

TOSHIBA

TCx™ Vector the *total solution* for all your promotions and loyalty needs

With rising consumer expectations and stronger competition, the demands on retailers to perform better have never been higher.

Toshiba's TCx™ Vector promotions and loyalty solution helps drive, manage and improve shopper traffic, frequency, sales and retention, all while optimizing outcomes from your best customers.

Today's consumers are empowered as never before – they're knowledgeable, tech-savvy and can transcend channel barriers. Customers have the freedom to choose interaction points throughout their shopping journey, and expect retailers to recognize their unique preferences and deliver a personalized and consistent experience regardless of channel selected. In this age of expanded consumer choice and virtually endless customer touch points, retailers need an edge to better manage, but more importantly, cultivate tighter relationships with their customers.

Historically, retailers have leveraged promotion and loyalty solutions to engage and incentivize their customers, with the hopes of promoting positive long-term buying behaviors. For many retailers, this hasn't resulted in a winning strategy. Common third-party solutions often rely on generic product

groupings and customer segmentations that are typically only designed for single channel commerce. They usually feature highly technical, often very complicated interfaces, making it challenging for non-IT and retail marketing professionals to deliver adaptive and successful promotions.

To make matters worse, the broad functionality needed to create and deliver a profitable promotions and campaigns may require solutions from multiple vendors. That typically demands costly integration, customization and support services, in addition to having highly-trained IT staff available. In order to build superior loyalty and trust, while gaining wallet share of customers, retailers need a core set of highly-refined, business-user friendly tools to manage and optimize their promotions activity.

**TOGETHER
COMMERCE**

The loyalty advantage

TCx Vector's robust reporting and vigorous analytics platform, powered by industry leader SAS®, provides actionable customer intelligence and insights. TCx Vector's powerful promotions creation and execution is accomplished through a single solution – providing marketing organizations with a user friendly, retail-focused toolset to easily and efficiently manage promotional activity.

With TCx Vector, retailers gain a significant advantage by recognizing and responding to trends and opportunities through real-time data visualization, and identifying next best actions to optimize customer interactions, regardless of touch point.

Get exactly what you need, and nothing you don't

Improve your promotions and loyalty capabilities now and in the future – with a solution that is flexible, highly-scalable and extensible. No matter where your company lies on the promotions continuum – from simple anonymous coupons to complex highly personalized multi-week stacked promotional capability – TCx Vector can grow at the pace of your business:

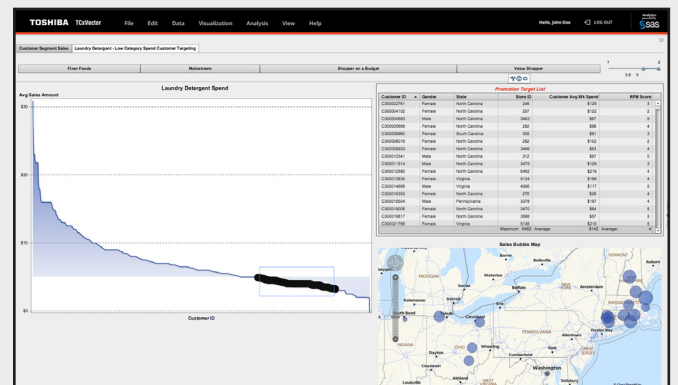
Building on the foundation of a powerful, class-leading execution engine, Toshiba has simplified the promotions and loyalty space with a modular building block approach that will help take the mystery out of selecting the right solution for your retail business. With this incremental strategy, we've bundled key complementary toolsets that empower retailers to harness broad promotions, loyalty and campaign management capability. Choose what's right for you – from integrated analytics and reporting to marketing campaign automation, marketing campaign optimization, and even sophisticated real-time decision logic – with TCx Vector, you get exactly what you need to kickstart your promotional activities. Deploy all four modules simultaneously, or one at a time – TCx Vector gives retailers the ability to consume technology and data at their own pace and more importantly, within their own budget.

