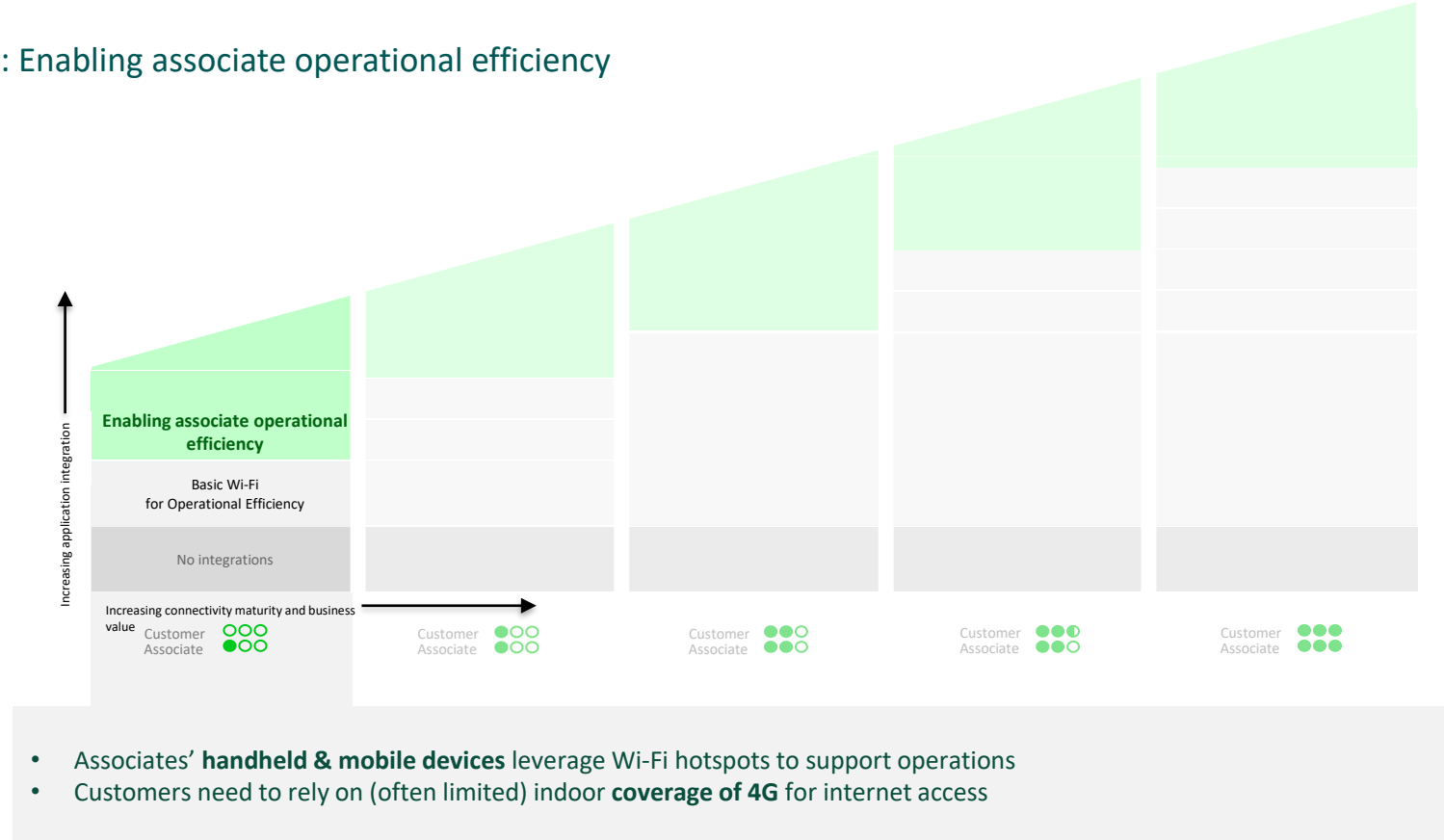
Store connectivity maturity map as guiding light for way forward

