

### Künstliche Intelligenz für den Einzelhandel

Bizerba Hauptanteilseigner: "Supersmart powered by Bizerba" bringt Künstliche Intelligenz in den Einzelhandel



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9]b\_Ui ZgdfcnYggYgž'X]Y'FYXi \_h]cb'j cb'K UfYbj Yf`i gh'i bX

\*bj Ybhi fX]ZZYfYbnYb'gck ]Y'\_ØfnYfY'K UfhY!'i bX'5Vk ]W\_`i b[ gnY]hYb
Ub'XYf'? UggY"'8]Y'?ccdYfUh]cb'Yfa Ò[`]W\h'Yg'6]nYfVUž'gY]b
DfcXi \_hdcfhZc`]c']b'VYghY\YbXYb'A Àf\_hYb'ni 'Yfk Y]hYfb'i bX'Y]bYb
]bbcj Uh]j Yb'i bX'Y]bn][ Ufh][ Yb'9]b\_Ui ZgdfcnYgg'ni 'V]YhYb"

K YfVi b[

# Gi dYfga Ufh'dck YfYX Vm'6]nYfVU

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8]Y'i bhYf'Y]bYa '7c!6fUbX]b[ '`Ui ZYbXY'@Ògi b[ '`Gi dYfga Ufh dck YfYX'Vm'6]nYfVU 'j YfY]bh']bbcj Uh]j Y'HYW\bc`c[]Yb'j cb Gi dYfga Ufh'a ]h'XYa 'FYhU]'!?bck!\ck 'i bX'XYa 'VYk À\fhYb GYfj ]WY'i bX'Gi ddcfh'j cb'6]nYfVU"'8Ug'[ Ya Y]bgUa Y'5b[ YVch VYghY\h'Ui g'Y]bYf'a cV]'Yb'5dd 'fcXYf'VY]gd]Y`gk Y]gY'Y]bYa 'G6! < UbXgWUbbYf'cXYf'j Yf[ 'Y]W\VUfYb'; YfAhYbŁ'gck ]Y'Y]bYf XUni [ Y\Of][ Yb'J'U`]X]Yfi b[ gY]b\Y]h''A ]h'XYf'5dd'\_ObbYb 9bXj YfVfUi W\Yf'Ui Z']\fya 'Ga Ufhd\cbY'6UfWcXYg'j cb [ Yk ØbgW\hYb'DfcXi \_hYb'gWUbbYbž'VYj cf'g]Y']b'XYb'9]b\_Ui Zg\_cfV cXYf'!k U[ Yb'[ Y`Ub[ Yb'''5bgW\`]Y\"YbX'k YfXYb'X]Y'9]b\_Ai ZY'dYf JU`]X]Yfi b[ gY]b\Y]h'j Yf]Z]n]Yfh''9]bY'Ui Z'? Øbgh']W\Yf'\DhY``][ Ybn VUg]YfYbXY'D`UhhZcfa 'j U`]X]Yfh'Ub\UbX'Xi fW\XUW\hYf \DhY``][ Ybn VUg]YfYbXY'D`UhhZcfa 'j U`]X]Yfh'Ub\UbX'Xi fW\XUW\hYf \DhY``]g]cb ]b'k Yb][ Y'GY\_i bXYb'XYb'9]b\_Ui Z''8Ug'FYgi `hUh Y]b'XYi h`]W\VYgW\`Yi b][ hYf'DfØZ'i bX'6YnU\`j cf[ Ub[ "

