

Scanbot SDK

Self-Scanning in Retail

Transforming the physical shopping experience and generating the "WOW" effect for consumers





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The struggle of traditional retailers

Given the skyrocketing rate of digital adoption and the plummeting number of customers in physical stores, retailers face an existential question:

Are in-person locations still relevant to today's customers?

The team at Scanbot SDK has put together some numbers that shed light on the current situation of large retail groups around the world:



Boston Consulting Group

Around **10,000 retail stores** were closed in the US in 2019 alone.



Pricewaterhouse Coopers

For 2021, PwC recorded a **net decline of 10,059 shops** in Great Britain.



Douglas

The German cosmetic company Douglas will **shut down 500 stores** in Germany until end of 2022.

The cause of this change is obvious:

The rise of e-commerce

E-commerce has many advantages over physical stores, that retailers were unable to deliver in the past:

No queues

Thanks to convenient home delivery of goods, customers don't need to wait in annoying queues within a store.

Additional information

In e-commerce, customers can be shown much more product information, which significantly influences purchase decisions.

Personalised offers

With customer accounts, online retailers can tailor offers to the customer's needs.

Product reviews

E-commerce customers can see reviews, which are also often crucial to purchasing decisions.



Will conventional retail soon be a thing of the past?

Why traditional retail is not obsolete

While e-commerce has a number of advantages over traditional retail, the latter is **by no means obsolete**. E-commerce cannot replace several key aspects of the in-store customer experience, which is why customers will continue to desire and need physical stores in the future:

Ultraconvenience

We all know situations where we need something in a hurry: for example, a bottle of wine on the way to visit friends. Only physical stores can deliver this ultraconvenience.

Product feel

There are products that customers prefer to inspect before buying (e.g., perfume or furniture). Online retail cannot replicate this in-person examination.

Entertainment

The shopping experience itself is often reason enough for us to go visit the stores in town. Only traditional retail can satisfy this demand.

A brick-and-mortar store has many advantages that e-commerce cannot offer. However, the benefits of e-commerce often outweigh them, given the disadvantages of a typical physical store. What can be done?

Why not use technology to deliver the e-commerce customer experience to in-store clients?



Self-Scanning

The salvation for physical stores

What is Self-Scanning?

With Self-Scanning, customers can take care of the payment process themselves. They simply scan the product barcodes before leaving the store. Consequently, there is no longer a need for conventional checkout counters and service personnel.

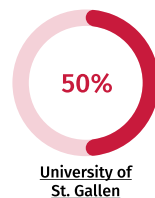
How do consumers benefit?

Self-payment eliminates annoying queues. In addition, personal contact with service personnel is avoided, which many customers prefer, especially in pandemic times.

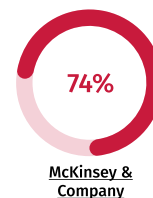
The Scanbot SDK team has compiled several statistics on what customers expect from the shopping experience as well as Self-Scanning:



Facts: Customer expectations and Self-Scanning



~50% of consumers in Switzerland abandon at least one purchase per week because the queues are too long.



74% of all U.S. consumers surveyed feel that contactless payment is significant to them, even in a post-pandemic era.



55% of all consumers say that an easy shopping experience, which can be achieved through self-checkout, increases their loyalty to the company.



Between 2019 and 2021, the **number of stores with a mobile self-scanning system in Germany grew by 918%.**

As these key figures show, adopting self-scanning solutions in the retail sector aligns with consumer wishes.

There are three different types of self-scanning. The question is:



Which self-scanning solution can offer consumers the same benefits as online retailers?

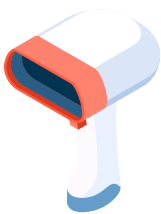
Self-Scanning Technologies

There are three different technologies that enable self-checkout in retail: **Self-Checkout Counters**, **Handheld Scanners**, and **Smartphone Scanners**:



Self-Checkout Counter

Self-Checkout Counters are machines located at the exit of a store. Here, customers must pull the products over the scanning table individually. Once done, they can pay.



Handheld Scanner

Handheld Scanners are barcode scanners that customers carry with them in the store. Customers can then use them to scan the barcodes of the respective products directly on the shelf. Once they have scanned everything, they go to a payment terminal at the store's exit. The customers trigger the payment process by scanning the barcode on the terminal, pay, return the handheld scanner, and leave.