Store-connectivity Maturity Map and Roadmap



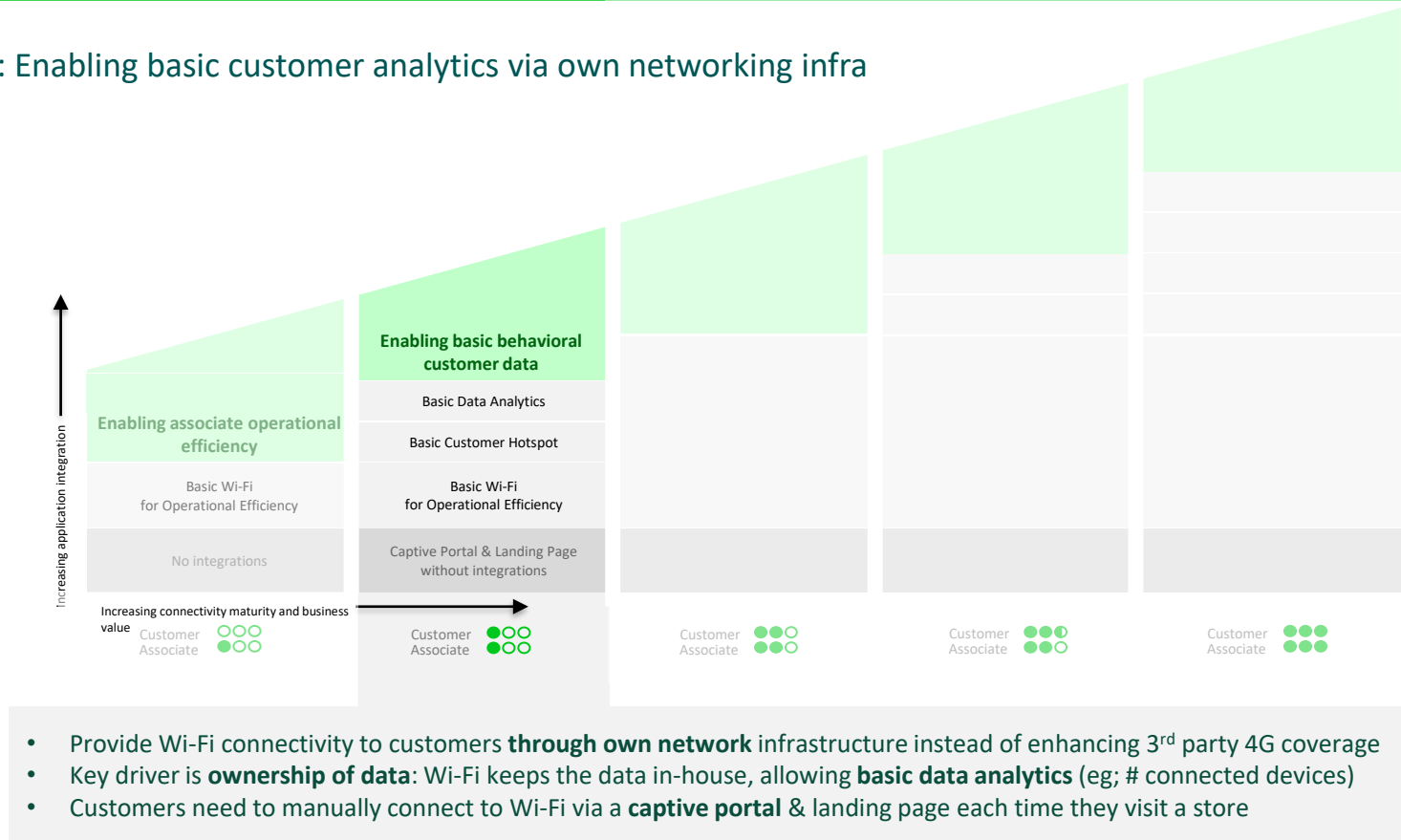
Store connectivity maturity map as guiding light for way forward

Level 1: Enabling associate operational efficiency



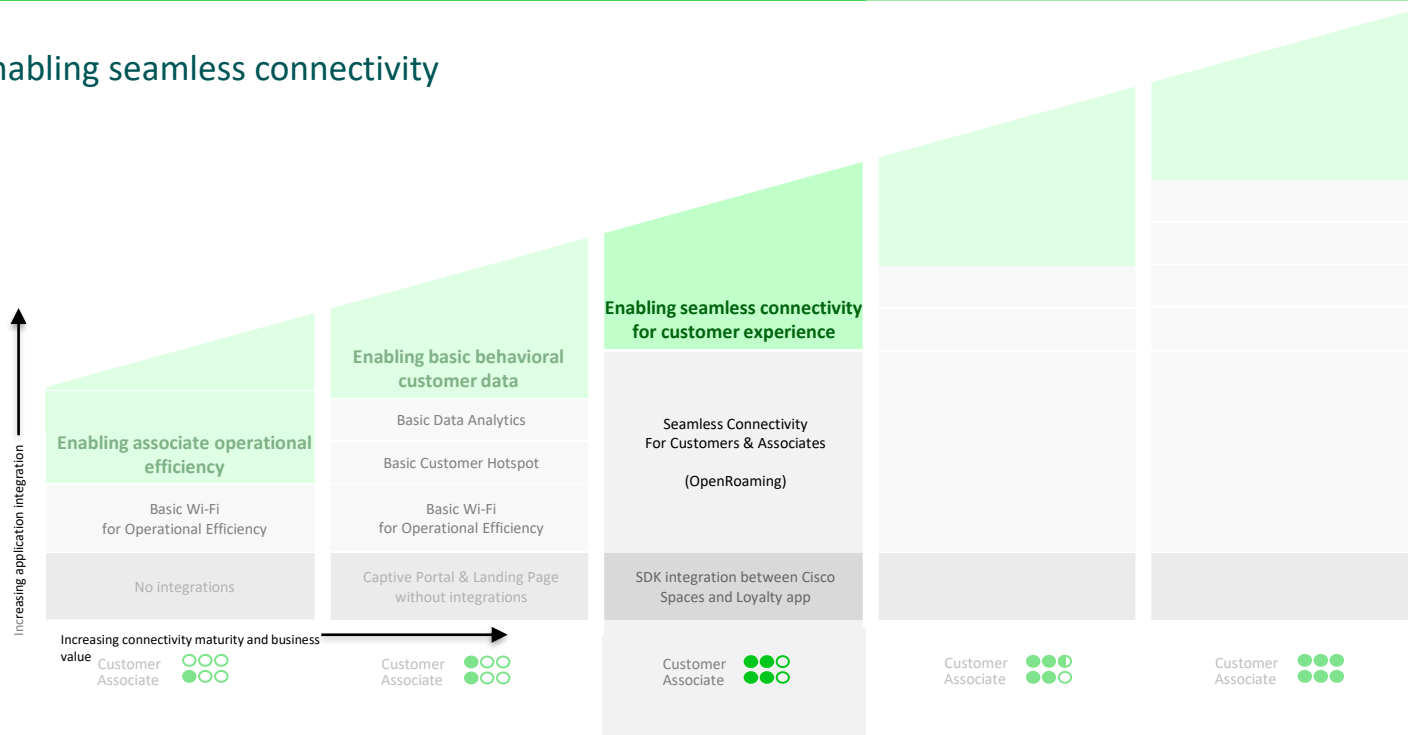
Store connectivity maturity map as guiding light for way forward

