

Consumer Mobile Shopper Solution

According to a recent retail study, more than fifty percent of shoppers surveyed say they want to use a mobile device while shopping, and to do final checkout at a self-checkout station. More than forty percent want to scan items or products and retrieve them at checkout, or have the items delivered directly to their homes.¹

Responding quickly to those consumer demands with mobile technology not only improves customer service and loyalty, it will help retailers increase their own productivity and revenue.

It's a new way to shop

Imagine—your loyal customer, Jennifer Williams, enters your store with her shopping list in one hand and her smartphone in the other. Upon entering the store, she opens your mobile shopper application which is available to loyalty members, grabs a cart and begins walking the aisles of your store. As she finds the first item on her list, she scans the barcode with the camera on her phone adding it to her transaction and then places the item in her basket.

As Jennifer continues to shop, The Mobile Shopper application keeps track of the brands she chooses, the number of items she purchases, and gives a real-time running total of how much she is spending. It also shows her how much she has saved from sales, discounts or personalized coupons that were pre-stored in her phone.

Because Jennifer asked to receive messages while in-store, she sees a special promotion alert on her phone for one of her favorite items with an option to have it waiting for her at checkout. She chooses to pick up the item at checkout

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Highlights

- A personalized, end-to-end mobile experience for consumers
- Boosts basket size and retailer profit by influencing buying behavior
- Creates a favorable brand image and enhances the store experience



and continues shopping. As she scans a package of spaghetti noodles, Jennifer receives an alert advising her of a related offer on a bottle of red wine that is a great complement for Italian dishes. She saves the message and decide later whether or not to add the wine.

Just as Jennifer is scanning her final item, she receives one more notice that fresh Italian bread has just come out of the oven in the bakery and that free samples are available. Not able to resist fresh Italian bread, Jennifer swings by the bakery, tries a sample and then decides to grab a loaf for dinner.

When Jennifer is ready to check out, she goes to the self-pay station at the front of the store. Checking her list one last time, she scans the bar code on her smartphone screen which synchronizes her transaction information with the self-pay station. Her list of items and any applied promotions or discounts are displayed on the pay station touch screen which she reviews for accuracy. She pays using her stored checking account information, which concludes her shopping trip. Her loyalty account is updated immediately to reflect the products purchased and any discounts used.

Your shoppers will love it

The Toshiba Mobile Shopper places the ultimate personalized shopping experience in the hands of the consumer. Retailers customize the Toshiba Mobile Shopper thin client application which consumers download to their personal smartphone. When in the store, consumers use the application to scan items as they move through the store aisles. They can also order items and receive and take advantage of promotions, discounts and sales on their favorite items. Consumers then have the option of using attended POS lanes, or checking themselves out at a self-pay station, all at their own shopping pace.

Finally, a new way to connect with your customers

Delivering information to customers directly on their personally owned smart phones opens up a world of opportunities for retailers. By connecting the retailer to the consumer throughout the shopping experience, the Toshiba Mobile Shopper solution creates two-communication that provides valuable insights to the retailer while delivering unobtrusive messages and alerts to the consumer.

The Mobile Shopper solution also means retailers see fast ROI and increased efficiencies, including:

- Additional revenue from cross-channel transactions that would have been lost due to store inventory issues
- Deliver relevant product information on-demand at the point of decision
- Drive incremental profit through cross-selling and up-selling opportunities
- Leveraging state-of-the-art mobile technology to improve the brand image and win advocates



Here's how the solution works

The new solution uses Toshiba POS applications and middleware to extend existing POS business logic and functionality to the consumer's mobile device, while at the same time protecting sensitive consumer and transaction data. It provides an exception framework to minimize shopper interruptions during their shopping experience, but still provides for handling exceptions at self-checkout. Most important, it allows the retailer to communicate directly with the customer while in the store through store alerts, advertising, and item interaction through up-sell and cross-sell capabilities.

In grocery and supermarket environments, the Mobile Shopper integrates with Toshiba Self Service Scales to provide a weights and measures certified solution for handling produce items. It also integrates with Toshiba Self Checkout and Store Integrator GUI (SI GUI) to offer self-payment stations with the same exception handling capabilities of a typical self checkout system. The

Toshiba Mobile Shopper is also integrated with Honeywell's proven Swift Decoder software that has over 40 years of retail scanning experience to provide state of the art scanning on Android or iOS smartphones. The Honeywell integration provides several benefits to both retailers and customers including ease of use, quick response, full function scanning of all barcodes including GS1, and excellent scan accuracy even on difficult to read barcodes.

Core Solution components

Mobile Asset—cross-platform, customizable thin mobile application that runs on the consumers' mobile handheld smartphone device.

SurePOS ACE Version 7—Application Client Server Equipment (ACE) is the preferred POS checkout application for grocery and mass merchandiser retailers. It provides high volume screening, robust promotions and electronic marketing capabilities that speed checkout, provide personalized shopping and drive revenues.

