

Retail

# Revolutionizing the shopping experience

Cust2Mate

Cust2Mate partnered with the Lenovo OEM solution team to build a smart cart retail solution that offers a next-generation shopping experience.



Lenovo

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## Who is Cust2Mate?

Cust2Mate is the world's first proven-in-use self-checkout (SCO) smart cart for retail markets. The Cust2Mate platform streamlines the shopping experience by recognizing every item and enabling in-cart payment so that shoppers skip lines, while also allowing grocery retailers to direct shoppers to discounted products and in-store promotions to move inventory more efficiently.

Headquartered in Tel Aviv, Israel, Cust2Mate Ltd. is owned by A2Z Advanced Solutions, a high-tech company that specializes in developing technological products and providing services for police, military, and civilian use.



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## The Challenge

To stay relevant in a world dominated by the ease and convenience of e-commerce, retailers are embracing new technologies that revolutionize the shopping experience—making it quick, frictionless, and fun. At the same time, these new technologies must offer a clear ROI for retailers by enabling new up- and cross-sell opportunities and nurturing customer loyalty.

Cust2Mate wanted to harness technology to deliver an all-new shopping experience. Its vision was to enable shoppers to simply choose the products they want, scan them, and place them in their cart. To do this, the company needed an intelligent device that could be added to the traditional shopping cart. And to ensure that supermarkets could record each purchase, Cust2Mate also needed to equip each cart with an on-board barcode scanner, image validation, and anti-fraud weighing systems.

Cust2Mate approached the Lenovo OEM solution team to discuss its main objectives, timing and scaling goals, and the challenges it faced. To find the right solution, the Lenovo submitted a request to the OEM engineering lab in the United States.

The Lenovo OEM intake team proposed embedding the Lenovo Smart Edge M75n into the shopping cart. The Lenovo embedded solution acts as the nerve center for the Cust2Mate smart cart. A mounted touchscreen includes personalized in-store navigation, targeted promotions, and suggested items. The on-cart payment system, which accepts both contactless card and mobile payments, enables customers to avoid the checkout line and wheel their goods straight out of the store.



**“The Cust2Mate platform with embedded Lenovo OEM solution is designed to serve shoppers from the moment they enter the store until they leave—without any friction, lines, or delays.”**

**Hila Kraus**

Director of Sales, Cust2Mate

# Why **Lenovo**?

The Lenovo OEM embedded solution is the brains of Cust2Mate smart cart, as Kraus explains: “The PC runs the smart shopping application that connects all the on-board systems to our AI, computer vision and machine learning software, and supports the user interface. The Lenovo OEM solution represented the very best technology that the market had to offer.”

With a nano form factor—only a third of the size of a 1L desktop—the Lenovo Smart Edge M75n fits discreetly onto the cart chassis, without compromising on connectivity or performance. Each cart is also equipped with a Lenovo inTOUCH 15.6” LCD touchscreen monitor, mounted on the handle of the chassis. Stylish, easy to use, and durable, the inTOUCH display features a hardened glass front with antimicrobial coating for easy cleaning.



# Selecting the best

Cust2Mate has signed a joint venture agreement with Lenovo, which will see the company use Lenovo solutions in its revolutionary Cust2Mate smart cart solution, and Lenovo actively promote and sell the solution through its extensive worldwide channels.

Bundled with global, on-site support, Cust2Mate can roll out its smart cart platform to supermarkets around the world, with future service needs covered by Lenovo global support.

“We looked for a solution-driven vendor with proven technology, and Lenovo delivered on both counts,” says Kraus. “We spoke to experienced consultants who guided us throughout the process and advised us how to scale the solution.”

She adds: “Equally important was vendor support and services. Lenovo’s global scale and reach was a key deciding factor, as we look to expand into new markets worldwide. We have a great relationship with the local team in Israel, who have offered valuable advice and technical support throughout the cart design process.”

## Hardware

Lenovo Smart Edge M75n  
Lenovo inTOUCH 15.6"  
touch monitor

## Services

Lenovo OEM Engineering  
Lab Services  
Lenovo Premier Support

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## Results

Following a year-long pilot at one of Israel's leading supermarket chains, Cust2Mate has rolled out hundreds of smart carts across the country—saving time for shoppers while providing store managers with new levels of control, efficiency, and cost-effectiveness.

Supported by Lenovo OEM, the Cust2Mate platform transforms shopping into a quick, frictionless, fun experience. “Feedback from customers has been very positive across all age groups,” says Kraus. “Nobody likes standing in line, but it's more difficult for some than others. Cust2Mate makes shopping easier for older people and those with reduced mobility, for example.”

The cart's user-friendly display helps shoppers keep track of their purchases while also delivering tailored advertising that guides them to special store promotions and discounts—boosting basket size by 30% on average. Advanced big data capabilities, meanwhile, enable the smart cart to constantly communicate with store management, keeping track of each shopper's activities, preventing fraud, and automatically issuing re-stocking alerts.



Frictionless shopping experience



No standing in line



30% bigger basket size

Cust2Mate is currently working with the Lenovo OEM team to design the next generation of smart carts that are smaller in size and weight. “As a key partner, Lenovo is closely involved in the design process and we’re grateful for their insight and support,” says Kraus.

Following its success in Israel, Cust2Mate recently launched pilots with local supermarket chains in the United States, Mexico, France, and Singapore.



**“As we expand internationally, it’s reassuring to know that Lenovo OEM support services are available worldwide. We’re excited to partner with Lenovo to bring Cust2Mate to new markets and revolutionize shopping all over the world.”**

**Hila Kraus**

Director of Sales, Cust2Mate



# How do you make retail smarter?

Launching a smart cart retail solution  
made possible thanks to Lenovo OEM.

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