TWINTECH

DIGITAL TWIN READINESS SPECIALISTS

WHAT IF YOUR **STORE** HAD A **TWIN** ?

A digital twin: A faithful digital reproduction of your unique space.

Whether customers walk in or log in, they can shop the same way. You can also test and improve the in-store shopping experience.

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GUESSWORK IS COSTING THE INDUSTRY BILLIONS.

BLIND SPOTS IN TRADITIONAL RETAIL

Traditional retail often relies on guesswork, rather than ananlysing data about how shoppers actually move and buy.

WIth real-time insights, stores gain opportunities to better serve customers – both online and off.

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MEET THE
DIGITAL TWIN

A digital twin is a virtual replica of a physical store,

Your dashboards are dynamically updated with real-time data.

This living model mirrors everything happening in real life.
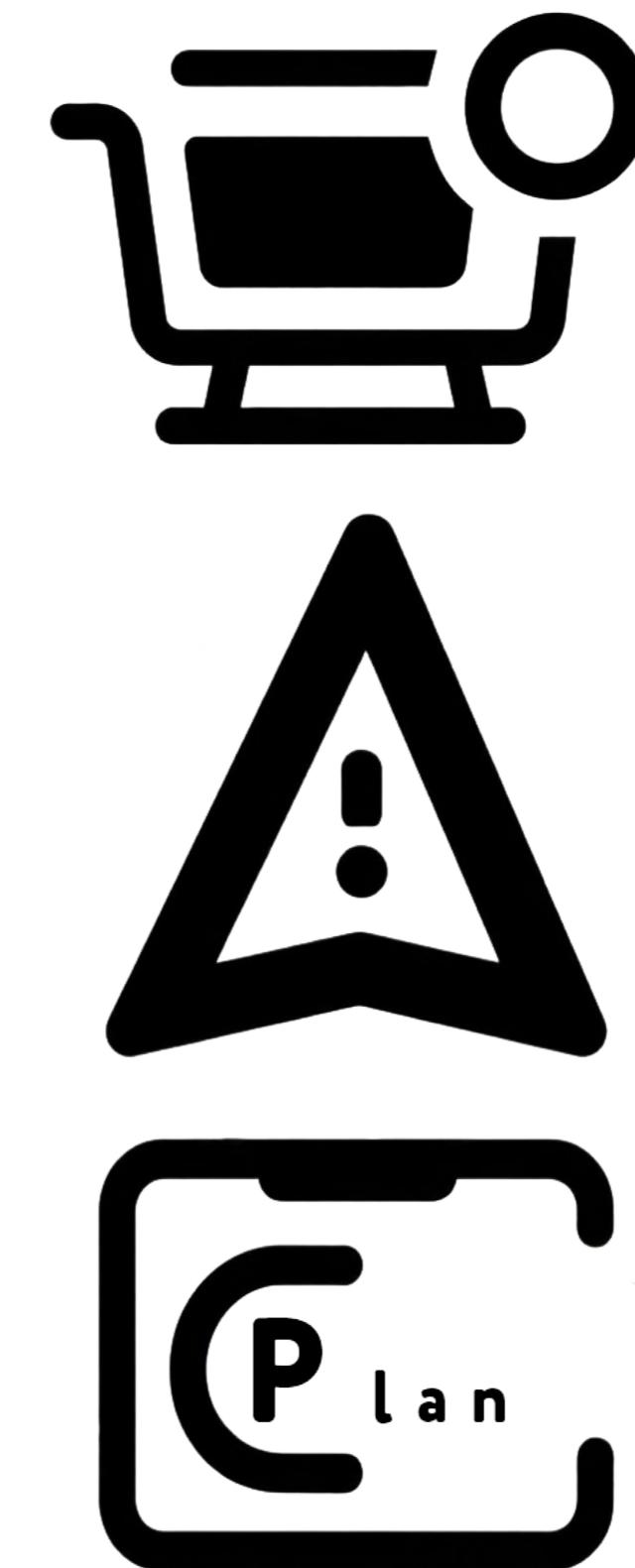
Let customers explore: Immersive online shopping experiences

Foresee threats: Preemptively avoid risks

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3D VIRTUALISATION WITH EMBEDDED E-COMMERCE...?

Consumer twins: Lightweight, immersive environments. These are ideal for curated spaces like shops, galleries, showrooms and museums.

