

# TOSHIBA



# ELERA

COMMERCE PLATFORM

## Accelerating Digital Transformation

### DELIVER NEW EXPERIENCES THROUGH REAL-TIME INTEGRATION ACROSS CHANNELS

Retailers can now adapt to change and pivot at the speed of consumer expectations through relentless experimentation and bring new use cases to market via the ELERA™ Unified Commerce Platform. Deliver business value through rapid integration and digitally enriched shopping experiences. You can fail or succeed fast enough to keep up with the ever-changing needs of your customers regardless of where you started your journey. Follow your own path by aligning to your transformation roadmap or live life “on the edge” easily accommodating edge use cases that reflect the uniqueness of your customer experiences. The ELERA™ unified commerce architecture and solution portfolio let you own your platform and build it to holistically align to your business strategy and not the other way around.

### KEY BENEFITS



**Maximize existing investments:**  
Deliver unified commerce capability on top of your existing store infrastructure without disruptive rip & replace strategies.



**Digital-Physical Unification:**  
As consumer expectations push retailers towards experience commoditization, differentiate through experience innovation and quality of execution.



**“Best for Me” Commerce:**  
Choose your own path, regardless of who manages it. Start small or have a larger transformation footprint, while owning your commerce platform as your own IP.

**TOGETHER  
COMMERCE**



ELERA™ takes a new approach, employing microservices to remove IT constraints —transforming retail infrastructure into dynamic, agile environments in which retailers around the world can roll out new services within days, then independently test, improve, update, and scale them to meet demand, without disrupting or replacing legacy systems.

## COMPREHENSIVE, CLOUD-ENABLED APPROACH

ELERA™ is a comprehensive cloud-enabled solution that spans five critical areas:

**Modular Commerce Foundation:** Interconnected components atop an open microservices architecture.

**IoT and Touchpoints:** Enable faster integration and deployment of new frictionless commerce innovations including POS, Self-Service, IoT sensors, smart devices, and more.

**Pre-Built Use-Cases:** Robust and growing library of applications across the full flywheel of omnichannel experiences (Commerce, Marketing, Payments).

**Data Solutions:** Harness the power of big data into actionable insights that enable companies to stay closer to their customers and gain unique visibility into store performance and in-store customer behavior.

**Enablement Workbench:** A comprehensive set of tools that make it easier to adapt, evolve and manage your unified commerce platform.



### Open Microservices

Easy to use microservices and RESTful APIs to connect your store commerce stack to other enterprise platforms.



### Internet of Everything

Complete IOT and edge device control, edge computing control, computer-vision cameras, remote management and analytics.



### Pre-Built Use Case

#### Examples

*Marketing* - Campaign Management, Customer Loyalty, *Commerce* - Produce Recognition, POS, Self-Service, *Payments* - Alternative, Centralized Analytics, State Management



### Data Solutions

Centralized configurations and rules engine at store or endpoint level plus Shared Data Platform: Unified data lake, data transformation, visualization and analytics.



### Core Tools

Common tools for configuration and connectors along with low code self-enablement including deployment, extension, and platform management features

## FUTURE-PROOF, INFINITELY ADAPTABLE, ELEGANTLY SIMPLE

ELERA™ is a forever-modern unified commerce platform that evolves with you and your shoppers. Providing limitless flexibility so you can adapt your platform to your evolving retail strategy and remove obstacles by enabling incremental transformation in any environment – and then, just like that - you're ready for any tomorrow. ELERA™ offers the solution you're looking for:

- > Purpose-Built from scratch for the digital age
- > Open – providing access to store function previously not possible
- > Any Endpoint, device or form-factor, any cloud, any deployment.
- > Plug & Play connectivity of modular components to existing IT infrastructure
- > Enterprise-Grade performance, scalability, and security
- > Extensibility - lets you extend using connectors, accelerators, low-code development
- > Any-Management - provides a flexible choice of self-management tools or 3rd-party support



Our customers are already experiencing the ELERA™ transformation. Not only have they realized business benefits such as reduced self-checkout times, improved loss prevention, and incredibly fast deployments of new technology, they've experienced the freedom and excitement of relentlessly experimenting with new ideas that they can rapidly iterate and scale across all channels, devices, and systems

## AGILE, INTERCONNECTED AND INFINITELY ADAPTABLE

Major expansion of the of the next-generation ELERA™ unified commerce platform and solutions portfolio ushers in a new era of agile retail technology—interconnected, smart, and infinitely adaptable end-to-end solutions.

**ELERA™ Produce Recognition:** Increases scanning accuracy and reduces the need for manual input of codes and intervention from store associates—making the self-checkout process a faster, friendlier, smarter experience for consumers. Retailers can expect to see business benefits such as improvements in loss prevention and staff utilization, reductions in shrinkage, and more accurate inventory visibility



### Speeds up Transactions

No longer are customers having to scroll through quick lookup menus. With the TCx® EDGEcam device and Computer Vision AI software doing the bulk of the work, the checkout process is faster and creates a more frictionless experience for the consumer.



### Increases Self-Checkout Adoption

For retailers wanting to increase SCO adoption, Produce Recognition will encourage reluctant shoppers and speed up exiting shoppers by automating the produce recognition and code entry process.



### Shorten Wait Times

The time saved by eliminating manual lookup from the transaction is passed on to the next shopper waiting in line.



### Loss Prevention & Shrink

Produce Recognition running on the edge will speed up transactions and reduce shrink from mistake or fraud by accurately guiding the shopper to confirm the correct product is being weighed and priced.



### TCx® EDGEcam

“Edge” device that has multiple lenses and built-in processing running Computer Vision (AI) allows us to monitor behaviors either in the aisle, across the front-end or in this case at checkout.

