BIZERBA

... closer to your business

…Trading-up in retail…

**Create and manage content with
the Bizerba Retail Framework**

…new opportunities in marketing and sales…

The benefits are convincing. But generation is difficult?

The willingness to use digital POS media in the retail trade is high. Customers accept them and they result in measurably higher sales. However, getting hold of suitable content was often a problem, as it either had to be generated in-house or bought from specialist service providers. Furthermore, content management also requires special IT knowledge and manpower. The result is that only around half of all medium-sized retailers benefit from contents, product information, image and product advertising. So it's high time to change that, and to simplify the generation, management and distribution of content to the end device. It's high time for the complete solution from the retail specialist Bizerba.

Programmed for success
Thanks to intelligent software the Bizerba class E touch screen scales offer a wide range of management and marketing options.

Successful companies combat ever tougher competition by an even more consistent focus on the customer. Their response to new lifestyle topics and greater demand for customer advisory is to tailor their service range precisely to the target group and support it with sales-promotion functions, visual merchandising and other multi-media applications directly at the point of sale.
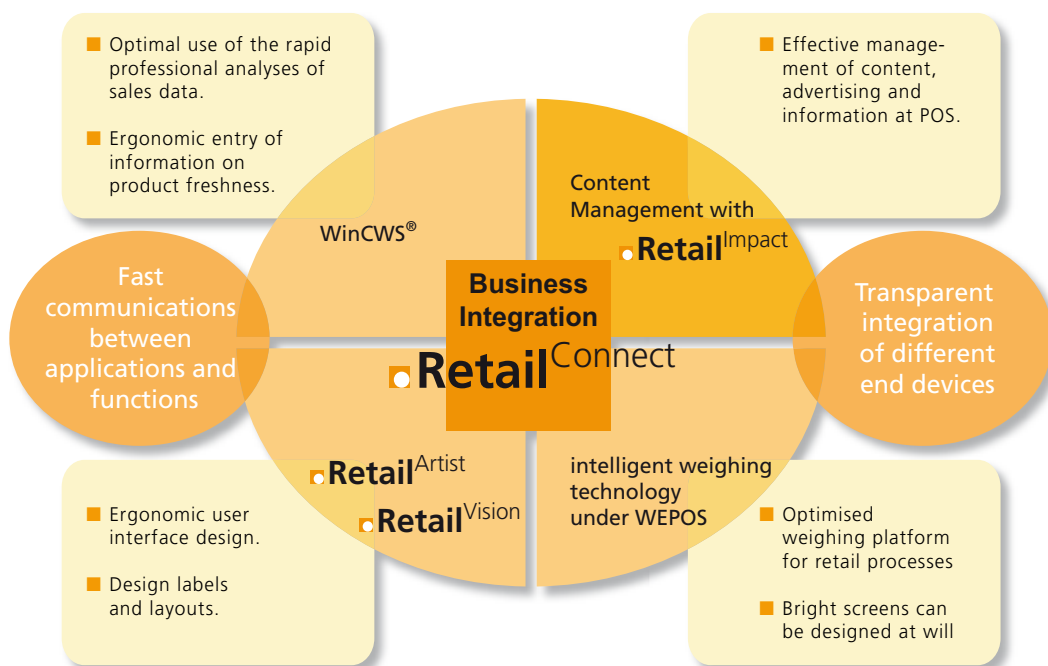
PC weighing scales as innovative in-store platforms

The rapid development of new media also means growth in the technological potential of digital visual merchandising tools. The possibilities for creating content with the right content management software are enormous and are no longer restricted to special screens. Although their main function is purely sales promotional, PC weighing scales also have a vital role to play in service towards the customer. In this field promotions can complement cross-selling, recipes and product information services can be twinned with couponing and mandatory labelling can be combined with additional gourmet food and allergen advice. It's good if the hardware is compatible with all common audio, video and graphic multimedia standards. It's even better if it's open for next generation specifications too. And best of all is when the PC scales can be integrated into the whole IT application environment using appropriate software solutions: from a promotions server via the database for the customer loyalty programme through to the ERP system. That's exactly what we mean by the Open World of Bizerba.

A step ahead at the point of sale and in the retail process

The latest generation of Bizerba weighing scales is designed to be integrated into modern network structures without difficulties. In addition to the superior weighing technology, supported by the Windows® operating system WEPOS, clients also benefit from many other intelligent functions and applications. This is delivered as part of a modular system solution, which is precisely tailored to the needs of your company and grows with it. Step by individual step, which makes it a safe investment.

Bizerba's retail framework was developed in-house and is available under licence. It includes the inventory management system WinCWS® and scale applications such as .Retail*Artist* and .Retail*Vision* to design user interfaces, labels and layouts. The content administration tool .Retail*Impact* also allows you deliver advertising and consumer information directly to the scales' display screens. This can all be done without special technical knowledge and at low cost, as pictures, master templates and content can all be downloaded on request via the internet, from Bizerba's content online shop .Retail*Mall*.

■ Optimal use of the rapid professional analyses of sales data.

■ Ergonomic entry of information on product freshness.

■ Effective management of content, advertising and information at POS.

