

> STOREMATE MSE

> TECHNOLOGY AT WORK FOR RETAILERS

storeMate MSE is part of TOSHIBA TEC's storeMate® software suite of retail applications designed for Fast-Moving Consumer Goods in various retail segments. It supports retail enterprises in multi-store and multi-banner environments at all store sizes, varying from a single POS to 100+ POS.

- MSE's open architecture is based on open technology standards and ensures interoperability and porting.
- Hardware independent: the basic design and development of the mobile applications allow you to run MSE software on the hardware of your choice (handheld terminals, entrance unit, and mobile assistant).
- On-line system: all customer transaction information is stored on-line on the MSE server via a secure WLAN connection.
- No synchronisation: the customer's handheld terminal holds no customer or item information. All data is immediately available from the MSE server on all system components: handhelds, monitoring devices, and payment systems.
- Data protection: robust fallback and backup facilities offer optimal data security.
- storeMate MSE is fully integrated with Toshiba's storeMate POS solution. Additionally, because it is designed as an independent solution, it can easily be interfaced with every EPOS system on the market.
- Multiple methods for customer identification open the system to any shopper, from the incidental passer-by to the regular loyalty card holders.
- Fully adaptable to retailer's store brand: the software screens as well as the body of handheld terminals, entrance units, payment towers... can be adapted with brand logos and colours, and fully customised images.



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> STOREMATE MOBILE SHOPPING EXPERIENCE



Introducing storeMate® Mobile Shopping Experience, Toshiba's open self-scanning platform.

Mobile Shopping Experience (MSE) integrates your retail application suite with a handheld data capture device to allow customers to scan and bag while they shop.

TOSHIBA
Leading Innovation >>>



MOBILE SHOPPING EXPERIENCE

STOREMATE MSE FOR SMARTER RETAILING

ADVANTAGES

Customer advantages:

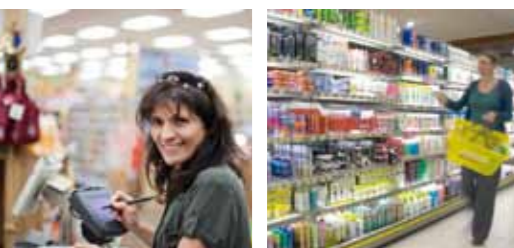
- ▶ Fun shopping
- ▶ Shorter queues
- ▶ Real-time interaction
- ▶ Personalised shopping
- ▶ Targeted buying
- ▶ Bag while you shop

Retailer advantages:

- ▶ Increased revenue
- ▶ More customers
- ▶ Increased customer loyalty
- ▶ Increased basket size
- ▶ Reduced cost



Bag while you shop



Love food, hate waste

Waste management is at your command with real-time Business Intelligence. By on-line monitoring sales of fresh produce, retailers can use dynamic pricing to boost sales and so cut waste.

Customers get the quality they expect of premium fresh produce; retailers increase profits; and CO₂ emissions related to food production and transportation are drastically reduced.

Real-time promotions

The software of the customer hand terminal is designed with push-marketing in mind: it can display commercial messages, additional product information including nutritional values and allergy information.

Targeted offers to customers add value for brands and retailers: you open an additional communication channel in the store, at the very moment of the purchasing decision.

Increased basket size

Easy shopping makes easy buying.

MSE can allow customers to receive information on products available in the store that are related to items just bought to make "smart buy" combinations. This helps retailers and brands to lift revenues by cross- and upselling.

More and loyal customers

Because the items are already scanned and packed, checkout is very fast regardless of the basket size. Furthermore, multiple self-payment systems can replace one traditional POS lane, saving valuable retail space, and reducing queues and waiting times even more.

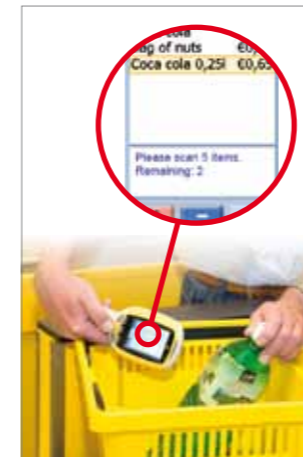
All this increases customer throughput, and makes shopping enjoyable even during peak periods.



1. Customer picks up a hand terminal at the shop entrance



2. Hand terminal with real-time promotional message



3. System monitoring and rescanning



4. Payment tower for self-payment



4. Regular checkout

1. The entrance unit

On entering the store, the shopper picks up a handterminal from a rack. Depending on the system configuration, shoppers identify themselves — for example by using a loyalty card — or shop anonymously.

The customer information screen guides the shopper through the process.

2. Easy shopping with the customer hand scanner

The shopper scans the items and packs them immediately. The hand terminal displays the unit prices, the total amount, and discounts.

Adding or voiding items takes a gentle push on a button.

3. Monitoring

The web-based monitoring and maintenance tools provide a rich set of features for supervising the MSE system: system configuration, status overviews with alerting mechanisms for self-scanning and self-payment systems, and customer maintenance and reporting are all available either on a monitor station or on the storeMate Mobile Assistant. The optional Mobile Assistant also has features to check customers purchases by random rescan.

4. Payment

The shoppers pay at the unattended Self-Payment unit. For security reasons, a full or partial rescan of the items can be done. The Self-Payment unit prints a special barcode on the shopper's receipt to open the exit gate.

Alternatively, shoppers can pay at a regular POS, where they hand over the terminal to the cashier.

5. Exit gate security

After paying at the Self-Payment unit, the shopper can leave the store via the exit gate. Only after scanning the special barcode on the receipt, the exit gate opens.

Plugging into the retailer's needs today