**ELERA™ Loyalty and Promotions:** Next generation loyalty and promotion leverages advanced AI and machine learning technology and shared data from other ELERA retail solutions to provide insights on important customer metrics and data, such as customer lifetime value (CLV) and segmentation by shopping style and tier groupings. Intuitive design enables line of business and marketing teams to easily create, deploy, and track loyalty and promotion campaigns across all devices, touchpoints, systems, and applications—as well as manage customer program data such as reward points, store trips, and associated offers.



### Performance

Promotion execution is independent of the POS terminal sales application, and system generated decision trees are cached into local memory allowing for optimized performance and results.



### Promotion Deployment

Promotion rules are stored in an enterprise database and are automatically downloaded to individual stores at an interval configured by the retailer.



### Consumer Engagement Consistency

Helps retailers coordinate marketing efforts across consumer touchpoints, providing a consistent, personalized promotions experience across a variety of traditional and nascent channels.



### Customer Loyalty

Fully and easily understand your retail customers and deliver a robust, intuitive, and less technical path to creating, managing, and coordinating loyalty campaigns consistently across touchpoints.



### Promotion Execution & Campaign Management

Provides the Marketing Professional with the necessary tools to foster and seamlessly launch creative promotional campaigns throughout the customer journey, without a reliance on IT to simply manage their loyalty program.

**ELERA™ POS:** An application with restful architecture that delivers unified commerce capabilities that make it easier to create new application integrations. Along with flexible APIs you can quickly integrate new use cases on any point-of-sale infrastructure solution.



#### **Maximize Existing Investments**

Delivers Unified Commerce capability on top of your existing store infrastructure, eliminating the need for disruptive rip & replace strategies.



#### **Any-Endpoint**

Delivers next-gen commerce capabilities to any POS endpoint to evolve with you and your shoppers so you're ready for any tomorrow.



#### **Increase speed-to-market**

Shorten time-to-value for targeted experiences by rapidly deploying new use cases through accelerators and low-code development.



#### **Lower TCO**

Cut time and cost to pilot, faster and easier POS-related changes thanks to the powerful administration platform.



#### **Unified Returns**

ELERA™ shares commonality with other Commerce microservices, so you are using the same Returns service whether you are running on a front-end POS, service desk, eCommerce platform, or any other touchpoint you may use, thus providing a seamless shopper experience.

---

**ELERA™ Self-Service** Next generation solution designed to help retailers rapidly create, deploy, and reuse applications and assets, to manage shopper experiences across self-service kiosk touchpoints. The power of the ELERA™ platform enables coordination and orchestration of hardware devices, serves shopper and associate UIs, and shares data with other retail applications.



#### **Minimizing Cost of Innovation**

The ELERA™ based Self-Service Kiosk solution is fully compatible with all other ELERA™ offerings, giving you one common platform with a consistent look and feel across touchpoints.



#### **Self-Enablement**

Flexible APIs, schemas and development tools empower the retailer's IT shop, reduce vendor dependencies, and future-proof their tech stack for new store use cases. New devices/peripherals and screen flows can be implemented in weeks, not months.



#### **Business-User Empowerment**

User-friendly central admin puts more control into the hands of the business, giving non-technical users the ability to configure, analyze, and optimize store touchpoints.



#### **User Experience**

Modern look and feel for the shopper and usability for the associate, while providing parameters and settings for operations to make improvements in hours, not weeks [and easily revert when needed].



#### **New Kiosk Head Mount Options**

The Self-Service Pro-X Hybrid Kiosk now includes new head mount options for the TCx® 810 and the TCx® 810E POS Systems in addition to the TCx® 800 and T10. The TCx® 810 and the TCx® 810E are the latest All-in-One models in the Toshiba family of POS systems. Each designed to deliver the retail hardened experience and reliability you've come to expect from Toshiba, with just what you need for your business.

**ELERA™ Pay:** Combined with the ELERA™ unified commerce platform, provides a retailer with a single source of truth for balancing payments activities across the enterprise, accepting payment at multiple touchpoints with one central payments engine - thereby passing choice and convenience to the consumer.



#### Centralized Payments

Will offer a multi-channel, multi-commerce experience, seamlessly blending Brick and Mortar, eCommerce, and Mobile, into one agnostic, secure payments solution.



#### Contactless/QR Codes

Not only offers a full traditional tender/transaction suite but can empower our merchants with support for alternate payment methods (Contactless, QR code (PayPal/Venmo, Citcon), Crypto via QR/Card)



#### Mobile Wallets/RFID Cards

Offers your consumers touchless shopping options with the support of mobile wallet payments (Apple Pay, Google Pay, Android Pay) as well as support of RFID enabled cards.



#### Payment Analytics

Reporting interface allows the retailer to create customized reports to detect unusual associate or consumer behavior across the enterprise. Combined with the ELERA™ Data Analytics platform, the retailer can build customized dashboards to consume payments data most important to their business.



#### State Management and Diligence Reports

Maximizing uptime, tracking, and securing your devices, and controlling your total cost of ownership are the keys to getting the most out of your payment technology investment. ELERA™ Pay provides you with all the tools you need to overcome these operational challenges and gain full control over your entire payment estate.

## WHY CHOOSE ELERA™

Every retailer's journey faces a common challenge each day: the need to innovate as quickly as their shoppers' preferences change. No matter the journey your business has taken, your purpose is to deliver the most engaging shopping experiences today and ensure you can easily adapt quickly to changes in the future. The only thing that's certain in retail technology is continuous evolution and - ELERA™ - is future proof.

---

## TOSHIBA

Copyright © 2022  
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

ELERA, TCx, 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.

Not all Toshiba products and services are available in every country.

TCB15064-USEN-01