# =bbcj Uh]j Y @Ogi b[Yb XUb\_'?ccdYfUh]cb

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6YahfYVYbž'X]Y'9bhk ]W\_i b['bYi Yf'HYW\bc`c[]Yb'j cfUbni hfY]VYb i bX'i bgYf'DfcXi \_hdcfhZc`]c'YbhgdfYWXYbX'ni'YfkY]hYfb"'I bgYfY YfZc`[fY]WXY'; YgWX]WXhY'U`g'GmghYa UbV]YhYf'k Uf'Ui ggWX`]Y»`]WX XUqFYqi`hUhijcbAihibXXYf: À\][\_Y]hinif:\bcjUh]cb"5iW\]b  $XYf^*Z\!\!\! \ \, Z\!\!\! \, hYb^*; \ YbYfUh]cb^*V^*Y]VY^*]WX^*XYb^*K \ YfhYb^*i \ bgYfYf^*: \ Ua \ ]^*]Y$ hfYi XUfi a i bhYfghØhnY]WX]bbcjUh]jYibXVU\bVfYWXYbXY ?ccdYfUh]cbYb k ]Y X]Y a ]h Gi dYfga Ufh 8 Ua ]h nY][ Yb k ]f VY] 6]nYfVU'Y]b'k Y]hYfYq'A U`ž'XUqq'k ]f'qW\bY``ž'cZZYb'i bX']bbcj Uh]j  $ZOOf'ibgYfY'?ibXYb'V`Y]VYb ž'gU[h'5bXfYUg'K]`\Y`a'?fUihž'79C$ jcb^6]nYfVU^G97/7c^?; " 8Ub\_XYf^DUfhbYfgWXUZh^a]h GidYfga Ufh``UggYb`g]W\`DfcnYggY`fibX`ia `XYb`<UbXY``b]W\hbif Zf]qWXYfK UfYbcdh]a ]YfYbžgcbXYfb'U``[YaY]b']bgÀah`]WXYb FYhU]`!: cfa UhYb i bX X]Y i bhYfqW ]YX `]W Y GhfUhY[ ]Yb i bgYfYf  $?ibXYb^{-}b^{-}XYf^{-}d^{-}mq]qWXYb^{-}ibX^{-}XYf^{-}X][]hU^{-}Yb^{-}K^{-}Y^{-}h^{-}]b^{-}X]Y^{-}HUh^{-}$ ia gYhnYb"'8ifW\'X]Y'?ccdYfUh]cb'\_ObbYb'k]f'@Ogib[Yb  $UbV]YhYb\check{z}^{*}X]Y^{*}jYf[Y]WXgkY]gY^{*}_cghYb[Øbgh][\check{z}^{*}gWXbY^{**}ibX^{*}Y]bZUWX$ ni 'VYX]YbYb'q]bX"'K Ug'j ]Y`Y'HYW\bc`c[ ]Y!5bV]YhYf'a ca YbhUb'U`q D]`ch! cXYf'J Yfgi WX q\_cbnYdhY'Ui gdfcV]YfYbž'\UVYb'k ]f ni gUa a Yb VYfY]hg fYU`]q]Yfh i bX YfZc`[ fY]WX Ui Z'XYa 'A Uf\_h Y]b[YqYhnh z'qc'Hi Xcf'5bXfcb]\\\text{w}'J]\\\ DfYq]\XYbh'FYhU]\\\text{z'6}nYfVU'G9 / '7c"'?; "

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#### 8 Ub\_VUf ZØf XUg J YfhfUi Yb

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8i fW X]Y ghfUhY[]gWY Ni gUa a YbUfVY]ha ]hY]bYa XYf k ]W h][ ghYb < YfghY ``Yf]a '9]bnY `\ UbXY `a UW hi bgYfY VU\bVfYW YbXY HYW bc `c[]Y XYb 'bÀW ghYb [fc > Yb 'GW f]hh bUW j cfb" 8i fW X]Y J YfV]bXi b[ XYf '%) \$! A\f][ Yb ?ca dYhYbn j cb 6]nYfVU ]b XYf F YhU] `VfUbW Y i bX i bgYfYf @Ògi b[ 'j Yfk UbXY `b k ]f YXYb 'Gi dYfa Uf\_h'V]bbYb 'k Yb][ Yf Ghi bXYb ']b 'Y]b '9f `YVb]g 'ZØf XYb '9bX\_i bXYb "Ni XYa 'Yf\O\Yb 'k ]f X]Y 'Dfc Z]hUV] `]hAh 'ZØf 'XYb < UbXY `" K ]f 'g]bX `XUb\_VUf 'ZØf 'XUg'i bg Ybh[ Y[ Yb[ YVfUW hY J YfhfUi Yb i bX 'g]W Yfž XUgg'k ]f [Ya Y]bgUa 'a ]h 6]nYfVU ]b 'XYb \_ca a YbXYb '\$U\fYb Y]bYb XYi h`]W Yb : i > UVXfi W\_ ']a 9]bnY`\ UbXY``\ ]bhYf`UggYb ž'gU[h'MU]f'7`YdYfž'79C '/ ; fØbXYf'j cb Gi dYfga Ufh"

`, VYfY]bgh]a a i b[ 'j cb 'K UfYb\_cfV'i bX
; Yk ]WX h

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A ]hGi dYfga Ufh'dck YfYX'Vm'6]nYfVU]gh'Y]bY']bbcj Uh]j Y'@Ògi b['ZØf XYb'Gi dYfa Uf\_h'bYi']a 'DcfhZc`]c'XYg'6U`]b[Yf'I bhYfbY\a Ybg" 8 Ug'GmghYa 'j YfY]bZUW\h'XUg'9]b\_Ui ZYb'Ybcfa 'i bX'\]`Zh Gi dYfa Àf\_hYbž'X]Y'bYi '[Y`hYbXYb'<m[]YbYj cfgW\f]ZhYb Y]bni \U`hYb"8]Y'@Ògi b[']gh']b'Ni gUa a YbUfVY]h'a ]h'XYa ]gfUY`]gW\Yb'GhUfh!i d'Gi dYfga Ufh'YbhghUbXYb'i bX'k ]fX'j cb 6]nYfVU'k Y`hk Y]h'j Yfhf]YVYb"A ]h'X]YgYf'GWUb/; c!@Ògi b[fYj c`i h]cb]Yfh'6]nYfVU'X]Y'7i ghca Yf!9I dYf]YbWY"