They're fast to deploy, highly affordable, and optimised for experience, reach, and ecommerce integration

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...OR **FULL DIGITAL REPLICAL?**
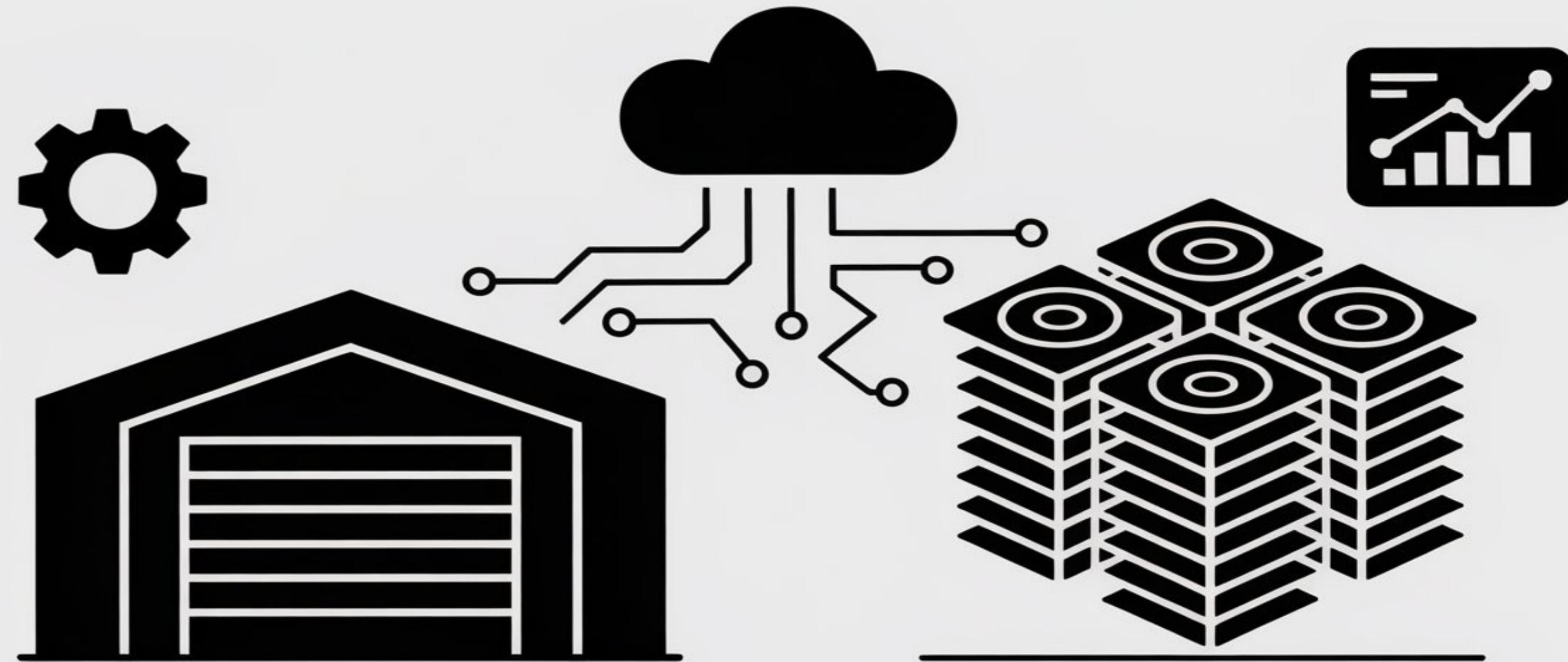
Infrastructure twins: More complex and data-intensive. Designed for logistics hubs, utilities, and high-volume retail infrastructure, these twins power long-term planning, predictive maintenance, and operational insight. They require deeper integration — but deliver significant economic returns over time.