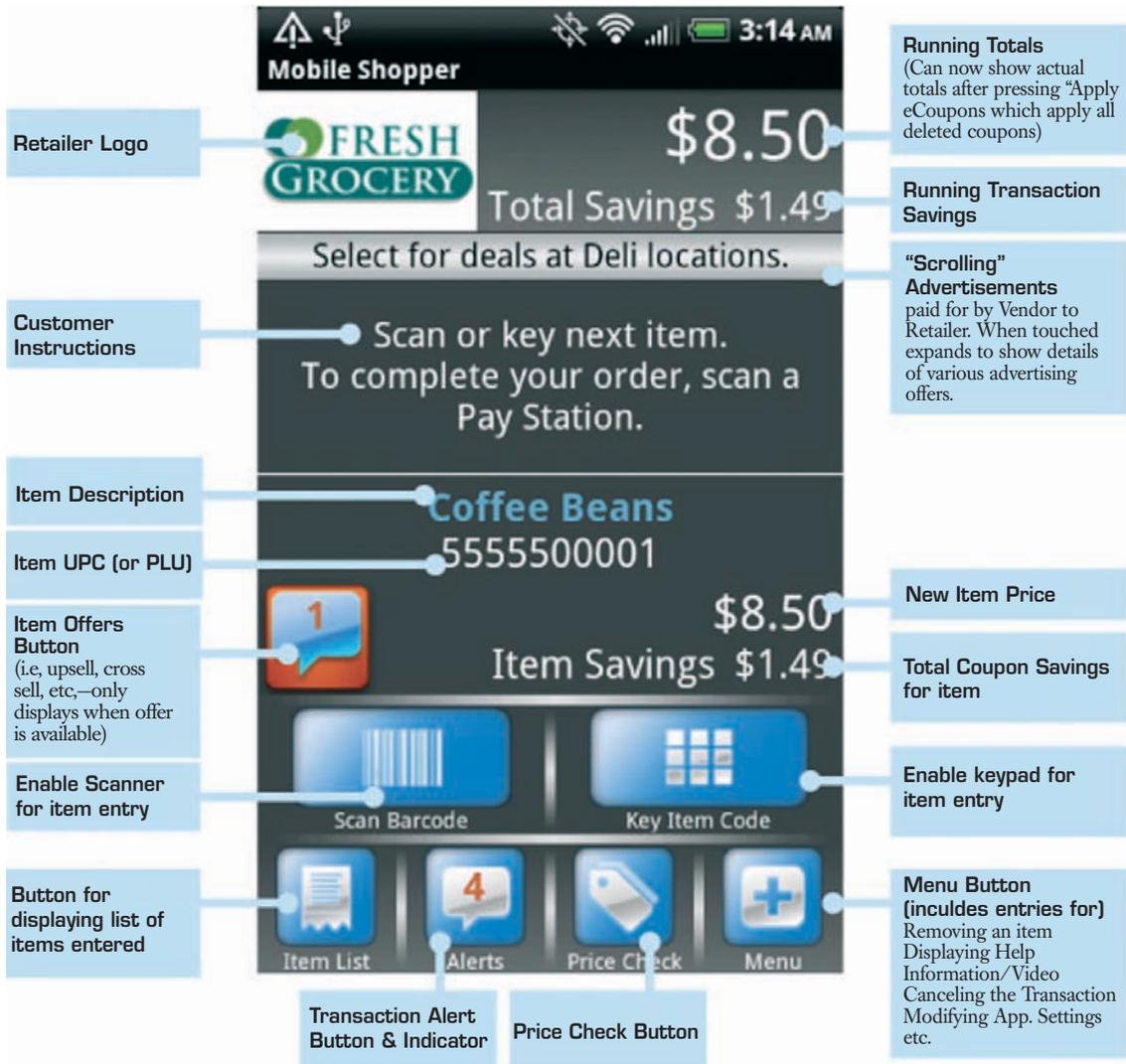
Store Integrator V3R2—Extends POS functionality to all touchpoints in the store and gives customers and employees a consistent view of POS data across store systems including self checkout systems, kiosks and self-pay stations.

Honeywell Swift Decoder Mobile—This high-performance bar coding software provides hand-held scanners with fast and accurate scanning of bar codes from any direction on a product and reduces costly errors by eliminating misreads.

POS Integration Hub—Carries business data to/from store and enterprise for up-selling and cross-selling, promotions, discounts during consumer shopping experience

4690 V6R2 Operating System—The 4690 OS is the premier POS platform for retail solutions with almost a million installations worldwide. Powerful features and capabilities provide a secure, reliable and optimized infrastructure for improved efficiency and reduced costs.

“With the Toshiba Mobile Shopper, today’s ultimate personalized shopping experience is in the hands of the consumer.”



Toshiba Worldwide Services—Toshiba Worldwide Services helps retailers minimize the time and risk typically associated with developing, customizing and integrating store-level solutions. They can support a store’s own IT staff or provide a broad range of expert guidance, consulting and services. With experience installing solutions in more than 30,000 stores worldwide, the Toshiba team works in all retail markets and segments, with any size organization.

“Mobile capability not only improves customer service and loyalty, it will help retailers increase their own productivity and revenue.”

Why Toshiba?

As the world’s leading provider of integrated in-store solutions and retail insights, Toshiba Global Commerce Solutions delivers end-to-end solutions for checkout, consumer interactions and retail operations that unlock amazing new possibilities for our clients and shoppers everywhere. In partnership with the Together Commerce Alliance, our global business partner program, we help bring innovation and value to every retailing experience so that you can delight your customers every day, everywhere.

Together Commerce

Together Commerce is Toshiba’s vision for the new future of retail where retailers adapt their strategies, their stores and their technology to engage with consumers throughout the buying process in a seamless and helpful way. This collaborative approach enables retailers and customers to create mutually rewarding commerce—together.

For more information

To learn more about Toshiba Mobile Shopper and Toshiba Global Commerce Solutions, please contact your IBM representative or Toshiba Business Partner, or visit the following website:

www.toshibagcs.com

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References

¹ 2011 Forrester, Market Overview: Mobile Commerce Solutions for Retail



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