A Smarter Checkout Solution

TOGETHER COMMERCE ™

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Retailers worldwide are facing challenging times in an ever-tightening economy. They are struggling to stay profitable, productive and competitive while satisfying and retaining customers who are more price conscious and demanding. This new breed of customers expects to engage with brands when and how they want, through multiple integrated channels—the web, mobile, social media and by phone as well as in a retailer's store.

While the popularity and acceptance of e-commerce, mobile devices and social media influences is exploding, the retail store still provides the best means to communicate with customers and offer a brand experience.

- Vast majority of sales happen in-store
- Parts of ecommerce or mobile transactions still occur at the store: pick-up, return, or in-store service
- Eighty-five percent of purchase decisions are made in-store

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Highlights

- Attract and retain loyal customers

- Deliver compelling services

- Generate new revenue

- Fast time to value

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"Increasingly retailers are looking to differentiate themselves … transforming the point of sale to a point of service is at the top of the list."

According to a recent IBM Institute of Business Value study on the smarter consumer, "retailers need to empower customers by making it easy for them to complete the shopping process, which includes providing the right services and letting customers choose how they interact." The study also states that forty percent of shoppers want to check prices wherever they are and get promotions and savings based on the items they scan; and fifty percent are willing to use mobile devices to avoid checkout lanes.

Increasingly retailers are looking to differentiate themselves with store technology that can integrate across all customer touch points. They want to connect the store with their back-office systems and analytics to deliver end-to-end cross channel offerings and a seamless shopping experience—all while keeping costs down and managing risk. Transforming the point of sale to a point of service is at the top of the list.

Transform the point of sale into a point of service—Smarter Checkout Solutions

A Smarter Checkout solution enables retailers to transform checkout from a traditional transaction process to a flexible customer service access point, incorporating multiple channels at the point of checkout. It provides the foundation for retailers to deliver a customer-centric brand experience that can build deeper, more profitable relationships and increase revenue.

Boost loyalty with personalized service—A single cross-channel view

Simply put, a Smarter Checkout solution integrates multiple checkout capabilities at the point of checkout to give shoppers, store employees, and the enterprise easy access to information and a consistent view of data from all channels, right at the checkout. For the retailer, a single cross-channel view of customers means the store can provide more personalized, interactive services and obtain instant feedback and empower employees to be more productive. Shoppers can shop and checkout easily, quickly and efficiently. A Smarter Checkout solution can help increase both immediate and future sales potential and create the basis for a smarter store for retailers.

Unleash customer buying power—Generate new revenue

Smarter Checkout solutions allow retailers to incorporate third-party applications at the checkout to increase basket size and boost loyalty. One large retailer, for example, uses point of sale terminals in the electronics department so that shoppers can interact directly with a concert ticket supplier. The customer buys a CD, then they can purchase tickets to a concert where the artist on the CD is performing. A Smarter Checkout solution enables sales of gift cards, cell phone minutes, coupons for future purchases, even bus commuter passes.

With a Smarter Checkout solution, cashiers can alert customers to discounts, forgotten or missed items from their online shopping cart and special promotions related to products already in the basket. They can offer additional services, including warranties, add-on products and more. Shoppers can access their personal loyalty program at checkout as well as purchase items from their online shopping cart. These value-added services make the customer's shopping visit more efficient—and increase revenue for the store.

Improve inventory management—Increase basket size

With a Smarter Checkout solution as the foundation, retailers can gain greater insight into inventory and order management, promotion campaigns, e-couponing and more. Instant access to customer and inventory data helps shorten product replenishment time, maintains product availability and tracks supply chain problems before they happen, Knowing items are out of stock, for example, can also trigger cross sell opportunities right in the store, as well as personalized promotions delivered to the shopper when items are available.

Smarter Commerce—Respond faster

A Smarter Checkout solution is key to creating a responsive, optimized supply chain. By delivering multichannel visibility to all data and transactions, it enables retailers to be more nimble and more efficient through all channels while driving down costs.