Level 2: Enabling basic customer analytics via own networking infra



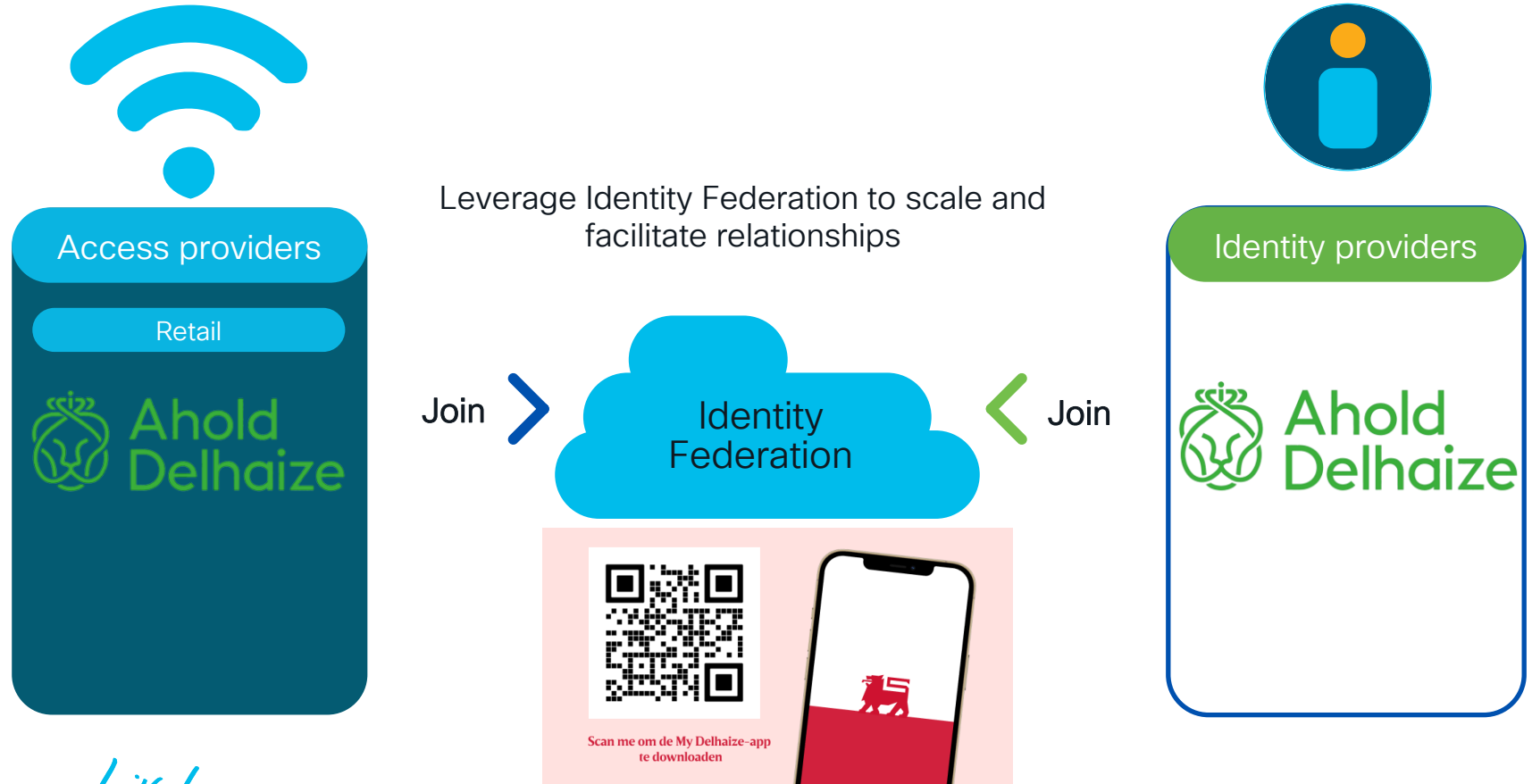
Store connectivity maturity map as guiding light for way forward

