

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**



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.

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).

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

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.



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

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. ELERA™ lets you scale channel-agnostic experiences at the speed of consumer change.

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