Smart Retail Spaces

Real-time store intelligence to sell more, spend less, and stay compliant.

Australian retailers are battling stockouts, rising shrink, long queues, and energy overheads—while customers expect seamless, omnichannel experiences. IoT-enabled smart spaces give stores real-time visibility of inventory, people flow, and environment, turning sensor data into actionable insights that lift sales, reduce waste, and automate compliance—without adding operational burden.

Why Ericom Smart Retail Spaces

✓ **Fewer stockouts, more sales**
RFID, smart shelves, and alerting improve on-shelf availability and turnover, cutting lost sales and manual counts across aisles and back-of-house.

✓ **Faster, happier checkouts**
People-flow analytics, queue thresholds, and mobile/self-checkout options shorten wait times and boost conversion at peak.

✓ **Shrink & energy reduction**
AI camera analytics, POS-linked investigations, and HVAC/lighting optimisation reduce theft, fraud, and store energy costs—safely and at scale.

How it works

01 Detect: In-store IoT (RFID, ESLs, cameras, counters, ambient sensors) captures inventory, occupancy, queue, and environment data in real time.

02 Analyse: AI/analytics identify trends and exceptions (low shelf stock, long queues, unsafe temperatures), prioritising actions for staff.

03 Respond: Workflows trigger tasks, alerts, and automations (replenish, open lanes, adjust HVAC) across store systems and teams.

Getting started with Ericom

1. Assess current store operations, risk, and data landscape to define a value-backlog and quick wins.

2. Deploy priority sensors, integrations, dashboards, and alerts with minimal disruption to trading.

3. Enable teams with training and optimise via monthly insight reviews tied to retail KPIs.

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SYDNEY · MELBOURNE · BRISBANE · CANBERRA

Innovative features

RFID Inventory Intelligence Item-level tagging with handheld/fixed readers enables near-instant cycle counts, back-room/aisle localisation, and automatic replenishment to drastically improve accuracy and turnover across apparel and general merchandise.

People-Flow & Queue Analytics Smart cameras/counters track entrances, dwell, and queue length; rules trigger lane openings or tasking to keep service times low and conversion high during peaks.

Electronic Shelf Labels (ESL) & Smart Pricing E-ink shelf labels and shelf cameras support centralised, real-time price changes and on-shelf availability alerts—improving price accuracy and reducing manual ticketing effort.

Energy & Environment Optimisation Sensors and control loops coordinate refrigeration, HVAC, and lighting to maintain comfort/food safety while reducing energy waste and automating cold-chain compliance logging.

Loss Prevention & POS Video Integration AI camera analytics pair with transaction logs to flag refund fraud, sweethearting, and ORC patterns—accelerating investigations and reducing shrink without adding headcount.

STOCKVISIBILITY

"We can't see inventory accurately or act fast on gaps."

Solution: Smart shelves, RFID, and ESLs surface real-time stock levels and automate replenishment and pricing—lifting availability and reducing labour on manual counts.

QUEUEEFFICIENCY

"Queues, shrink, and energy costs are hurting margins."

Solution: People-flow analytics, POS-linked loss-prevention, and HVAC/lighting optimisation reduce wait times, deter theft/fraud, and cut energy consumption while maintaining comfort and compliance.

ABOUTUS

Ericom is an Australian technology partner helping retailers modernise store operations and omnichannel experiences. We integrate network, cloud, security, and IoT—backed by leading alliances—to deliver measurable outcomes in sales uplift, efficiency, and compliance.

NEXTSTEPS

Request a demo to see your store data live in a single pane—inventory, people flow, and environment—with an action plan for a 90-day pilot in 1–3 sites.

Ericom Smart Retail Spaces can be applied across:

- Supermarkets & Grocery
- Fashion & Apparel
- Big-box & DIY/Hardware
- Electronics & Appliances
- Pharmacies & Health
- Convenience & Fuel
- Department & Variety
- Shopping Centres/Malls
- QSR & Specialty Food

Let us show you how.

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