



Augmented Reality (AR): A Next-Gen Disruptor for Retail and Logistics

Retail and logistics companies have been among the earliest adopters of augmented reality technologies. From trying out apparel in a virtual mirror to finding a prime position to place a beloved piece of furniture at home, augmented reality is making it all possible. Logistics companies are not far behind, and have begun using AR to locate and identify products to be shipped out from a warehouse. Some have begun implementing AR within packaging operations and creating an endless aisle experience in shipping and shopping. The primary drivers for AR adoption are real-time object identification, indoor navigation and reducing cognitive loads.

However, a scarcity of AR content and difficulty integrating it with technology and physical ecosystems is preventing large-scale adoption. Adding to the difficulty is a shortage of talent with experience developing AR solutions.

Offerings

Atos Syntel helps clients extract maximum value from their existing software, infrastructure assets and incorporate new digital technologies like AR. We help our clients become AR ready by:

Strategic Consulting	Create an enterprise AR implementation strategy that aligns with business objectives — including platform selection, technology roadmap and solution design.
Modeling and Development Support	End-to-end integration of design, modelling and execution to make AR content available across the enterprise for a wide variety of use cases.
Product Design	Open up entry points in the product design cycle using AR, enabling quicker design, prototyping, feedback and modification.
Service Instructions	Create AR-based service assistance for installation and repairs to reduce maintenance time and errors.
Sales and Marketing	Deploy AR for an immersive customer experience, including interactive customer configuration capabilities for better buying decisions.

Why Us?

Mature G-Agile Practice – Atos Syntel's metrics-driven agile practice for global distributed environment with app-based dashboards for client and managers.

Enterprise Architecture Consulting Practice – Enables efficient business and technology alignment through new tools and platforms to help make digital opportunities a reality.

Dedicated Digital One Practice – Enables efficient solution design and deployment, with architects trained in new age digital technologies like AR.

Domain Expertise – Over 30 years of experience building solutions in the retail and logistics domains.

Atos Syntel In Action

AR-powered Troubleshooting App for a DIY Retailer		
 Challenge	 Solution	 Results
<ul style="list-style-type: none"> Lack of service professionals in the field, poor customer experience with existing instructions manuals, high cost of after sales service. 	<ul style="list-style-type: none"> Created a mobile app that delivers an AR-guided self-service experience to customers with integrated IoT. Assisted by the application, customers are able to perform basic maintenance tasks, including dismantling, replacing and assembling appliance parts. 	<ul style="list-style-type: none"> Improved customer experience and engagement, and reduced service cost.

App-based Home Measurement for a Home Improvement Retailer		
 Challenge	 Solution	 Results
<ul style="list-style-type: none"> Client lost 93% of online customers due to ineffective tools that were difficult to use and had lengthy, inaccurate processes. 	<ul style="list-style-type: none"> Created an AR-powered mobile app that enables accurate home measurements before orders are placed, helps view the project end state, and recommends optimum home improvement tools based on buying patterns. 	<ul style="list-style-type: none"> Enabled customer self-service, significant cost reduction and the ability to efficiently service more customers — thereby increasing online traffic and sales.

Proof of Concept: Pack it Right		
 Challenge	 Solution	 Results
<ul style="list-style-type: none"> E-commerce retailers invest in managing and monitoring the packing of SKUs. Typical challenges include finding the right container to efficiently pack and ship goods, while ensuring maximum space utilization. 	<ul style="list-style-type: none"> Created an AR solution that identifies the optimum carton size for any given SKU according to its specific dimensions and shipping requirements. 	<ul style="list-style-type: none"> Reduced cost of sales, improved operational control and reduced cycle time.

To learn more about our solutions for retailers and logistics companies, visit us online at <https://www.atos-syntel.net/industries/retail> or <https://www.atos-syntel.net/industries/logistics-and-travel>

About Us

Atos Syntel is a leading global provider of integrated information technology and knowledge process services. Atos Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Our digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Our "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

To learn more, visit us at www.atos-syntel.net