

TOSHIBA

TCx[™] ELEVATE

Digital Commerce Platform

The rapid digitalization of the consumer experience has left retailers with a gigantic challenge, whether to invest in largely unproven technologies that offer lofty promises without use cases to support their claims, or to remain idle while shoppers grow ever more disenchanted by the widening gap between on-line and in-store experiences.

It's time to raise expectations.

TCx[™] Elevate integrates existing hardware, software and business applications into one platform to help transform your retail operations while meeting the challenges of today's digital world.



THE RETAIL DIGITAL REVOLUTION

Whether you're a large multi-national chain or an independent retailer, you don't want a revolution in your retail environment, you want evolution and you want it at your own pace. The Toshiba TCx™ Elevate digital commerce platform provides boundless opportunities for evolution to endless points of experience by bringing together all of the retailer's channels, touch points and applications to expand in-store capabilities, improve associate productivity, create engaging customer experiences and deliver frictionless checkout, all while increasing customer loyalty and operational efficiency.

A bridge to new capabilities and endless points of experience

Designed to allow you to use as much or as little as you need, the integrated nature of the TCx Elevate suite of solutions enables you to configure what you need, when you need it, so you can move towards omni, multi and cross-channel at your chosen pace. Whether you want to enable home shopping, deliver consumer mobile shopping, increase upsell through hot button adds in self-check out, or pre-scan queues at checkout for faster throughput, TCx Elevate helps you adapt and scale for immediate results through a wide range of capabilities, including:

- > POS applications
- > Self-Checkout Applications
- > POS enablement
- > Self-service systems
- > Digital pricing modules
- > Mobility applications
- > Loyalty and promotions
- > Payments solution



Elevating expectations across the board

TCx Elevate helps raise the expectations of shoppers, associates, and retailers by leveraging the technologies that power the world's largest installed base of POS systems in order to create brand new experiences that engage customers, improve productivity, ultimately improve business outcomes, and increase profits.



Retailers

Enables easier implementation of current and future technologies with minimal impact to the business.



Associates

Enables associates to provide better service, more quickly with streamlined utilities and efficient applications.



Customers

Offers consistent experiences across touchpoints that respond faster to consumer shifts, in and out of the store, to deliver more personalized content.

IN THE STORE, IN THE CLOUD, IN THE FUTURE

TCx Elevate enables retailers to tackle new use cases, improve business processes and address growing demands with pre-built applications, and business services for in-store, back office or enterprise-wide retail operations. A common toolkit promotes self-enablement which encourages retailers to get in the driver's seat to unlock the power of their existing systems, the capabilities they deploy or enhance existing applications to reduce the required investment in new ones. Or leverage the TCx Elevate Toolkit to develop, integrate and scale new applications with ease.

Grow at your own pace

With TCx Elevate, your retail operations—domestic or international—can evolve your technology applications in an efficient, cost-effective and future-driven way.

- Add to existing Toshiba POS environments without modifying core business logic
- Avoid the risks of rip & replace within your retail environment
- Take advantage of Toshiba's pre-built applications or build your own using the TCx Elevate Toolkit
- Explore third-party applications
- Unify multiple applications in the store to optimize customer interactions

Investing in the future

We understand that while we live in a world with global commerce, most shoppers will continue to support local retailers. At Toshiba, we take a global approach to commerce that allows local deployment, personalization and implementation.

TCx Elevate Ecosystem Program

TCx Elevate expands a Retailers capabilities beyond internal retail development work and includes the TCx Elevate Ecosystem of applications developed by Toshiba certified, third-party retail software developers and TCx Elevate software partners. This enables developers to make their retail POS applications available to you for rapid deployment and with the confidence that they will perform like TCx Elevate native applications.

The TCx Elevate Ecosystem offers retailers tremendous opportunity to deliver engaging functionality at the point of sale that adds new revenue sources, new ways to engage with your consumers and innovative transaction options. As the Ecosystem grows we are continually adding new applications, developed by Toshiba and by TCx Elevate Software Partners.



Toshiba Global Commerce Solutions

Toshiba Global Commerce Solutions is a global market share leader in retail store technology and retail's first choice for integrated in-store solutions. Together with a global team of dedicated business partners, we achieve brilliant commerce by advancing the future of retail with innovative commerce solutions that enhance customer engagement, transform the in-store experience, and accelerate digital transformation.

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 how Toshiba can help transform your business, contact your local Toshiba sales representative or Toshiba Business Partner, or visit:

commerce.toshiba.com

TOSHIBA

Copyright © 2020 Toshiba Global Commerce Solutions, Inc. All rights reserved.

Toshiba Global Commerce Solutions, Inc.

3901 S. Miami Blvd.

Durham, NC 27703 | U.S.A.

commerce.toshiba.com

Toshiba and the Toshiba logo are trademarks or registered trademarks of Toshiba in the United States, other countries, or both. All other trademarks and logos are the property of their respective owners. Information in this document is subject to change without notice.

The information included in this publication could include technical inaccuracies or typographical errors. All such information is provided "AS IS" without warranties of any kind, express or implied, including but not limited to the implied warranties of merchantability or fitness for a particular purpose.

Not all Toshiba products and services are available in every country. All statements regarding Toshiba's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.



Please Recycle

TCx™ ELEVATE BROCHURE: TCB15028-USEN-03