

IBM, Motorola and Modiv Media Personal Shopping Support: Putting the point of sale in your customers' hands



Making your best customers better

Today's technology-savvy consumers understand the role mobility and wireless applications play in their lives. From the pay-at-the-pump gasoline stations to ATMs, to cell phones and PDAs, mobile and wireless are accepted, pervasive and have almost become universally expected. As witnessed by the ever-increasing volume of e-commerce, consumers have proven that they enjoy the convenience of self-directed shopping, without the inconvenience of queuing at the cash register. However, for grocery chains, home improvement and big box retailers, or any other retailer whose clientele would prefer to personally inspect the product, mobile and wireless solutions have not been exploited to their fullest potential.

Most of those same retailers continue to seek competitive advantage through personal connections with the consumer. Loyalty cards and similar customer-facing programs have helped retailers identify their best consumers and catalogue their tendencies and preferences.

Highlights

- *Drives higher sales and loyalty through adoption of mobile, customer-facing technology*
- *Adds efficiencies to marketing processes by communicating directly to customers on the sales floor with targeted messages and promotions*
- *Improves shopping experience by tailoring offers to individual customers*
- *Guides customers and creates upsell and cross-sell opportunities*
- *Increases revenue by seven to 14 percent*
- *Reduces checkout time while increasing throughput*

Many chains can now analyze customer behavior and push targeted coupons and promotions to shoppers at checkout—all in an effort to drive greater customer loyalty through ongoing interaction and transactions. Retailers reward their frequent shoppers through incentive programs, such as offering specific items for free after attaining a certain level of purchases within a given time period.

In our ever-evolving mobile and wireless world, a realistic next step would be to leverage those technologies, as well as the customer information retailers have already gathered, to more closely connect with the most desirable consumers. That next step is here today—with the IBM, Motorola and Modiv Media Personal Shopping Support (PSS) solution. This solution helps you maintain a constant, personalized dialogue with consumers in your store, and do so in a manner perceived as unobtrusive, helpful and empowering.

The concept is simple and compelling. A shopper enters your store, swipes his or her loyalty card and checks out a wireless mobile computer designed for consumer self-scanning. The solution immediately identifies the shopper and his or her preferences.

As the shopper progresses through the store, scanning and bagging each item for purchase, the solution pushes special offers, suggestions and promotions to the handheld self-scanner. Accurate running totals are available during the shopping experience. At the end of the shopping trip, the self-scanner is cradled, and the shopper pays and exits. No long queue at checkout, no wait for information, and customers have been presented with the best deals applicable to them as individuals. In a world where the term “win-win” is applied all too frequently, this solution truly offers benefits to both the shopper and the retailer.

Personal Shopping Support—empowering consumers while reducing costs

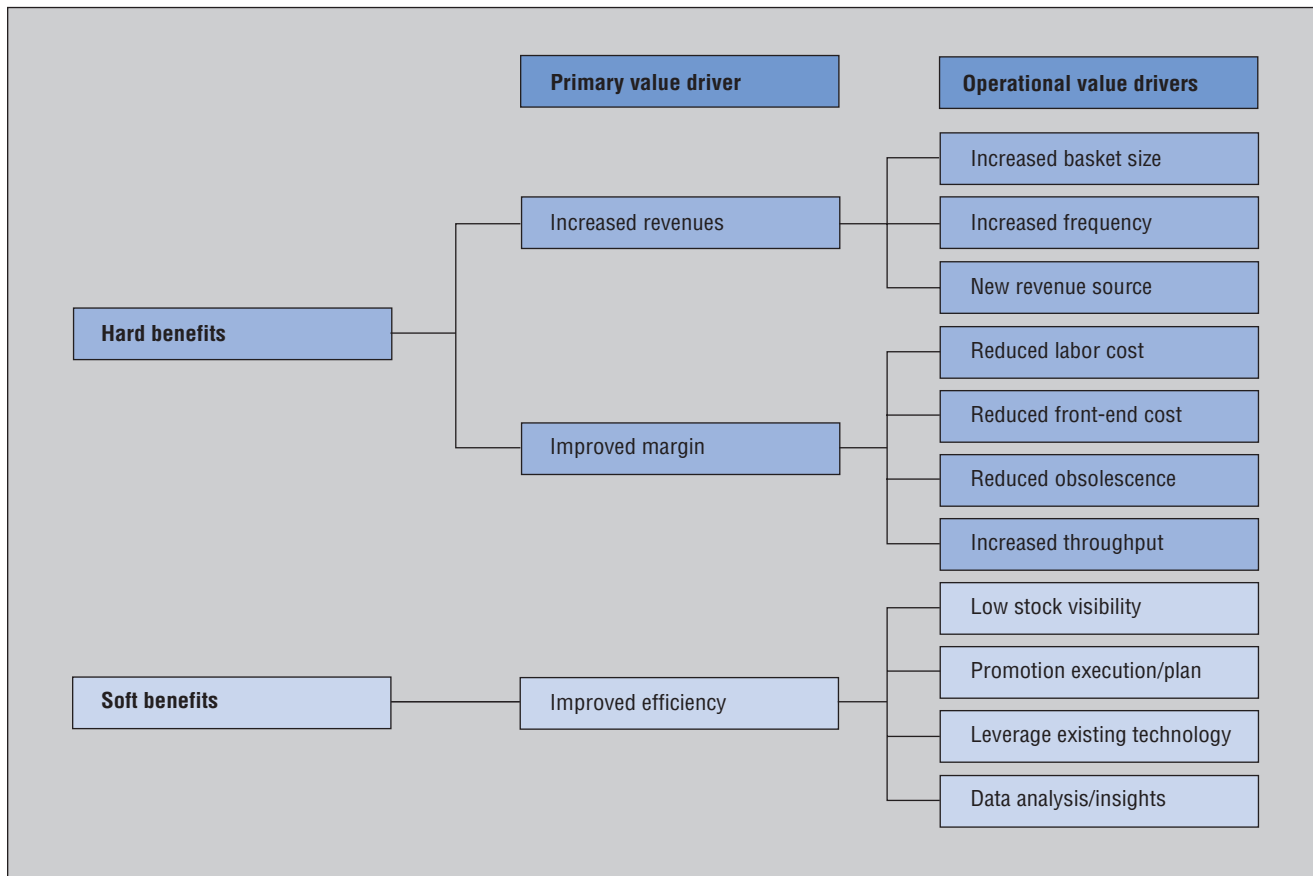
In the eyes of the customer, this PSS solution is a quantum leap forward in terms of convenience. When the customer is in a particular aisle and scanning a product, the solution can send prompts to the self-scanner to suggest complementary items in close proximity. Additionally, the PSS solution can suggest items, based on the customer's history, which are currently offered at reduced prices.