Smartphone Scanner

Using a Smartphone Scanner, customers can complete their purchase with their smartphone. They open the retailer's app and scan the store's individual barcode. Then, they can scan and pay without the need for an additional device. Since customers' payment method is saved in their account, completing the payment process just takes one tap after shopping. The phone then displays a barcode needed to pass a scan gate before exiting the store. This ensures that customers finish paying their goods before they leave.

Self-Scanning

Capabilities at a glance

What do the three different Self-Scanning technologies have to offer?

Technology			
 Functionality	✓	✓	✓
 Self-Checkout	✓	✓	✓
 Space-saving	✗	✓	✓
 Familiar device	✗	✗	✓
 Payment directly on the device	✓	✗	✓
 Customer accounts	✗	✗	✓
 Product information	✗	✗	✓
 Personalized offers	✗	✗	✓
 Product reviews	✗	✗	✓
 Online shopping list	✗	✗	✓
 Integrated loyalty program	✗	✗	✓

8 Smartphone Self-Scanning

The power tool for the "WOW" effect within your store

Why are smartphones the best solution?

Traditional retail is declining because the e-commerce customer experience is far more satisfying. Using smartphone tools, retailers can generate the same shopping experience in physical stores!

What features do smartphones offer?

Besides convenient self-checkout, smartphones enable a large number of other features that retailers can use to optimize the digital customer experience: **more product information, personalized offers, loyalty programs, product reviews**, and more!



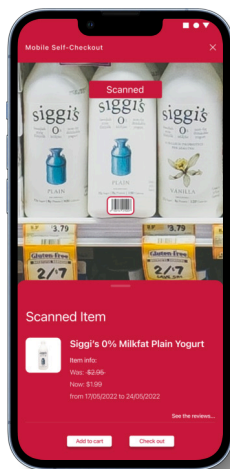
Displaying more product information

Using smartphones, retail customers can get even more information about the product just by scanning a barcode. Examples: Where was the product produced? What allergies could it trigger?



~50% of all Millennials search for more product information online via smartphone while in the store.

Manthan



Personalized offers

A smartphone app for self-checkout makes it easy for retailers to personalize offers. For example, loyal customers can be offered a better deal on a favorite product.

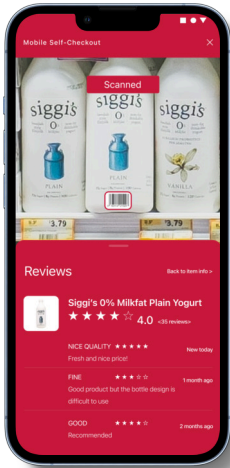


Switching to personalized offers can mean **annual revenue growth of up to \$70 billion** for the first retail chains offering it to their customers.

Boston Consulting Group

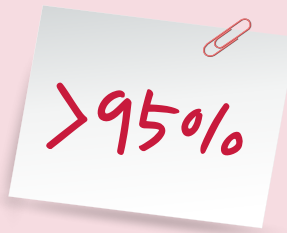
Smartphone Self-Scanning⁹

The power tool for the "WOW" effect within your store



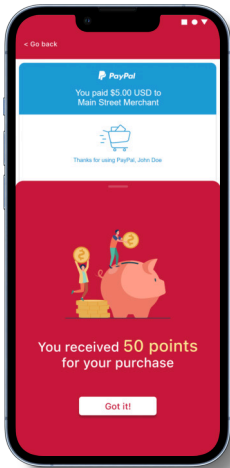
Product reviews

Retailers can also enable their customers to view product reviews from other customers via a smartphone scan. This builds trust in the product and proactively supports buyers in their purchasing decisions.



According to a study by Northwestern University, **95% of all consumers surveyed were influenced by a product review** from other customers.

EU Business News



Integrated loyalty programs

Storing accounts in the smartphone app also makes it possible to automatically award consumers loyalty points and other rewards for their purchases. This can significantly increase customers' loyalty to a retailer and drive sales.



78% of all Millennials surveyed would move to a retailer with a better loyalty program.

KPMG

Smartphone Self-Scanning for a digital retail customer experience

Clearly, the smartphone is the only way for retailers to draw customers back into physical stores. Using the functionalities offered by smartphones, companies can provide their customers with a digital and cross-channel shopping experience and thus take on e-commerce.



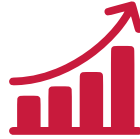
Smartphone Self-Scanning

What Smartphone Self-Scanning accomplishes

Smartphone Self-Scanning has three core benefits for retailers:



"WOW" effect for customers



Increased sales



Cost reduction

"WOW" effect for customers

Smartphone Self-Scanning is more than giving your customers a self-checkout option. In fact, you are transforming the entire customer journey into a digitally enhanced shopping experience.

