

# TOSHIBA



## TCX<sup>™</sup> AMPLIFY

### **Provide a more engaging, personalized shopping experience**

Consumers today expect to use their smart phones as they shop. According to a recent retail study, over 40 percent of on-line transactions were made on mobile devices.<sup>1</sup> In another recent study, 46 percent of respondents said they prefer to use their smart phones for the entire purchase process.<sup>2</sup>

Responding quickly to these consumer expectations with mobile technology not only improves customer service and loyalty, it helps retailers increase their own productivity and revenue. Mobile shopping empowers retailers to engage with shoppers throughout the shopping process—creating new ways for them to differentiate themselves and build brand value among their most influential customers.

**TCX<sup>™</sup> TOGETHER  
COMMERCE**

# SHOPPING WILL NEVER BE THE SAME AGAIN

## TCx Amplify: Fast, easy, and engaging

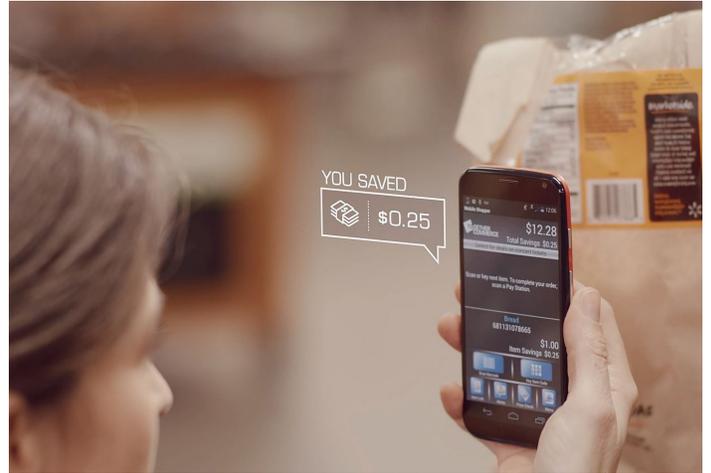
Toshiba's TCx™ Amplify places the ultimate personalized shopping experience in the hands of your shoppers. Retailers customize the TCx Amplify thin-client application and consumers simply download it to their personal smart phones. While in the store, consumers use the application to scan items as they move through the store aisles. They can also receive personalized alerts and communications, or take advantage of promotions, loyalty/member/other discounts, and specials on their favorite items. Consumers then have the option of using attended POS lanes, or checking themselves out at a self-service pay station, all at their own shopping pace and convenience.

## A better way to connect and interact with your shoppers

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, TCx Amplify creates a two-way interaction that provides valuable insights for the retailer, while delivering unobtrusive messages and alerts to shoppers.

With an immersive, engaging mobile shopping experience, 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 a state-of-the-art store branded mobile technology improves brand image and advocacy



## Associate line/queue busting made easy

With TCx Amplify's associate line/queue busting feature, retailers can better manage peak operating periods by deploying additional store associates to the front-end. Combined with supported retail-hardened smart devices, the solution empowers store associates to scan a customer's order while they wait in line, then print a suspend/retrieve label so they can complete their payment when they get to the register. This not only makes the lines go faster, it also results in a net increase in total store throughput during the busiest shopping periods of the year.

## Retailer-owned consumer devices -

Giving shoppers the ability to self-scan in-store has been a welcome addition, as it allows for a faster checkout process, that positively adds to the customers overall in store shopping experience. TCx Amplify has been tested and validated with Datalogic 9800i and Joya A6 models as well as the Zebra MC18 Android model. Other devices can be supported through professional services.

### How the solution works

TCx Amplify uses Toshiba POS applications and middleware to extend existing POS business logic and functionality to mobile devices, while at the same time protecting sensitive consumer and transaction data. It provides an exception framework to minimize shopper interruptions during their shopping experience while also helping to protect retailers from shrink and regulatory issues; this allows exceptions like age verification to be handled at checkout time. 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.

Since TCx Amplify is already integrated with Toshiba front-end checkout options, shoppers can pay at any front-end register, self-checkout, or a dedicated self-service pay station. It also integrates with Toshiba Self Checkout and Store Integrator GUI (SI GUI) to offer mobile payment options or self-payment stations with the same exception handling capabilities of a typical self checkout system.

The solution also provides store reporting capabilities so retailers can easily understand utilization of the solution. Additionally, all consumer interactions with the solution are sent to an analytics interface—for example, enabling retailers to measure the effectiveness of offers and communications to continuously improve shopper engagement.

