

SmartSOFTWARE

Managing your ESL based solution

Connected to retailer store's back-office system.

User friendly dashboard available on smartphone, tablet or computer (status of store, number of labels).

Open platform : can be integrated in customer's own environment and can integrate third party technology.



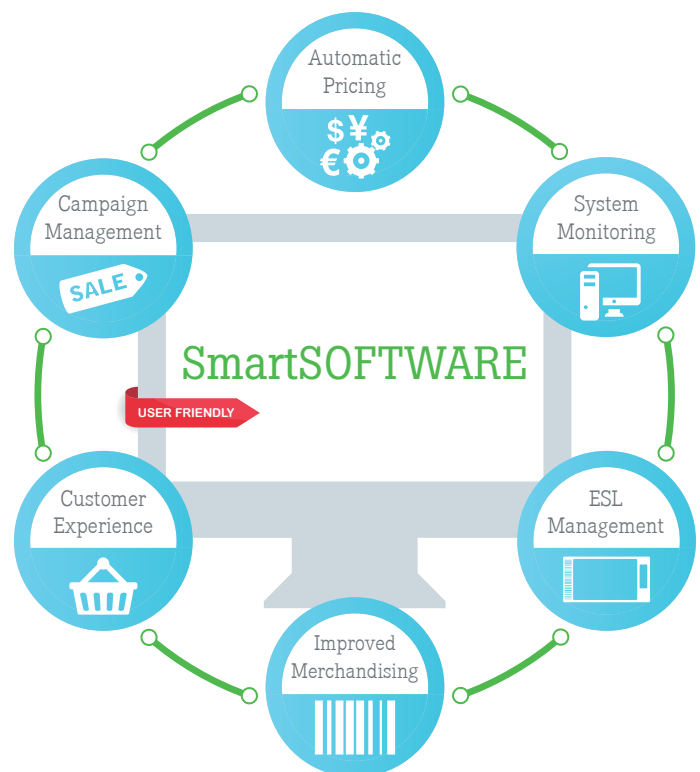
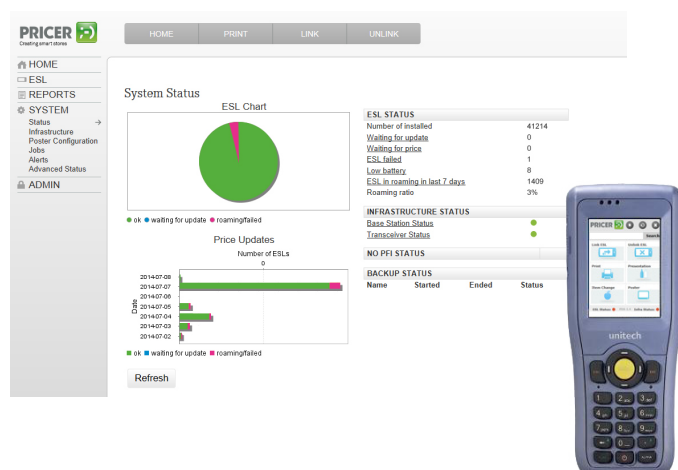
Automatic pricing

- Import article information and prices directly from the store's back office system using Pricer File Interface or Text File Adapter formats.
- Configure all types of ESLs from one interface : segment, graphic, color, etc.
- Link and unlink labels to items.
- Manage external tools such as printer, PDA, IR key, etc.
- Create rules for updating prices by receiving external information such as competitor price.



Instore ESL management

- Use of PDA/Android/iOS device to work on the shop floor.
- Easily link/unlink ESLs to items, print overlays, change presentation format, and administrate Price Poster etc.
- Personalize the device by choosing functionalities, design menu content, customized logo to display.



System monitoring

- Check that all labels are correctly receiving price and item information; quickly identify potential issues.
- Receive acknowledgement from labels on reception of campaign information.
- Multiple reporting options available in PDF.
- Automatically receive system alerts by e-mail.
- Monitor system status in one or several stores: control status of infrastructure, ESLs and price updates from 1 store to over 300 stores on only one screen.

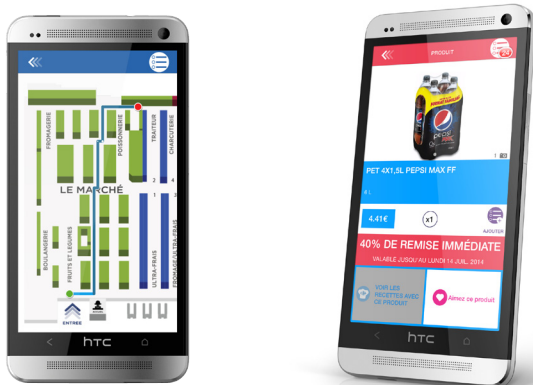
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SALE

Campaign management

- Switch price, pages and product information within seconds thanks to our powerful communication technology.
- Ability to modify only the ESLs concerned by the marketing campaign.
- Create and monitor campaigns.
- Price Poster : Display prices on a large screen for one or several products. Enhance your pricing dynamic with predefined templates and automatic adjustments, and make sure your products are presented in the best way.



Merchandising operations

- Use additional pages of labels to display merchandising information such as stock, delivery dates, etc.
- Automatically display pages for staff when carrying out merchandising operations.
- Create rules to inform staff to which labels they need to add shelf talkers or to help carrying out store operations.



Better customer experience

- Manage enriched data and photos for each of the store's products via NFC integrated labels.
- Provide personalized information about the products (allergies, preferences...).
- Offer rating and reviewing of products through the use of social networks.

Contact

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