Personalized offers, instant product information, and automated loyalty perks create the "WOW" effect you need for a loyal customer base.

Cut costs through Self-Checkout

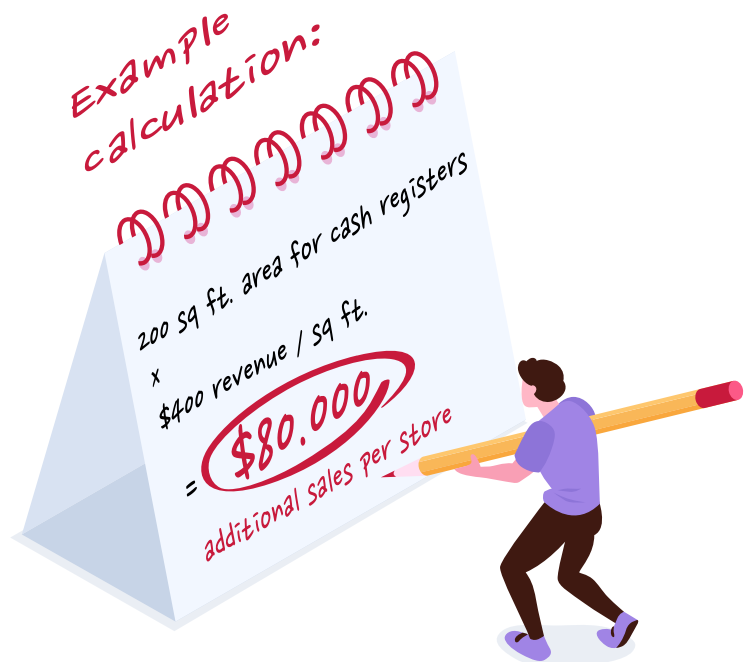
Smartphone Self-Checkout allows your employees to focus on core activities such as direct customer service and restocking.

Mobile Scanning solutions are also more economical than Self-Checkout Counters and Handheld Scanners, since there is no extra equipment to buy or maintain.

Plus: You can use the space formerly used by cash registers to display more products.

Increased revenue through Self-Scanning

An outstanding shopping experience makes customers happy to spend more time in your store. With personalized offers, you can encourage them to buy even more products. Loyalty programs encourage customers to return to you for their next purchase rather than go elsewhere. By enabling all this, Smartphone Self-Scanning can drive massive sales growth for your retail business.



Scanbot Barcode Scanner SDK

Overview

An easy-to-use, fast, and reliable solution for all your Barcode Scanning needs.



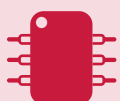
0.2 seconds barcode detection

A barcode scanning speed of **0.2 seconds** will **"WOW"** your users.



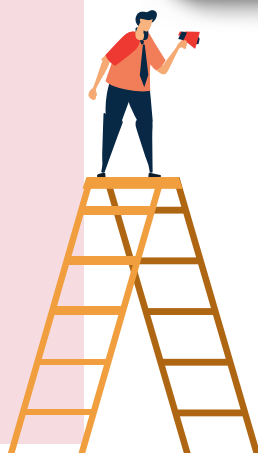
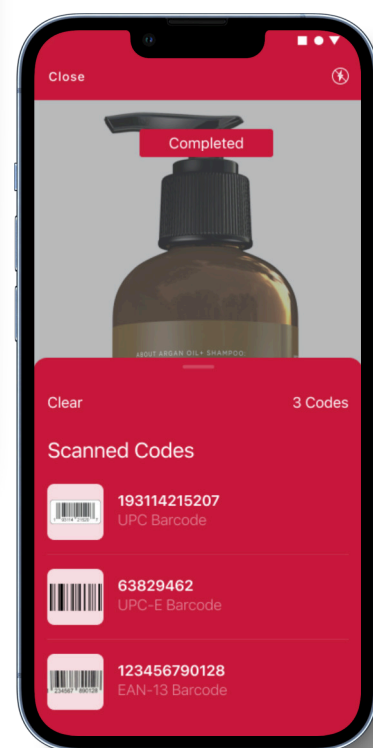
Fixed pricing

No variable costs based on volume. You can count on our **fixed annual price** for absolute planning security.



One-week integration

Thanks to our developer-oriented solution and support, you can integrate the **Scanbot SDK** in **1 week**.