Fast time to value—Lower TCO

Toshiba is the proven leader in driving innovative store technology, delivering retail solutions to the world's top retailers for decades. Toshiba sells more checkout solutions than any global vendor, and for good reason. Toshiba leverages its heritage of ground-breaking technology and expertise to design and deliver total store solutions to meet the unique needs of retailers and the growing complexity of the industry. Reliable, retail-hardened checkout solutions help increase revenue—from speeding up transactions to improving employee productivity. Implemented with fast time to value using service oriented architecture, Toshiba checkout solutions drive quick ROI. As important, Toshiba's flexible, sustainable solutions adapt, extend and grow to meet changing business needs while keeping the cost of ownership low.

The gateway to smarter stores

The components of a Smarter Checkout solution include POS hardware, operating platform, applications and systems management tools that connect the store, the enterprise, and every consumer touch point with the POS.

Smarter Checkout is an example of the multiple-component checkout solution designed for clients who are building smarter stores.

For clients with Toshiba 4690 OS and Toshiba SurePOS ACE, Smarter Checkout for 4690 OS components may include:

- SurePOS 700 or SurePOS 300 Series point-of-sale
- 4690 V6.2 or V6.3 enhanced operating system
- SurePOS ACE (Application Client Server Environment)
- Store Integrator GUI
- Data Integration Facility (DIF)
- Remote Management Agent (RMA)
- Lotus® Expeditor Client for Retail
- Point of Sale Business Components (POSBC/RTI)
- Toshiba Worldwide Services

For clients with Windows and Visual Store, Smarter Checkout for Windows OS components may include:

- SurePOS 700, SurePOS 500, or SurePOS 300 Series point-of-sale
- Microsoft POSReady 2009 or POSReady 7 preload
- VisualStore POS application
- Remote Management Agent (RMA)
- Lotus Expeditor Client
- Toshiba Worldwide Services

Toshiba SurePOS 700 Series—Star performer

The award-winning, energy-efficient SurePOS™ 700 is Toshiba's most powerful point-of-sale system, delivering maximum performance and adaptability. Retail-hardened for the most rigorous retail environments, the flagship checkout system provides award winning energy efficiency and a virtually tool free design to lower costs.

Toshiba SurePOS 300 Series—Less space, lower cost

The Toshiba SurePOS 300 is a small footprint point-of-sale system that fits in less than one foot of counter space. With flexible choices for placement that compliment your store image and customer experience, the SurePOS 300 features smarter checkout technology, including 4690 OS, to help stores of all sizes deliver the next generation service solutions that customers, employees and the business demand. Enabled with Remote Management Agent, the SurePOS 300 can be controlled and monitored from a single console in the store or remotely to help keep maintenance costs low and checkout lanes moving.

Toshiba SurePOS 500 Series—Sleek design

The Toshiba SurePOS 500 with advanced touchscreen technology provides the ultimate point-of-sale tools to deliver powerful functions that energize the customer experience. The sleek, slimmer SurePOS 500 offers industry-leading, highly accurate infrared (IR) touchscreen technology integrated into the POS system (Model 566). The easy to use touchscreen helps speed transactions, improves cashier accuracy and training, and never requires recalibration—avoiding costly downtime and reducing errors.

Toshiba 4690 operating system—Rock solid

The Toshiba 4690 Operating System is the premier POS platform for retail solutions with close to a million installations around the world. Known for its solid reliability, 4690 V6 helps retailers maintain a secure, reliable and optimized POS infrastructure, and deliver solutions that provide superior customer service. Powerful features and capabilities allow retailers to be innovative, to preserve and protect their IT investments, and to improve efficiencies and reduce costs.

Microsoft POSReady—Easy connectivity

Both Microsoft POSReady 2009 or POSReady 7 preloaded operating systems are optimized for point of sale solutions, expanding the usefulness of traditional POS devices. By unleashing the power of the Windows platform, the Microsoft preloaded OS delivers attractive and compelling user experiences while simplifying management, deployment and ease of connection to the familiar world of Windows.

