

Verifone, Intuiface, No Brick, and Intel Launch Grab & Go Markets For Camden Property Trust

Industry-leading technologies help turn underutilized space into new income opportunities for hospitality operators and property owners.



Executive Overview

Advances in processor performance and reliability are driving an ongoing revolution in Artificial Intelligence that's changing the fundamentals of business operations—and that's as true in the Hospitality industry as anywhere else. Intel, Verifone, and Intuiface are teaming up to provide hosts with new capabilities that enable them to provide a better guest experience for their customers. Now hotels, resorts, and other properties can roll out automated facilities that deliver a wide range of goods and services to their guests and residents. Industry specialists like No Brick LLC can handle design, implementation, and ongoing management, freeing hosts to concentrate on their primary job, while at the same time reducing costs and generating new profit opportunities. Let's take a look at one example....

The Business Challenge for Camden

Camden Property Trust owns and operates more than 172 communities in the US, with over 58,000 apartments. An S&P 400 company, it's one of the largest publicly traded real estate investment trusts in the US. In researching growth opportunities, they began to investigate ways to provide additional services to their residents. Three facts emerged. First, virtually all of their properties contained unused space in public areas, such as lobbies and community social rooms. Second, they could increase the level of hospitality and service they were providing for their residents by offering in-house grab & go food, beverages, and basic sundries on their properties, enabled by self-service checkout kiosks. And third, they could tap a new revenue stream without increasing overhead costs.

The Solution

Camden partnered with No Brick LLC to develop a solution. No Brick specializes in transforming underutilized spaces into high-margin profit centers with their un-staffed, self-service Grab & Go Market solutions. Across the industry, grab & go market solutions on-site have seen up to \$10K per month in net income, with up to 40% margins.¹

In the case of Camden properties, the No Brick team surveyed each Camden location and tailored a floor plan design to meet the unique needs of each.

Designs needed to meet a specific set of criteria:

- The market modules had to leverage space that already existed and was underutilized (in order to avoid the costs and time needed to build or renovate new space).
- Facilities had to be highly attractive and upscale to draw residents to them; they also had to be convenient and centrally located.

Client:
Camden Properties

Contractor:
No Brick LLC

Technologies:
• Intel® Processors

- Intel® Distribution of OpenVINO™ Toolkit
- Verifone Wall-Mounted Self-Order Kiosks
- Intuiface No-Code Software Platform

- Facilities had to be safe and secure.
- Facilities could not be staffed, which meant residents had to be able to easily select merchandise, scan the product, and pay.
- The facility needed to accept a range of credit cards, as well as mobile tap-n-go device applications (and had to provide a receipt if desired).

In addition, the No Brick solution needed to meet a rigorous list of business requirements:

- It had to be economically sound, with low overall costs and risk.
- It had to be customized to fit the available open space in each Camden property.
- It needed to offer a wide selection of food, drinks, and sundries.
- Results had to be measurable via robust back-end monitoring tools.
- It needed to support automated refill and reordering, and allow for future predictive refill/reordering analytics.
- It needed to be able to be installed quickly (and designed for fast removal later, if required).

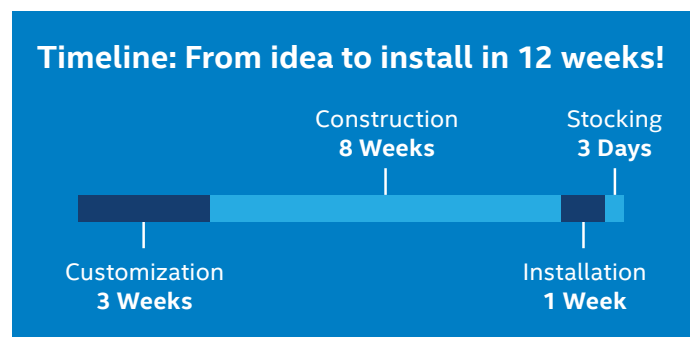
To meet these needs, the center of the cost-savings solution No Brick designed for Camden Properties was Verifone's self-checkout kiosk, featuring Intuiface software and Intel® technology. The kiosk experience allows residents to select food, drinks, and sundries from the shelves, scan the merchandise, and pay at Verifone's self-checkout, wall-mounted kiosk. A receipt is emailed to the customer if they choose. Implemented overnight, the kiosk was generating revenue the very next day.

Using the Verifone self-checkout kiosk to support this micro-market, Camden was able to eliminate the requirement for additional staff, drastically reducing operating costs and streamlining the shopping experience for customers.

“Verifone is proud to have been selected to provide the self-checkout kiosk solution for this innovative project. Our kiosks are purpose-built to streamline the checkout process while reducing the need for additional staff and increasing hotel profits,” said Graham Murdock, Verifone's Sr. Director of Operations and Industrial Engineering.