Scanbot Barcode Scanner SDK

"WOW" your users with speed

High-speed scanning

With the scanning speed and user guidance of the **Scanbot SDK**, you can boost your user experience and create the "WOW" effect you want for the app users



IGT operates in the gambling industry and needs to verify the age of its customers. By using the **Scanbot SDK** to scan PDF417 codes on the back of American driver's licenses, IGT can ascertain the appropriate age.

Industry

Global gambling industry

Company size

Around 11,000 employees

Availability

iOS & Android

Development platform

React Native

Use case

Scanning IDs and related documents to verify the age and identity of customers

Product

Barcode Scanner

Previously it took IGT...

0.5 seconds to read a barcode

0.5 seconds for reading a barcode \dots **83,000** hours for scanning

50 x **12** = **600**

Million
Barcode scans
monthly

Months
per year

Million
Barcode scans
yearly

0.2 seconds for reading a barcode by using **Scanbot SDK** \dots **33,000** hours for scanning

With **Scanbot's SDK**,
it takes...

0.2 seconds to read a barcode

50,000+ hours saved for the customers by using the **Scanbot SDK**

Scanbot Barcode Scanner SDK

Reliable scanning in any situation



“ We take approximatly 50 million scans each month and have even zero issue with the Scanbot SDKthus far!

— Arrey Attabong
Director of Techonology @ IGT



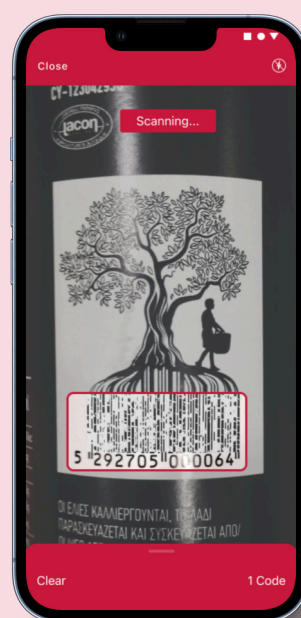
Barcode scanning in **difficult conditions**



In **poor lighting**,...



...from **any angle**...



...and even **corrupted barcodes**.

With the **Scanbot Barcode Scanner SDK**, your users can **scan barcodes in almost any situation!**



Scanbot Barcode Scanner SDK

What our partners have to say



We rely heavily on this solution, and the Scanbot team has been a trusted partner since day one.

– Patrick Krämer
Product Owner @ Deutsche Telekom



The Scanbot SDK can be used intuitively and without interruption.

– Dominique Rey
CEO @ Numarics



Very pleasant cooperation with the team. Very smooth communication via Slack and great to see that agreed-upon targets were actually met! It was really a joy to work with Scanbot.

– Patrick Krämer
Product Owner @ Deutsche Telekom



The SDK is easy to use for our developers and the image quality has been good. The users love the border detection option, the flexible settings that can be configured for document format and the camera options.

– Hela Fourati
Software Engineering Lead @ Microdea



Our development team responded back with 'we are done, please check the test build' in 2 days after receiving the Scanbot SDK and License File. From a development standpoint, this is AMAZING to see an SDK implemented so seamlessly and quickly.

– Simon Dobretsov
AVP Payor Contracting and Revenue Integrity @ CARTI



Scanbot Barcode Scanner SDK

Getting started with Scanbot SDK



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website



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Scanbot Barcode Scanner SDK

Getting started with Scanbot SDK



Try our demo apps



Test the Scanbot SDK directly in your app



Get your quote



iOS



Android



Web



Get Test license



Request your quote

About Scanbot SDK

Our Mission

Our mission is to help consumers and employees of enterprises to digitize real-world information. We enable our customers to make capturing data as easy, accurate, and as fast as possible.



Our Vision

We want to bring the power of ML and Computer Vision into the hands of everyone.

Scanbot SDK offers a B2B product, the **Scanbot Software Development Kit (SDK)**. This solution enables enterprises to easily integrate reliable data capture capabilities such as barcode scanning, document detection & scanning, and data extraction functionalities into their mobile (iOS / Android) and web applications.

Retailers use our solutions for self-checkout, inventory management, clienteling, and ordering processes. With a barcode scanning speed of 0.2 seconds, we are the market leader and bring our customers the "WOW"-effect they want for their applications' users.

Our software is used on a global scale. The Scanbot SDK's customer base ranges from SME's to Fortune 500 and Dax 40 companies across various industries. In addition to large corporations like Deutsche Telekom, Generali, and AXA, our clients also include retail companies like BarTrack, Acardo, Scodoo, and well-known retail chains.

Trusted by

200+

enterprises globally



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