### Got fresh produce? Shoppers can self-weigh and sync to their phones

For grocery and supermarket environments, TCx Amplify also provides a complete self-service scale capability that allows shoppers to easily self-weigh their fresh produce, then synchronize automatically to their smart phone or print a price-embedded barcode label. Combined with supported hardware components from Toshiba and 3rd-party scale manufacturers, this provides retailers a complete weights and measures certified solution for self-service weighing of produce items—ideal for the fresh foods area of the store.



It's fast, easy, and fun—shoppers scan items (at any angle) to add them to the current transaction



### Dropped Wi-Fi connection or hard-to-read barcode? No problem

TCx Amplify continues Toshiba's legacy of retail-hardened, robust store solutions—including Wi-Fi offline support, mobile session recovery on another device, and sub-second response times. If there are any Wi-Fi disruptions in the store, TCx Amplify allows shoppers to continue scanning items until network connectivity is restored. If a shopper's phone becomes disabled for some reason (e.g. dead battery), the mobile session can be easily recovered to another phone or a retailer-provided device.

TCx Amplify is also integrated with Honeywell's proven SwiftDecoder™ barcode decoding software to provide state of the art scanning on either Android or iOS smart phones. 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 or in poor lighting conditions.



Shoppers receive in-store alerts that are tailored to the individual (e.g. apply coupons from a digital wallet)

### Smart auditing and loss prevention

TCx Amplify includes an enterprise Trust Management Service which provides a layer of intelligence to the process of auditing transactions at checkout. The Trust Management Service looks at basket contents, time of day, and personal shopping history to ensure audits balance the tradeoff between checkout speed and risk of fraud. Alternatively, for retailers who already have a trust management system, TCx Amplify provides an API for trust service integration.

### Core solution components and compatibility

**Extensible Mobile App for iOS or Android**—Native, customizable thin mobile application that runs on the consumer's personal smart phone or a retailer-owned smart device for store associates. The mobile app can be retailer-branded and/or integrated into existing retailer smart phone apps.

**Honeywell Swift Decoder**—This high-performance barcode scanning software provides consumer mobile smart phones with fast and accurate scanning of bar codes from any direction on a product and reduces costly errors by eliminating misreads.

**Mobile Engine**—The Mobile Engine is the heart of the TCx Amplify solution. It extends POS functionality to mobile devices in the store, building on Toshiba Store Integrator technology, and gives customers and employees a seamless mobile experience across store systems including front-end registers, self-service scales, self-checkout, and self-service pay stations.

**POS Integration Hub**—Optional component based on Toshiba Data Integration Facility (DIF) software, allows TCx Amplify to integrate with a variety of retailer services and interactions with the shopper. It carries business data to/from the store and enterprise for up-selling, cross-selling, promotions, analytics, discounts, in-store alerts, and more—throughout the customer's mobile shopping experience.

**TCx Amplify works with a variety of POS applications—including:**

- **Toshiba SurePOS ACE**—Application Client Server Environment (ACE) is a leading POS checkout application for grocery and mass merchandise retailers. Leveraging Toshiba's retail-hardened 4690 OS, ACE provides high volume screening, robust promotions and electronic marketing capabilities that speed checkout, provide personalized shopping and drive revenues.
- **Toshiba VisualStore**—Platform-independent and function-rich POS solution for multiple retail segments. It can be installed on any front-end device in the store. With the integration with TCx Amplify, VisualStore allows retailers to further increase store attractiveness and efficiency by offering consumers the option to shop in stores using either a dedicated store-provided mobile device or their own smart phones according to their preferences and convenience.
- **Additional 4690 OS-based POS Solutions from Toshiba**—TCx Amplify integrates via Store Integrator with Supermarket Application (SA), Chain Drug Sales Application (CDSA), and General Sales Application (GSA). 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.
- **Other POS Solutions**—TCx Amplify is architected for integration with any POS solution. Contact your sales representative for more information.
- **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.



### Toshiba Global Commerce Solutions

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.

### 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 Global Services can help transform your business, contact your local Toshiba sales representative or Toshiba Business Partner, or visit:  
[toshibacommerce.com](http://toshibacommerce.com)

Additionally, Toshiba Global Commerce Solutions can help credit-qualified clients acquire the solutions that your business needs in the most cost-effective and strategic way possible through our global financing partner.

### References

<sup>1</sup> According to data from Google Analytics from June to September 2017

<sup>2</sup> December 2017 study from Google and consulting firm Heart+Mind Strategies

## TOSHIBA

Copyright © 2019 Toshiba Global Commerce Solutions, Inc. All rights reserved.

Toshiba Global Commerce Solutions, Inc.  
3901 S. Miami Blvd.  
Durham, NC 27703 | U.S.A.  
[www.toshibacommerce.com](http://www.toshibacommerce.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