Plus, Verifone kiosks can incorporate the Intel Distribution of the OpenVINO Toolkit, which enables businesses to build advanced Artificial Intelligence capabilities into their systems—a critical feature for tomorrow's customer-facing applications.

“We are excited about the native integration of computer vision into Intuiface's extensive data collection and analytics capabilities,” said Andrew Bensch, CEO of No Brick, LLC. “Thanks to Intuiface's adoption of Intel's OpenVINO distribution, we'll be able to add an anonymous human perspective to our data analytics, enriching our ability to better understand and serve our customers.”



Typical timeline for a No Brick LLC. launch.



About Verifone

Verifone's mission is to make it simple to revolutionize customer journeys by providing a single, unified, global platform that enables a seamless payment experience—anywhere, anytime, with any payment method. Verifone consistently solves the world's most complex payment challenges, and there's a reason why a remarkable 46% of global non-cash transactions are processed on Verifone systems and solutions. Customers can select from a wide array of globally popular physical payment terminals, such as POS devices, self-order kiosks, kitchen management systems, pump EMV, and more. Verifone also offers an array of world-class Verifone Cloud Services, making them a trusted one-stop payments partner.

As an Intel® Solutions Alliance Partner, Verifone is ideally positioned to take advantage of Intel® IoT Market Ready Solutions program. These rapidly scalable, end-to-end solutions, built on Dell systems featuring Intel® Core™ processors, provide solid business results today and lay the foundation to enable even more intelligence for tomorrow.

To learn more about Verifone, visit www.verifone.com. To view Verifone's current kiosk models visit <https://www.verifone.com/en/us/kiosks-unattended>.



About Intel

The kiosks used for the Camden Grab & Go markets are powered by 9th generation Intel® Core™ i5 processors. Long the world leader in processor innovation, Intel provides the performance and reliability needed for highly responsive customer interactions, delivering a great guest experience. Intel technology enables new features and capabilities as they are developed, thereby future proofing systems. And built-in security features help ensure safe transactions and operation.

At its heart, hospitality is a people business that specializes in comfort, service, and memorable experiences. At the same time, more and more of the business of hospitality is taking place online, on mobile devices, and across social networks—from browsing to booking, and from check-in to checkout.

As a result, today's owners and operators are leveraging technology to better market their properties, enhance operational performance, improve their guest experiences, and much more. Plus, IT can improve service while cutting costs thanks to remote management and maintenance capabilities made possible by Intel® Active Management Technology.

Intel Solutions for hospitality include:

- Digital Signage: Communicate with shoppers in real time.
- POS: Personalize the point of sale.
- Kiosk: Speed check-in/check-out, automated grab & go self check-out.
- Vending: Modern, intelligent vending systems.
- Hospitality Ecosystem: A secure platform powering a range of smart solutions. Learn more at intel.com/content/www/us/en/hospitality/overview.html
- Responsive Retail: Adapt to changing customer preferences.

To learn more about Intel, visit intel.com.



About Intuiface

No Brick takes advantage of industry-leading Intuiface software to effectively and efficiently build the customized, sophisticated customer interface for the Camden Grab & Go markets. Intuiface is the market's only no-code platform dedicated to the creation, integration, deployment, and analysis of interactive digital experiences for physical spaces.

Used by thousands of companies large and small, Intuiface ensures optimal performance and reliability in even rugged environments. Stringent security and anti-vandalism measures protect sensitive data, while modular components cut development costs.

As an Intel Solution Alliance Partner, Intuiface is part of the Intel® AI: In Production program. As such, it has access to a wide ecosystem focused on reducing complexity, promoting partner offerings, and increasing collaboration between Intel's partners for AI at the Edge. Advanced software toolkits and developer kits enable rapid deployment, resulting in fast scaling that reduces time to market—and to profitability.

To learn more about Intuiface, visit intuiface.com.

NO BRICK

About No Brick LLC

No Brick LLC provides food and beverage services for hotels and hospitality businesses. With decades of experience in F&B, No Brick frees hospitality providers to focus on what they do best. No Brick handles every aspect of design, implementation, and management of high-end, autonomous, unattended Grab & Go markets. They take complete responsibility for installing and operating the market and share the profits with the site owner, providing a continuing, sustainable revenue stream without the need for an initial investment. With designs and configurations to fit any space, and distribution centers throughout the US, No Brick combines a coffee station, minibar, breakfast and room service into one profitable package for hotels and hospitality sites across the industry.

To learn more about No Brick LLC, visit nobrickllc.com.

1. No Brick LLC. Intel does not control or audit third-party data. You should consult other sources to evaluate accuracy.



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