8]Y?ibXYb^[Y\Yb^k]Y^[Ykc\bha]hY]bYa^9]b\_UiZgk U[Yb^]b^XYbGidYfa Uf\_h"8cfhbihnYb^g]Ya]h^]\fYa^Ga Ufhd\cbY^Y]bYGWUb/; c!@Ògi b["8Ug^\Y]» hžXYf^?ibXY^AXh^g]W\Y]bY^9]b\_UiZg!5dd^UiZgY]b^Ga Ufhd\cbYžgWUbbh^X]Y^[Yk ØbgW\hYb^DfcXi\_hYibXYf]bXY^ibXYf^9]b\_UiZUV[YgW\cggYbž^ZA\fh^XYf?ibXYf^9]b\_UiZUV[YgW\cggYbž^ZA\fh^XYf?ibXYf^9]b\_UiZYbY^bYiUfh][YU]X]Yfib[gY]b\Y]ha]hY]b[YVUihYf^6]nYfVU!K UU[Y"A]hY]bYf?UaYfUjYf]Z]n]Yfh^XUg^GmghYa^ØVYf^5`[cf]h\aYbz^cV^X]Y^5bnU\`XYf^[YgWUbbhYb^DfcXi\_hY^]a^K UfYb\_cfV^ibX^XYfYb^; Yk]W\hd`Uig]VY``ØVYfY]bgh]aaYb"^8Ug^6YgcbXYfY.~a^UiZYbXYb^6Yhf]YV`Yfbh^XUg^GmghYa^a]h^?Øbgh^]W\Yf^\dhY^\][Ybn^gh\dbX][~XUni"

8]Y j ]gi Y``Y DfcXi \_hYfZUggi b[ i bX X]Y 5V[ `Y]W\i b[ ia ]h XYa; Yk ]W\h k YfXYb ]a '9f[ YVb]g U`gc ]a a Yf [ YbUi Yf" Gh]a a h Yhk Ug b]W\hž k ]fX XYf ?i bXY ØVYf X]Y 5dd XYnYbh XUfUi Z`\]b[ Yk ]YgYbž k Y`W\Yg DfcXi \_h a O[ `]W\Yfk Y]gY ZY\`h i bX bc W\ [ YgWUbbh k YfXYb a i gg" 6YnU\`h k ]fX XUbb a ]h ? UfhYž ØVYf X]fY \_hY 5VVi W\i b[ 'cXYf A cV]`Y DUma Ybh" K UfhYb ]b ``Ub[ Yb GW\`Ub[ Ybž 5bghY``Yb Ub XYf ? UggYž 6Y`UXYb XYg 6UbXYg i bX YfbYi hYg 9]b`UXYb ']b XYb '9]b \_Ui Zgk U[ Yb YbhZU``Yb"

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## GcZhk UfY j ca ']gfUY`]gWX Yb 'GhUfh!i d Gi dYfga Ufh

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8]YgYfcdh]a ]YfhY'9]b\_Ui ZgdfcnYgg'j Yfgdf]Wkh'\_ØbZh]['Y]bY
XYi h`]Wk'VYggYfY'7i ghca Yf!9I dYf]YbWY"FYhU]`Yf'\_ÒbbYb']\f
DYfgcbU``Ui g'XYa '? UggYbVYfY]Wk'k Y]h[ Y\YbX`UVn]Y\Yb'i bX'a ]h
XYb'A ]hUfVY]hYb'XYb'GYfj ]WY']a 'A Uf\_h'j YfVYggYfb"'5i Wk'XYf'bUWk
k ]Y'j cf'fY`Uh]j '\c\Y'GWk k i bX'j cb'K UfYž'XYf'VY]'GWUb/; c!
@Ògi b[Yb']b'8Yi hgWk`UbX'VY]'fi bX'('DfcnYbh'`]Y[hž'`Aggh'g]Wk
gYb\_Yb"'8]Y'GcZhk UfY'ZØf'X]YgY'@Ògi b['\_ca a h'j ca ']gfUY`]gWkYb
GhUfh!i d'Gi dYfqa Ufhž'Ub'XYa '6]nYfVU'VYhY]`][h']qhž'i bX'k ]fX']b

a Y\fYfYb'D]`ch!A Àf\_hYb'[YhYghYh"

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 $6\,Y\,gi\,\,W\!\!X\,Y\,b\,\,{}^.G\,]Y\,{}^.i\,\,b\,g\,{}^.Ui\,\,Z_.\,\,{}^.Z\,{}^.Y\,]g\,W\!\!X\,i\,\,b\,X\,W\!c\,{}^.Uh$