Time to skip the IT bottleneck

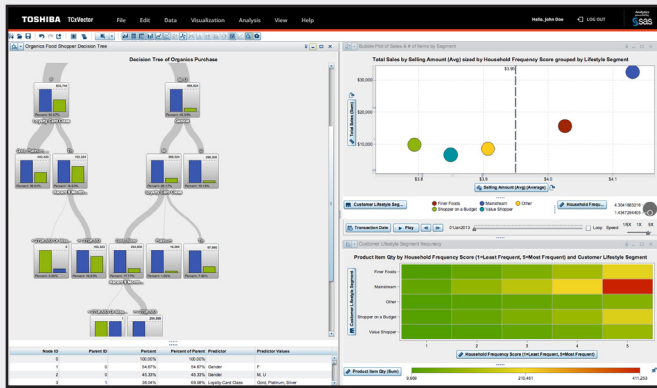
The sophisticated visualization, analytics and reporting delivered as part of the base TCx Vector solution helps uncover insights FAST. The growing volume and varieties of data generated during transactions make it difficult for retailers to visualize and uncover critical relationships in data, and get the analytically-based answers needed to get the most of each consumer interaction.



Industry-leading reporting and analytics capability easily visualizes complex and disparate data streams so you can quickly understand past performance and use shopper insights to maximize segmentation and targeting – creating more relevant and compelling offers that improve your promotion redemption and campaign ROI



Easy-to-use drag and drop UI tool for reporting and analytics retail marketing professionals to quickly and easily create and execute promotions – eliminating complex code changes and side-stepping the typical IT bottleneck for promotion deployment



Deliver unique and personalized experiences with omni-channel integration API's, ensuring the delivery of consistent promotions and a unified brand message to your customers, regardless of where and how they shop



Optimize consumer interactions in a meaningful way across all channels, connecting with consumers to drive increased value and influence customers in the aisle

Traditional IT infrastructures are challenged with trying to keep up with the rapid iterative promotions processing and struggle with the sheer volume of models needed to derive insights in real-time, and then being able to seamlessly execute next best actions.

Now you can avoid the typical delays associated with ad hoc analyses and one-off reports generated by your IT group – TCx Vector provides a better and faster way to extract the right data to inform critical retail business decisions. With TCx Vector's embedded visualization and analytics capability, retail marketing professionals can easily build and adjust huge numbers of predictive models on the fly – rapidly experimenting with different segments or groups to refine models and maximize effectiveness.

Using a powerful in-memory engine that eliminates costly data shuffling and duplication, TCx Vector combines interactive data exploration and discovery with the flexibility to visualize and interrogate your data, generating reports in formats that present your data in the most compelling way possible.

With the in-memory capability to deliver near instantaneous results, retail marketing professionals can unlock insights and uncover new relationships in data – such as store, customer, merchandise and basket analysis – reducing the number of tools your team must use and the number of solutions the IT team must maintain. By harnessing the power of data you're likely already collecting – including T-Log data and other data types – retailers can optimize segmentation, targeting and improve overall promotion effectiveness.

Do more with TCxVector's modular building blocks

Easily test, manage and measure marketing campaigns using automated processes

Creating effective and relevant campaigns is difficult enough for even the most savvy retailers. While deploying an analytics solution can typically help retail professionals improve the success of their campaigns, these solutions often do little to help retailers

manage the growing volume and complexity of campaigns needed to take advantage of more granular segmentation and targeting. For retailers that have moved beyond simple coupons and rewards in favor of more complex promotional activity, it's easy to quickly become overwhelmed managing the hundreds of campaigns active at any one time.

Coordinate and deliver analytically-driven communications to your customers using a single solution, not a mish-mash of different tools spread across your organization. Leveraging the power of TCx Vector's optional marketing automation module, marketers can streamline planning processes and create campaigns with greater efficiency and speed than ever before. Easily define target segments, prioritize selection rules, select communication channels, schedule and execute campaigns, and analyze campaign performance – while simultaneously managing hundreds of campaigns.

TCx Vector enables powerful analytically-based clustering, segmentation, modeling and optimization capabilities, so retailers can create smarter, more targeted campaigns that yield greater response rates and improved ROI. With TCx Vector, retail marketers have a variety of campaign testing methods at their disposal to test campaigns and their individual components before they go live – ensuring the right customers are targeted and contacted every time.

With this approach, retailers can automatically prioritize which customers receive which campaigns, optimize interactions across channels and perform market basket analysis to determine ideal product mixes and next-best product suggestions tailored to specific customer groups. Post-campaign, TCx Vector's integrated

reporting allows the business to view response rates and contact history data, enabling easy campaign performance and effectiveness reporting.

