



Retail Business Services

Retail Business Services Debuts Frictionless Store

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Technology Enables Shoppers to Quickly Scan, Shop & Go

QUINCY, Mass., Nov. 21, 2019 (GLOBE NEWSWIRE) -- [Retail Business Services](#), the services company of Ahold Delhaize USA, has announced new frictionless store technology, piloted under the name lunchbox, which enables individuals to shop a small format store in seconds by scanning in, shopping and walking out. The technology is currently being tested in Retail Business Services' Quincy, Mass. office.

Retail Business Services partnered with [UST Global](#), a leading digital transformation solutions company, to develop the store. Retail Business Services led application development, technology connectivity and provided food retail operations expertise, and UST Global and its partners provided the artificial intelligence (AI) technology solution and physical infrastructure for the store. The technology will be demoed at the National Retail Federation (NRF) Big Show in January in collaboration with UST Global and [Intel](#).

"Lunchbox is an easy, fresh shopping alternative," said Paul Scorza, EVP, IT and CIO for Retail Business Services. "Once registered, shoppers simply scan in, shop and walk out. It's that easy. And it offers fresh, healthy options 24/7. You can grab a snack, a salad, fresh fruit or even a carton of milk on your way home."

Compared to other frictionless store concepts, lunchbox is efficient. The solution carries a lean cost and can be implemented in a matter of weeks.

"We believed in this concept so much we brought it to our own office," added Scorza. "Our cafeteria that serves more than 1,000 associates was being remodeled, and we were looking for a quick, cost effective solution to give associates access to beverages, snacks and fresh items at a variety of hours. We implemented this solution in just six weeks. Today, thousands of shops, with groups of up to 12 in the store at the same time, have been successfully completed."

The application technology for lunchbox, created in Retail Business Services' innovation lab and [tech hub](#), is powered by a Retail Business Services' proprietary app, which admits shoppers to the store and charges shoppers for purchases. For ease of payment, services such as PayPal, Venmo, Apply Pay and Google Pay are integrated into the wallet. Inside the store, AI running on Intel® Core i5 and i7 processors-based systems optimized with the [Intel® Distribution of OpenVINO™ toolkit](#) detects which products are being removed from shelves in the store and anonymous body skeletal tracking connects the right products to the right shopper. The Intel Distribution of OpenVINO toolkit enabled lunchbox to use existing Intel-based point-of-sale systems and deploy on-premise AI at maximum performance.

"In the age of ecommerce, there are many opportunities for companies to evolve and better serve shoppers," said Mahesh Athalye, Senior Director, UST Global. "Combined with AI/ML technology and purpose-built smartphone applications, solutions like lunchbox, will help deliver frictionless experiences for shoppers seeking a quick, touchless experience."

About Retail Business Services

Retail Business Services, LLC, is the services company of Ahold Delhaize USA, currently providing services to six East Coast grocery brands, including Food Lion, Giant Food, GIANT/MARTIN'S, Hannaford and Stop & Shop, as well as the country's largest online grocery retailer, Peapod. Retail Business Services leverages the scale of the local brands to drive synergies and provides industry-leading expertise, insights and analytics to local brands to support their strategies with services including Information Technology, Merchandising & Marketing Services, Private Brand Products, Pharmacy Services, Sourcing, Not for Resale, Store Services, Financial Services, Legal Services, Communications, Supply Chain and People Systems and Services. For more information, visit www.retailbusinessservices.com.

About UST Global

UST Global is a leading digital technology solutions company that provides advanced computing and digital services to large private and public enterprises around the world. Its clients include Fortune 500 companies in banking and financial services, insurance, healthcare, retail, manufacturing, shipping, technology, semi-conductor and telecom. UST Global believes in building long term, strategic business partnerships through client-centric global engagement models that combine local experts and resources with the cost, scale, and quality advantages of global operations. For more information, please visit www.ust-global.com.

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