Level 3: Enabling seamless connectivity



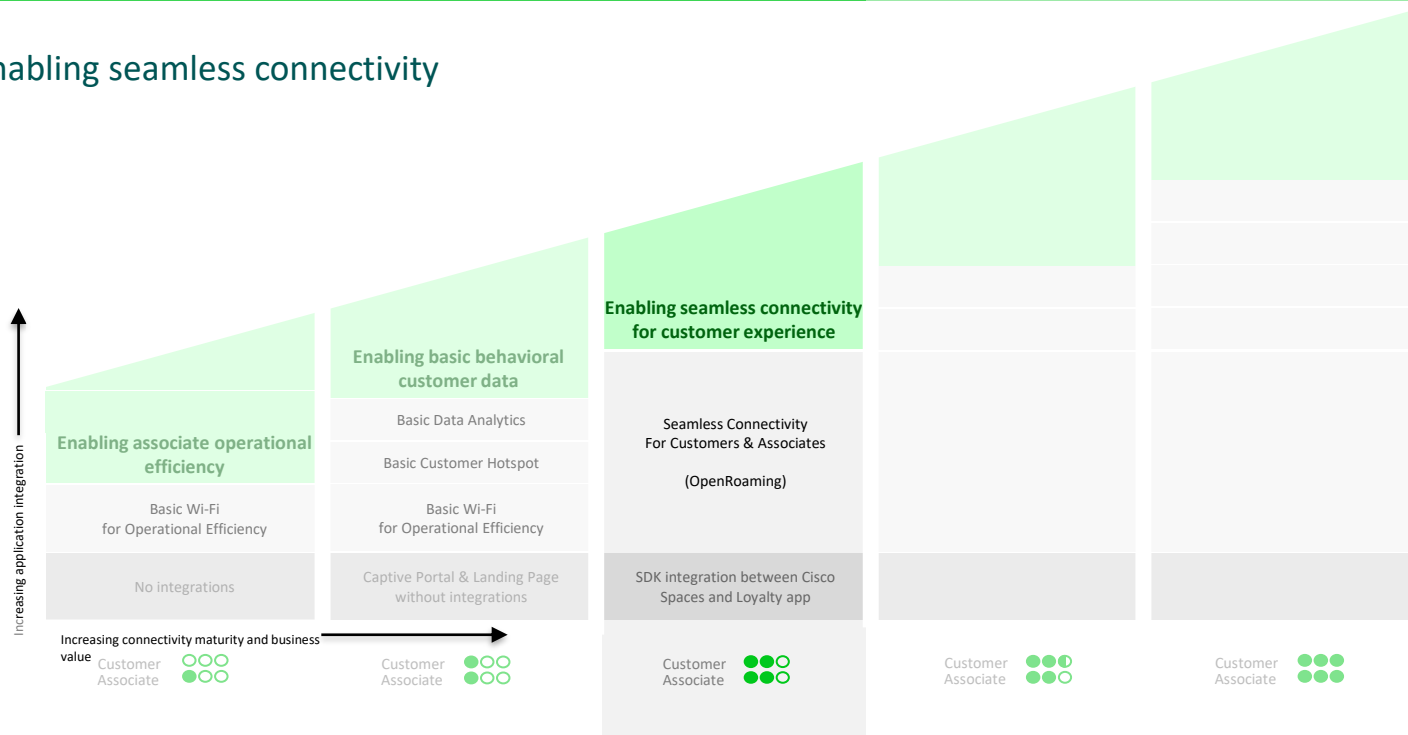
- Based on a certificate installed through the loyalty app, customers enable OpenRoaming to **seamlessly connect to Wi-Fi**
- The underlying SDK integration between Cisco Spaces and the Loyalty app **solves the challenge of MAC address randomization**, paving the way to customer identification

