

TOSHIBA

TCx™ ELEVATE

Raise your expectations

TCx™ Elevate integrates existing hardware, software and business applications on one platform to help transform your operations and meet the challenges of a digital world.



**TOGETHER
COMMERCE**

THE RETAIL DIGITAL REVOLUTION

A transformation is continuing to take place in retail today. The rapid integration of digitalization creates new challenges, along with boundless opportunities. TCx Elevate lets you take advantage of unique ways to create enriched shopping, gather actionable insights and deliver frictionless checkout, all while increasing customer loyalty and operational efficiency.

A bridge to new capabilities and endless points of experience

TCx Elevate is an integrated digital commerce platform that brings all of your channels, touchpoints and apps together to create engaging customer experiences, improve productivity, increase profits, and provide a bridge to a new generation of technologies in order to power the future of commerce. Whether you're a large multi-national chain or an independent retailer, TCx Elevate allows you to optimize your retail environment and implement new technologies with minimal impact to your existing environment at the pace you choose. Whether you want to enable home shopping, deliver consumer mobile shopping, 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
- > POS enablement
- > Self-service systems
- > Digital pricing module
- > Mobility applications
- > Loyalty and promotions
- > Payments solution



Elevating expectations across the board

TCx Elevate helps raise, and meet, 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 and increase profits.



Retailers

Enhances in-store commerce capabilities to drive greater throughput while influencing purchases by engaging and motivating shoppers.



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 builds and enhances the capabilities you deploy. Toshiba or our world-class partners can also leverage the TCx Elevate Toolkit to enhance existing applications or 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 POS 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:

toshibacommerce.com

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