Optimize marketing efforts for maximum ROI

Today's consumers are inundated with thousands of marketing messages every day, from a variety of outlets both online and offline – in stores, at home and on the go. More than ever before, retailers are challenged to break through this ever-increasing noise to capture attention and loyalty.

TCx Vector's optional marketing optimization module offers retailers the capability to quantify and predict how constraints – such as budget limits, channel capacities, revenue thresholds or hurdle rates – may affect the overall contact strategy. Easily combine multiple constraints or objectives into a scenario to determine how complementary or competing business goals may affect each other, and more importantly, the campaign outcome. In addition, TCx Vector can help retailers focus their outbound communications to reduce the noise and clutter customers receive. Quickly perform test and control procedures against entire customer data stores, not just sample groups, to solve complex optimization problems that were previously unsolvable due to the scale – thousands of constraints, thousands of policies, millions of customers, etc. Easily designate a maximum number of offers that each customer should receive throughout the set of campaigns being optimized and set limits on rolling time periods or channels.

With TCx Vector, retailers can quickly optimize marketing efforts, prevent conflicting communications, avoid over-contact and eliminate offer saturation to deliver the most highly-refined and relevant offers possible – improving the economic return of all your promotions activity.

React to changing consumer behaviors in real-time

If you're like most retailers you don't have the bandwidth or resources to become an expert in consumer behavior. Even for more sophisticated retailers, traditional processes of "hard-coding" business and analytics logic into applications often results in missed opportunities, unsuccessful executions and constant rework as campaigns try to keep up with ever-changing market conditions and shifting customer needs. Take the guesswork out of understanding your consumers, and don't rely on presumptions



to ensure your shoppers are receiving the most relevant offers. Leverage the optional real time decision making component of TCx Vector to automatically deliver intelligent, real-time recommendations to multiple, interactive channels – enabling you to meet each customer's needs at the right time, the right place and within the right context.

Using TCx Vector, retailers can automatically make the right decisions regarding customer offers and promotional activities. By combining the deep insights analytics provides with robust decision logic, TCx Vector enables retailers to deliver highly relevant, offers to customers in real-time – even in high-volume environments.

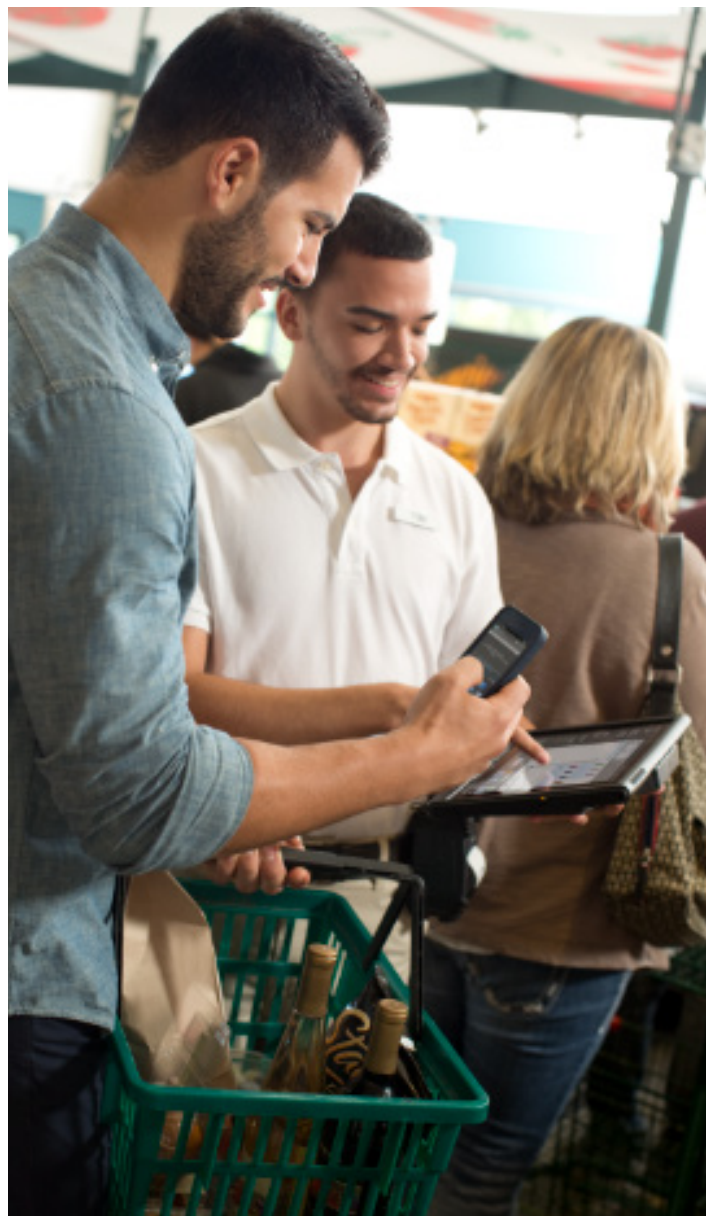
With “next best action” capability, retailers can easily setup and manage a wide variety of customer promotions using highly granular, detailed segmentation to prioritize offers and determine customer eligibility. Quickly understand the right mix of offers for your customers using out-of-the-box A/B testing to ensure your campaign goals are achieved – empowering marketers to test the effectiveness of simulated campaigns and know which will be most successful, before the program is launched.