Connecting Delhaize customers



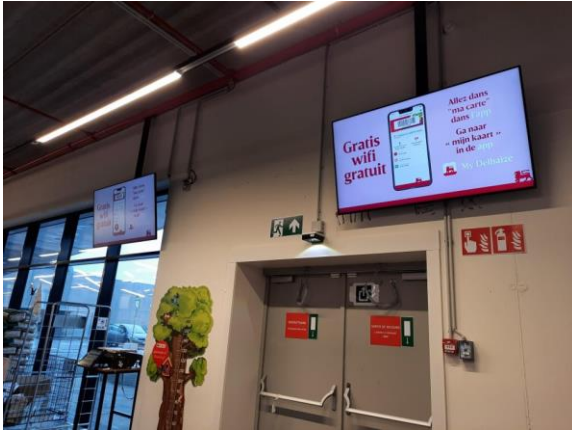
Store connectivity maturity map as guiding light for way forward

Level 3: Enabling seamless connectivity

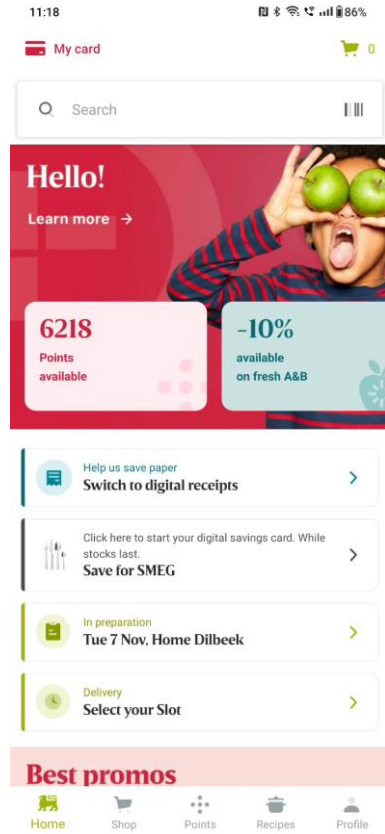


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Customer Onboarding & Opt-In/Opt-Out