By pushing information about manufacturer promotions directly to the shopper, retailers can potentially increase their share of manufacturers' incentives. Or, if desired, the scanner can send prompts regarding competing products that the consumer might be interested in—such as one brand of ice cream versus another—so that the shopper can take advantage of a sale-priced item. Also, if a customer scans an item that needs batteries the scanner can suggest the best deal on batteries in the store. This drives significant potential for upselling and cross-selling.

Through the use of this solution, retailers can directly impact customers' purchases at the point of the buying decision. Retailers can drive specific, relevant and timely offers to customers while the customers are moving through the aisles.

Another benefit for retailers is to keep track of how your customers are navigating your store, tracking your carts as they move throughout the store. This feature can be an invaluable source of data for future store planning, as it will enable a view of how your store is working as a whole, providing quantifiable insight into the way consumers actually move through the store.

Personal Shopping Support solution: The path to ROI



Completing the sale painlessly

By scanning in the aisles, shoppers bag the purchases as they place them in the cart, rather than bagging at checkout. This offers your customers a significant time savings.

When they have finished shopping, the customer scans an end-of-order barcode and then proceeds to checkout for payment. Since bagging has already taken place, retailers can use small kiosks as pay stations, instead of a larger self-checkout footprint.

In addition to saving space, retailers can reduce labor costs by sharply reducing the number of cashiers necessary at checkout.

The IBM, Motorola and Modiv Media Personal Shopping Support solution

All of these benefits are delivered via this highly flexible, collaborative solution from enterprise mobility solutions provider Motorola, retail solutions provider Modiv Media and IBM as systems integrator. This three-way collaboration enables retailers to implement a fully integrated,

best-of-breed solution from leading industry suppliers. Motorola, a global IBM alliance partner, is the world leader in retail scanning devices, mobile computing and wireless infrastructure, and provides the Motorola MC17 retail mobile computer as the self-scanner. This self-scanner is easily programmable and simple-to-use, with a durable scanning trigger, built-in audio speaker and a 2.8-inch graphic color display screen. Motorola also provides the device management toolset.

Modiv Media contributes a mobile application software platform that is flexible and specifically tailored to each retailer's needs and existing POS implementation. The company has more than a decade of vast retail experience developing interactive, self-service grocery solutions along with rich promotions platforms.

Modiv Media is teaming with IBM, combining the Modiv Media Shopper solution—a self-service scan-and-bag solution featuring targeted media—with the IBM WebSphere® Remote Server using WAS and IBM DB2®—to deliver sales lift, customer loyalty and operational efficiencies. The combination of Modiv Media applications and IBM middleware provides the interface between the mobile technology offered by the PSS solution and a retailer's existing IT systems.

Comprehensive services scaled to your specific needs

In addition to world-class middleware, POS and server products, IBM delivers the integrated solution through a broad portfolio of business and technology services specific to each

store implementation. These services can range from ROI assessment and business process consulting to store design, solution integration and implementation. Implementation services may include training, long-term maintenance, user support and even flexible financing options.

The contributions from each partner to the total PSS solution showcase each company's particular strengths, creating an opportunity for retailers worldwide to drive increased basket size, improve the customer experience and build loyalty. The combined solution helps to reduce labor costs, gain a better understanding of customer behavior and optimize valuable floor space.

For more information

To find out how your company can leverage this best-in-class, end-to-end mobile PSS solution from IBM, Motorola and Modiv Media, and how to make it all possible through IBM Global Financing, contact your IBM representative, or visit us on the Web at:

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