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BRIDGING **THE PHYSICAL AND THE DIGITAL**
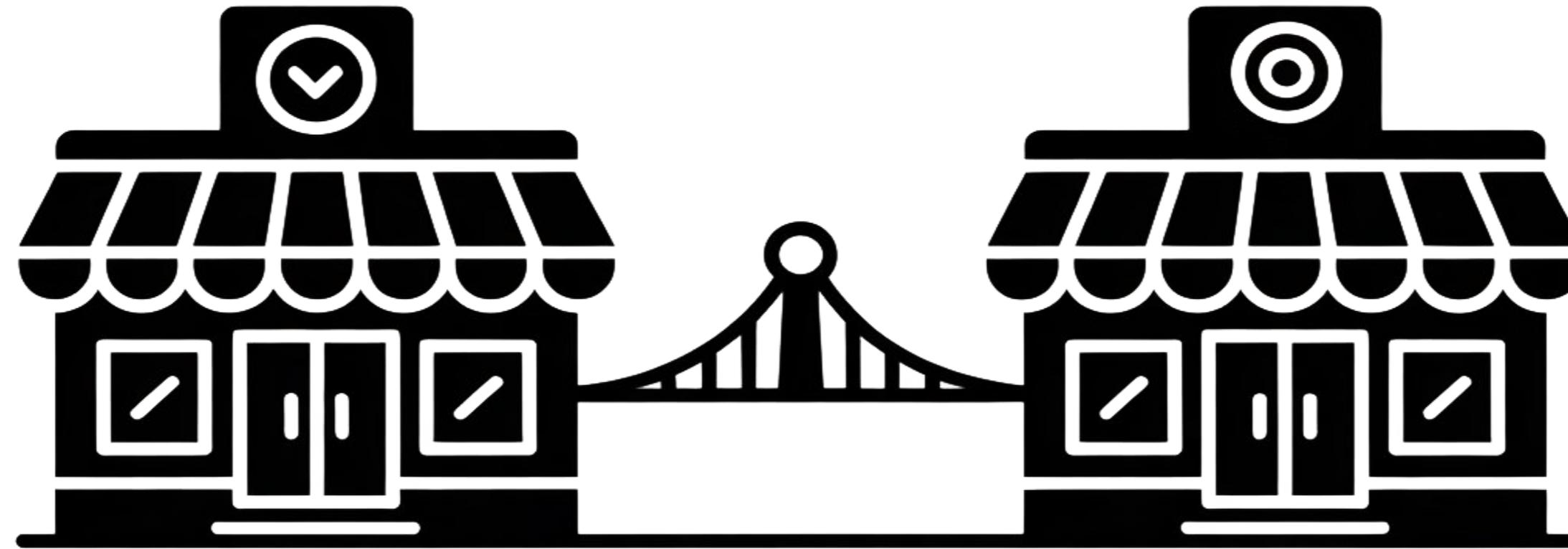
Sensors and store systems feed the twin with live data giving you **a real-time sync between physical and digital.**

Managers gain a holistic, live view of operations, providing powerful insights that help them **make optimal decisions.**

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NOW WE CAN EXTEND THE REAL-TIME MIRROR **RIGHT INTO YOUR CUSTOMER'S HANDS**

For shoppers, digital twins faithfully recreate the customer journey. Customers can explore your store virtually with the same ease and familiarity as in person.

The trust and loyalty you've earned through your physical presence carries over seamlessly to the online realm.

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GIVE YOUR CUSTOMERS A SEAMLESS, IMMERSIVE SHOPPING EXPERIENCE

Digital that feels like walking into the store...

Your digital twin store can be easily embedded on your website or shared via social media, expandingyour reach farm beyond physical foot traffic.

Let customers shop your store anywhere, any time. Our systems ensure continuously synchronisded layout and merchandising online and offline.

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LEAN, FAST, WASTE-FREE RETAIL.

BOOSTING EFFICIENCY & CUTTING COSTS

Digital twins help stores run leaner and smarter.

Solving issues virtually before they become real problems lets your team save time and reduce waste.

Bottom line? significant savings

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OPTIMIZING LAYOUTS & LOGISTICS

Managers can experiment with store layouts and processes in the twin without touching a single shelf.

The result is a store continuously refined for peak performance.

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DIGITAL TWINNING ELEVATES CUSTOMERS' EXPERIENCE.

ENHANCING CUSTOMER UX

By analysing real-time shopper behavior, the twin reveals which areas draw attention and which are overlooked.

Virtual stores can include digital equivalents of in-store services. This opens possibilities for personalised shopping experiences, virtual try-ons, and even real-time assistance.

Retailers can use these insights to adjust layouts or tailor in-store promotions on the fly, creating a more personalised, engaging journey that delights customers.

Immersive digital twin experiences are a proven driver of sales!
Research indicates that VR leads to better customer engagement and higher purchase rates.

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RETAIL IS EMBRACING DIGITAL TWINS

Adoption is surging!
a growing cohort of retail executives have already deployed digital twins

The global digital twin market is projected to grow from €16.5 B in 2024 to over €242 B by 2032. 59% of companies plan to integrate digital twins into their operations by 2028; a sign that this technology is quickly moving into the mainstream of retail.

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THE
ROAD
AHEAD

Industry leaders foresee a future where every store has a digital twin – both as a virtual space that shoppers can enjoy from the confort of thier couch, and as an operational tool to better plan merchandising and remotelymanage operations.

That future is closer than ever, with early adopters already seeing this vision come to life in their stores. The next step is yours: Are you ready to explore your store's digital twin and step into the future of retail?

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