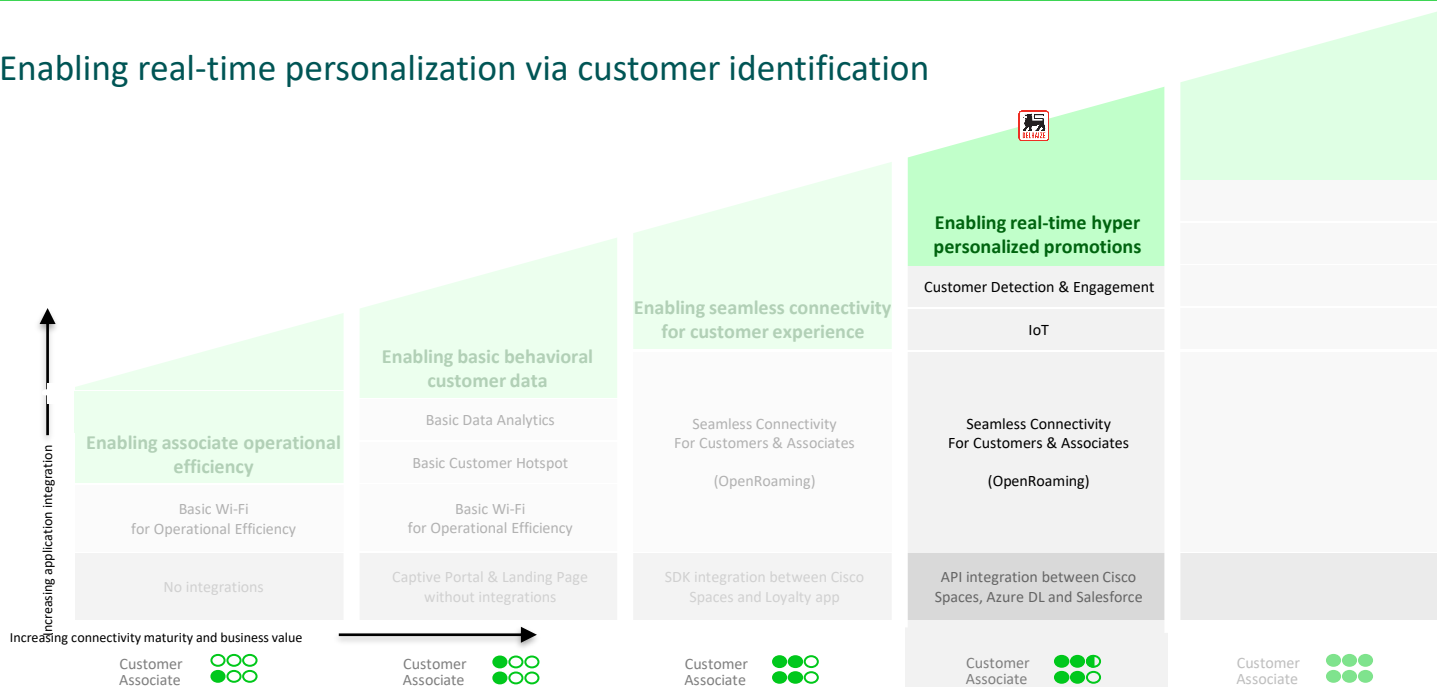


Embedding OpenRoaming
GDPR: Opt-In & Opt-Out



Store connectivity maturity map as guiding light for way forward

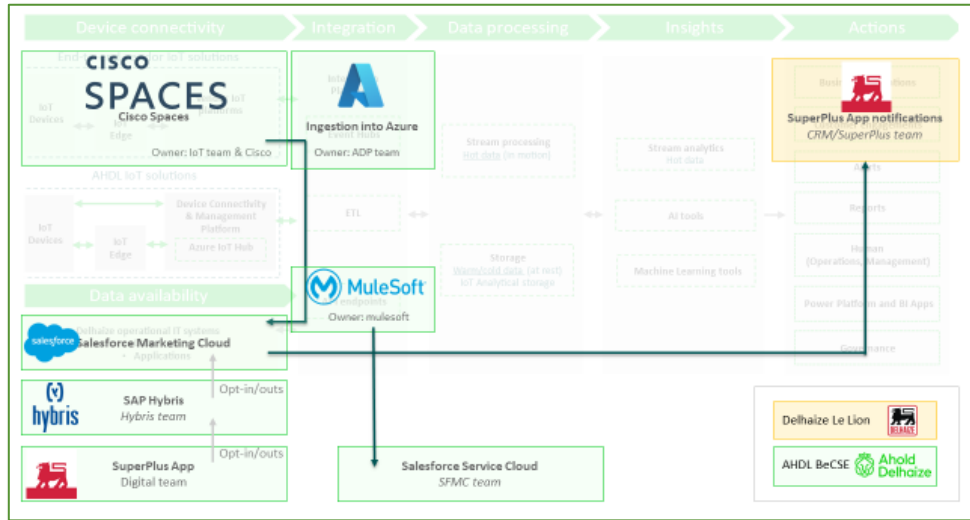
Level 4: Enabling real-time personalization via customer identification



- Further (out-of-the-box) **integrations** between Cisco Spaces and the Salesforce backend opens new possibilities
 - Customer detection & engagement: send personalized promotions in real-time when the customer enters
 - Capture IoT data through the available Wi-Fi infrastructure (Wi-Fi or BLE) without parallel networks