Lotus Expeditor Client for Retail—New revenue

Lotus Expeditor helps retailers develop and extend new services and applications, such as links to third-party advertisers and products, and to customer and employee touch points throughout the store. It also enables high impact selling strategies to be implemented with low impact to overall store operations.

Toshiba SurePOS ACE (Application Client Server Environment)—Versatile

Built on the solid foundation of the 4690 Operating System, Toshiba SurePOS Application Client Server Environment (ACE), is the preferred POS checkout application for grocery and mass merchandize retailers. High volume scanning, robust promotions and electronic marketing capabilities speed checkout, provide personalized shopping and drive revenue. ACE enables workforce management tools as well as support for multichannel and in-store touch devices.

VisualStore—One simple platform

VisualStore Suite improves store processes by offering the same familiar, front-end application for every store device, as well as flexible, user-friendly interfaces and tools for customizing documents and reports. Central control and management of the suite of applications enable stores to easily respond to future trends

Toshiba Remote Management Agent (RMA)—Control central

Remote Management Agent allows retailers to view and control all store devices and systems from a single console—in the store or at the enterprise. Able to access POS systems, peripherals, kiosks, servers, storage and network devices, this management tool provides greater operational efficiency so retailers can focus on delivering a differentiated shopping experience.

Toshiba Store Integrator—Dynamic

Making information available across all stores and across all store checkout venues and touch points gives a consistent view of data and enables stores to better serve customers. Store Integrator is the key component for providing personalized service and easier, faster decision-making by store management who has one view of the customer.

Store Integrator GUI gives customers and employees a consistent view of POS data across stores systems—at self checkout systems, kiosks and pricing stations. For example, sales associates in the drug aisle have the same customer loyalty and discount information displayed to them as the staff at the front checkout.

Data Integration Facility enables data to be shared and visible through multiple touch points and store systems via Store Integrator. Because of its open standard format that allows instant access to POS data to and from multiple points, stores can shorten product replenishment times, maintain product availability and track inventory—all of which help improve the customer experience and result in more loyal and satisfied customers.

Toshiba SurePoint IR Touch Displays—A personal touch

Toshiba SurePoint™ Touch displays, with infrared (IR) touchscreens at checkout save training time for sales associates and help speed transactions. Customer-facing screens provide an innovative service for customers where they can engage and interact, as they please, with multiple applications available on a single screen. Transactions are more satisfying and more rewarding for both the customer and employee. More profitable for the retailer.

Toshiba Worldwide Services—Experience and expertise

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.

Build on a Smarter Checkout Solution

Retailers can use the strong capabilities of a Smarter Checkout solution to help develop, customize and integrate broader retail solutions such as **front-end loss prevention, loyalty and promotion programs, cross channel selling, fuel integration** and more:

- **Personalized service**
  - Loyalty status visible through all channels
  - Upsell/cross-sell
  - Specialized promotions
- **Endless aisle/Special orders**
  - Items carried in warehouse, not stocked in stores
  - Drop ship items
  - Returns

- **Stock finder**
  - Find out-of-stock items and satisfy customer
  - Alternate store pick-up or ship to store
  - Ship to customer from warehouse, store or vendor
- **Alternate fulfillment options**
  - In-store pick-up, alternate store pick-up, gift pick-up
  - Ship to store
- **Upsell and customizable products**
  - Find what the customer wants
  - Bundle products and services together to meet needs
- **Sell and deliver more services**
  - In-store services: copy and print, alterations, personal shopping
  - Delivery and installation
  - Service plans
- **More**
  - Customizable to meet each retailer's needs

"Toshiba sells more checkout solutions than any global vendor, and for good reason."

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

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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 Global Commerce Solutions, visit our website: **toshibagcs.com**

Additionally, IBM Global Financing can help you acquire the IT solutions that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize an IT financing solution to suit your business goals, enable effective cash management, and improve your total cost of ownership. IBM Global Financing is your smartest choice to fund critical IT investments and propel your business forward. For more information, visit: **ibm.com/financing**

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