

THE INTERNET OF THINGS (IOT) IN RETAIL

"Revolutionizing Retail Operations through Smart Connected Technologies"

Schedule

Date	Venue	Fees (Face-to-Face)
07 - 11 Sep 2026	London - UK	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

The retail sector is undergoing a profound digital transformation, driven by the adoption of the Internet of Things (IoT). From smart shelves to connected point-of-sale systems, IoT technologies are enhancing customer experience, optimizing inventory management, and driving data-driven decisions.

This intensive 5-day training course is designed to equip retail professionals with the insights and tools to successfully implement and leverage IoT across the value chain. Participants will explore key technologies, real-world applications, integration challenges, and security concerns in deploying IoT for retail environments.

Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals and architecture of IoT in the retail context
- Identify opportunities for IoT deployment across retail operations
- Evaluate IoT platforms, sensors, and technologies relevant to retail
- Design secure, scalable IoT strategies aligned with business goals
- Leverage IoT data for customer personalization, predictive analytics, and inventory optimization

Why Attend

- Stay ahead of digital trends transforming the global retail landscape
- Learn to integrate IoT with ERP, CRM, and POS systems
- Explore successful case studies of IoT-driven retail innovation
- Build strategies to enhance customer experience and reduce operational inefficiencies
- Understand security, privacy, and compliance in connected retail systems

Target Audience

This program is designed for:

- Retail operations and innovation managers
- Supply chain and logistics professionals in the retail sector
- IT architects and digital transformation officers
- E-commerce and omnichannel retail managers
- Business analysts and consultants in retail technology

Individual Benefits

Key competencies that will be developed include:

- In-depth understanding of IoT architecture and applications in retail
- Strategic thinking for digital transformation in customer experience and operations
- Capability to assess and select IoT tools and platforms
- Knowledge of integration, interoperability, and data handling in IoT systems
- Skills to drive innovation and efficiency in retail operations

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced readiness for IoT implementation across retail environments
- Ability to reduce operational costs through automation and real-time analytics
- Improved inventory visibility, asset tracking, and demand forecasting
- Stronger customer engagement through data-driven personalization
- Better compliance with data security and privacy regulations

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Core principles of IoT, edge computing, sensors, and network integration in retail
- Case Studies - Examples of IoT-driven retail innovations from global brands
- Workshops - Hands-on sessions for designing IoT solutions and analyzing use-cases
- Peer Exchange - Collaborative discussions and solution development across retail domains
- Tools - IoT architecture templates, vendor evaluation checklists, and integration blueprints

MAWA EVENTS

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Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Introduction to IoT and the Connected Retail Landscape

- Module 1: Fundamentals of IoT in Retail (07:30 - 09:30) • Key concepts, definitions, and components of IoT • Overview of IoT adoption in the global retail industry • Value creation and digital transformation through IoT
- Module 2: IoT Architecture and Communication Technologies (09:45 - 11:15) • IoT layers: perception, network, and application • Communication protocols: RFID, NFC, BLE, Zigbee, Wi-Fi • Device management and connectivity in retail
- Module 3: IoT-Enabled Retail Applications (11:30 - 01:00) • Smart shelves, digital signage, automated checkout • Connected POS systems and in-store analytics • Augmented reality and customer engagement
- Module 4: Workshop - Mapping Retail IoT Use Cases (02:00 - 03:30) • Identifying business needs • Matching IoT solutions to retail functions • Group presentations on potential implementations

Day 2: Smart Inventory Management and Supply Chain Optimization

- Module 1: IoT in Inventory Management (07:30 - 09:30) • Real-time inventory tracking with sensors and RFID • Automated replenishment systems • Stockout and overstock prevention
- Module 2: Connected Supply Chains (09:45 - 11:15) • IoT for shipment monitoring and cold chain tracking • Warehouse automation and asset visibility • Integration with WMS and ERP systems
- Module 3: Predictive Analytics and Demand Forecasting (11:30 - 01:00) • Leveraging IoT data for predictive insights • Machine learning models for demand patterns • Applications in seasonal planning and promotions
- Module 4: Workshop - IoT in Warehouse & Logistics (02:00 - 03:30) • Designing a smart inventory system • Case study analysis • Drafting a technology roadmap

Day 3: Enhancing Customer Experience and Engagement

- Module 1: IoT-Driven Personalization (07:30 - 09:30) • Real-time customer tracking and profiling • Personalized promotions and location-based offers • Integration with CRM systems
- Module 2: Omnichannel Integration (09:45 - 11:15) • Cross-channel experience and click-and-collect models • Smart fitting rooms and mobile app integration • Unified commerce enabled by IoT
- Module 3: Voice and Visual Technologies in Retail (11:30 - 01:00) • Smart assistants and conversational commerce • Visual recognition for product discovery • Interactive kiosks and self-service tech
- Module 4: Workshop - Customer Journey Mapping with IoT (02:00 - 03:30) • Designing connected customer experiences • Personas and behavior modeling • IoT touchpoint planning

Day 4: Data Management, Privacy, and Security

- Module 1: IoT Data Collection and Integration (07:30 - 09:30) • Sensor data acquisition and storage • Data lakes and cloud computing in retail • Edge vs. cloud analytics
- Module 2: Cybersecurity in IoT Deployments (09:45 - 11:15) • Common vulnerabilities in IoT systems • Authentication, encryption, and access control • Incident response planning
- Module 3: Data Privacy and Regulatory Compliance (11:30 - 01:00) • GDPR, CCPA, and data protection laws • Customer consent and data governance • Trust-building through transparency
- Module 4: Workshop - Security Risk Assessment (02:00 - 03:30) • Assessing IoT risk scenarios • Prioritizing security measures • Policy recommendations

Day 5: Strategy, Innovation, and IoT Project Planning

- Module 1: Building an IoT Strategy (07:30 - 09:30) • Vision, objectives, and value proposition • Aligning technology with business goals • Stakeholder engagement

- **Module 2: Evaluating Vendors and Platforms (09:45 - 11:15)** • Selection criteria for IoT partners • Open vs. closed platforms • Total cost of ownership considerations
- **Module 3: Planning and Managing IoT Projects (11:30 - 01:00)** • Phased rollout and pilot testing • KPIs and success metrics • Budgeting and ROI calculation
- **Module 4: Final Assessment and Action Planning (02:00 - 03:30)** • Project pitch presentations • Individual action plans • Feedback, wrap-up, and course evaluation

Certification

Participants will receive a Certificate of Completion in The Internet of Things (IoT) in Retail, demonstrating their knowledge and readiness to lead IoT-driven innovation and transformation in the retail sector.

Why Choose MAWA Events

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