Elements from successful past campaigns or entire campaigns can be easily reused by importing complex logic, calculated variables and test cases into new campaigns – speeding implementation. TCxVector also allows retailers to operationalize decisions by combining existing customer intelligence with insights gained from past and current customer interactions through real-time analytical modeling. The resulting insight, personalization and next best action recommendations lead to richer, more profitable interactions for you and your customers.

A powerful in-store promotions engine

Intelligent operations that are fast, efficient and reliable

Designed to optimize front-end efficiency and maximize store profitability, TCx Vector pushes promotion rules to the stores, where they are evaluated during each transaction by an in-store promotion engine. Customer transactions are optimized for throughput speed via multi-threading, workload balancing, memory caching and other advanced performance techniques.



In addition, promotion rules and select customer data reside at store level to ensure customer gets expected benefits even if your store systems are offline.

Real-time execution

TCx Vector provides real-time promotion execution services. In-store promotion rules are executed after each product scan, at subtotal or at total, expanding the types of promotions retailers can offer. TCx Vector's promotion engine is able to adjudicate conflicting or overlapping promotions to ensure that the

consumer gets the best deal possible, while avoiding unnecessary loss of margin by the retailer. TCx Vector also provides immediate redemption data updates, keeping loyalty information current and accurate.

Smarter product groups

Unlike competitors that use UPC's to define promotions, TCx Vector allows retailers to create dynamic product groups within their stores by using attributes that define the products in the group. Attributes could be based on a product category, or retailers could take a more qualitative approach by assigning characteristics, such as "private label," "perishable" or "organic foods."

This approach dramatically streamlines the promotional planning process by referencing one attribute rather than dozens, hundreds or even thousands of SKUs. Additionally, retailers have the capability to group customers using attributes, demographic information, buying patterns or virtually any other data available in the enterprise. The result is the ability to create highly-targeted offers with greater redemption rates – increasing total basket size and improving the customer experience.

Minimize your store hardware footprint

TCx Vector is tightly integrated with Toshiba's POS applications – including SurePOS™ ACE and 4680-4690 Supermarket Application (SA) – and can leverage 4690 controllers that are already in the store – requiring no additional hardware in stores running Toshiba's ACE or SA POS.

Impact your bottom line

It's no longer enough for retailers to just know who their customers are – you need an edge in the way you connect with and influence consumers to drive increased value. To be successful, retailers must capitalize on each opportunity, and learn from every customer interaction. TCx Vector follows on Toshiba's commitment to be the leading innovation and technology partner in the promotions and loyalty space.

With TCx Vector, retailers can leverage insights where consumers interact with technology – gaining greater insights and transparency into shoppers' behavior, and impacting the success of loyalty and promotional campaigns. This solution will also allow retailers to tap into consumer groups and social network data in order to connect with new customers at critical decision points before, during and after each transaction. Do more, with TCx Vector.

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, unlocking amazing new possibilities for our clients and shoppers everywhere.

Together Commerce

Together Commerce is Toshiba's vision for the future of retail, in which 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 consumers to create mutually rewarding commerce – together.

For more information

To learn more about how Toshiba TCx Vector can help create a more meaningful and unified customer experience, contact your local Toshiba sales representative or Toshiba Business Partner or visit: toshibacommerce.com:

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

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