Customer Engagement under the hood

The Architecture

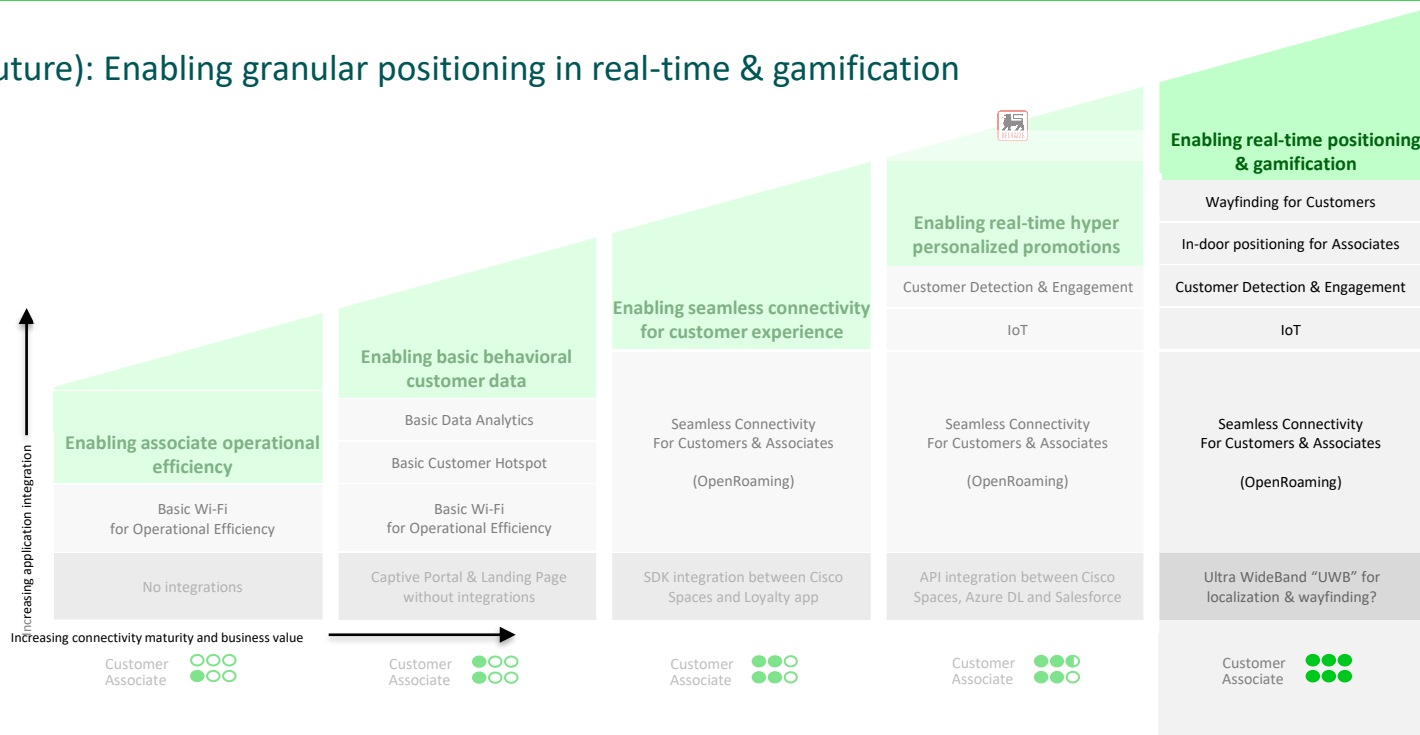


Goal: Sending real-time push notifications

- **Influence customer purchasing behavior** (increase shopping basket) by providing relevant and personalized promotions
- **Adding a real-time aspect to the hyper-personalization initiative** ongoing at Marketing side
- Presence detection is done by **leveraging available components**: integrating the Wi-Fi infrastructure (Cisco Spaces) to the DLL backend platforms (Salesforce) using out-of-the-box connectors
- High Wi-Fi adoption is a key prerequisite, enabled by “OpenRoaming”

Store connectivity maturity map as guiding light for way forward

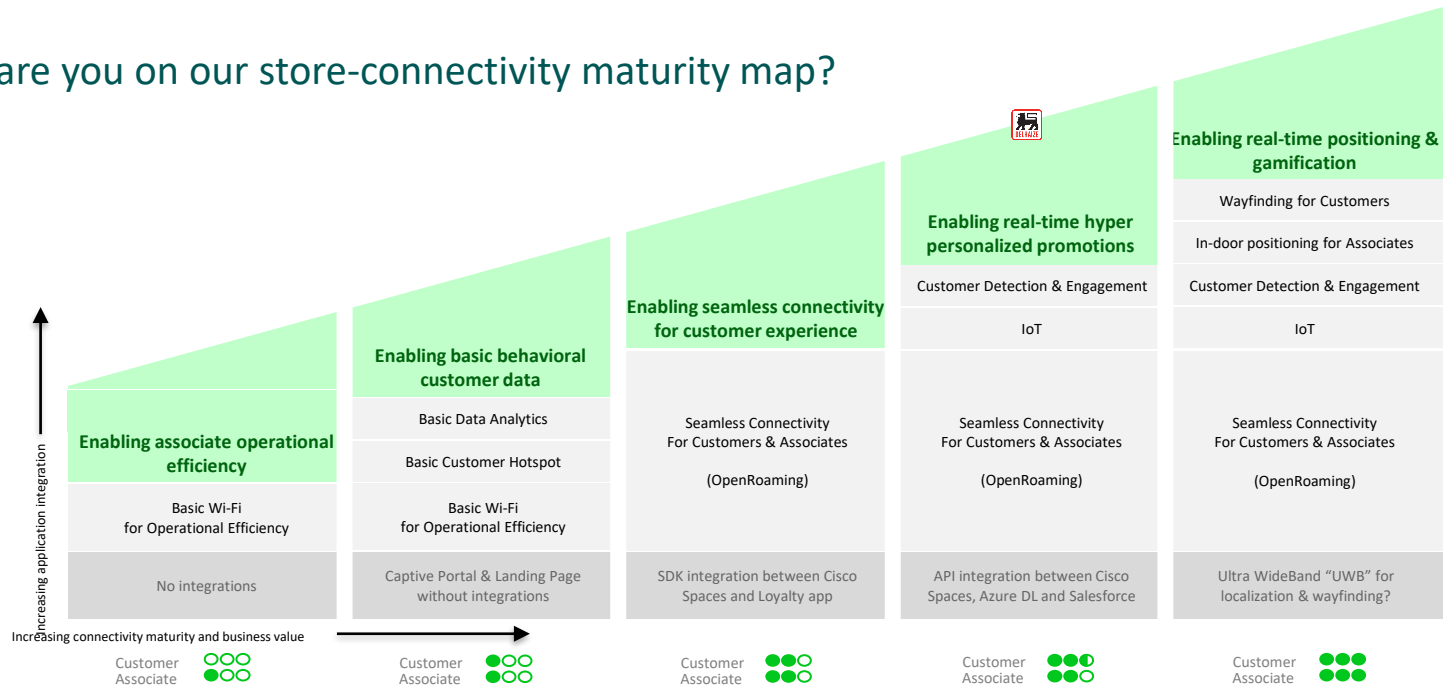
Level 5 (future): Enabling granular positioning in real-time & gamification



- **Increasing granularity of customer detection/positioning** through new technologies (UWB) has further applications:
 - In-door positioning for associated, which can be assisted for re-stocking (e.g. job students)
 - Wayfinding for customers if they search an item
 - Real-time marketing: e.g. wine promotion when you are in front of the wine

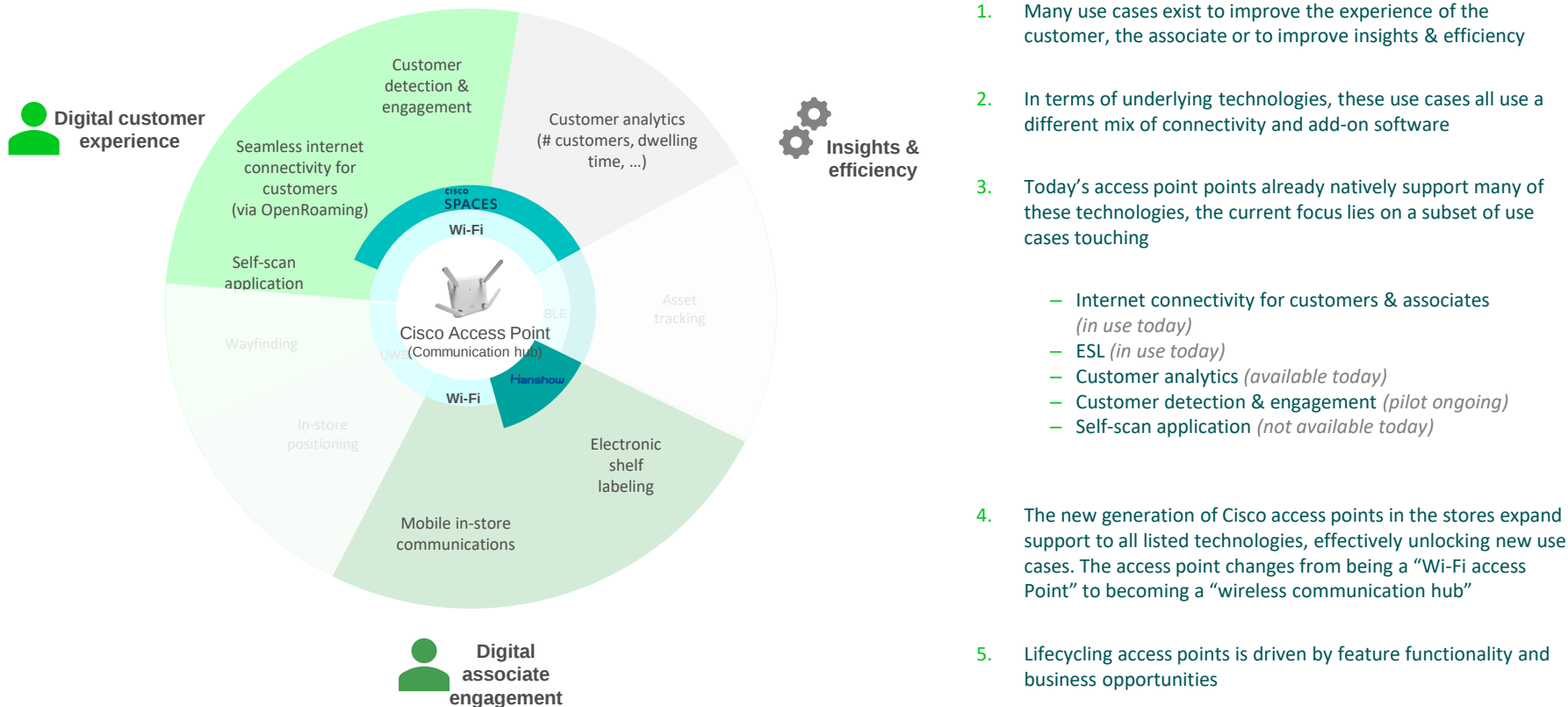
Store connectivity maturity map as guiding light for way forward

Where are you on our store-connectivity maturity map?



The bigger picture on in-store networking for a grocery retailer like us

Access Points become communication HUBs, and support integrations with business applications



Conclusions

1. Engage early with the business & focus on the customer
2. Use what you have

Leverage your existing (WIFI) infrastructure to get more for the business

3. Integration is key

From traditional WIFI AP to a true Wireless communication HUB to enable the business

4. The future is data & analytics

With OpenRoaming, you own your data.

5. Start small (MVP)

Eg: Use the Cisco OpenRoaming app



The bridge to possible

Thank you

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The background features a vibrant, multi-colored abstract design. On the left, there are horizontal, wavy bands of color in shades of red, orange, yellow, and green. On the right, a bright white light source emits a series of sharp, radiating lines in various colors, including blue, green, and yellow, creating a sunburst effect.

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