Fast communications between applications and functions

WinCWS®

Content Management with

RetailImpact

Business Integration

RetailConnect

Transparent integration of different end devices

■ Ergonomic user interface design.

■ Design labels and layouts.

RetailArtist

RetailVision

intelligent weighing technology under WEPOS

■ Optimised weighing platform for retail processes

■ Bright screens can be designed at will

The focus of attention: content and advertising for retail

An integral part of the Bizerba Retail Framework is the modular complete solution for generating, managing, distributing, displaying and printing advertisements, customer advisory and event promotion material – optimised for Bizerba class E touch screen weighing scales and also compatible with other hardware.

Thanks to open industry standards, Bizerba Retail Framework forms the basis for you to provide your customers with focussed information via several channels – on displays in sales areas, on scales, shopping trolleys or at the till.

…rapid entry, dynamic upgrade…

Ready to go at the click of a mouse

Bizerba Retail Framework bundles our core competences for your benefit. The Remote function allows extended functionalities and new concepts to be implemented in a short period of time and at low service costs, even across many branches. It forms a network between scales, cash tills, price displays, all peripheral devices and systems. Each device has its own "homepage" and can be accessed via the internet from anywhere in the world. That makes it particularly efficient to administer content from head office or from the branch PC and enables special offers and activities to be carried out at extremely short notice.
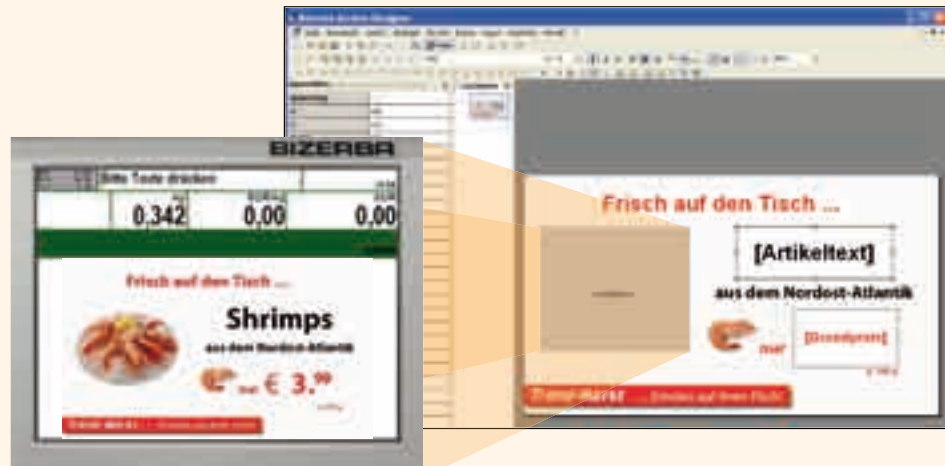
Advertising slogans and product recommendations for customers can be matched perfectly with product information and tips for sales staff.

By professionals for professionals

The Bizerba complete solution uses the proven software tools from the Bizerba Retail Framework:

■ The communications platform .Retail*Connect* not only takes care of the data transfer between Bizerba software modules and devices but also makes sure that hardware and systems from other suppliers are supported as well.

■ With the Bizerba screen designer .Retail*Vision* you can create screen layouts for sales staff and customers on a PC.

■ The Bizerba label designer .Retail*Artist* makes it child's play to design labels in all kinds of formats and styles, with variable fields such as text, logo and barcode.

These tools enable you to work on the content provided by the fully redesigned Bizerba complete solution straight away.

Bizerba solutions don't just pay for themselves by saving costs through rationalisation and automation. They accelerate the return on investment by generating genuine additional sales.

Retail expertise that gets you further

|	
Service orientation	Product information for user and consumer
Customer loyalty	Nutritional and production information which generates trust and security
Increased sales	Sales incentives with recipes to print and cross-selling offers
Differentiation	The right information at the right time – professional advice and active selling
Emotions	Appealing visuals
Cost saving	Training service staff on the job
Manage resources	Maintenance and logistics for contents and advertising
Flexibility	Individual adjustments can be made easily
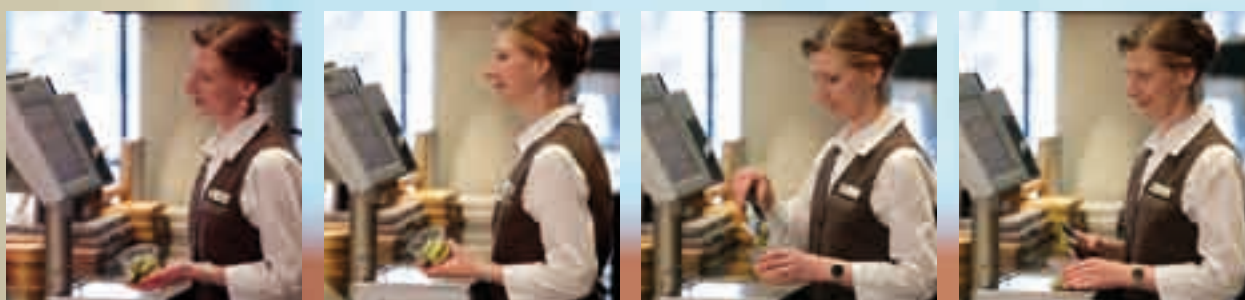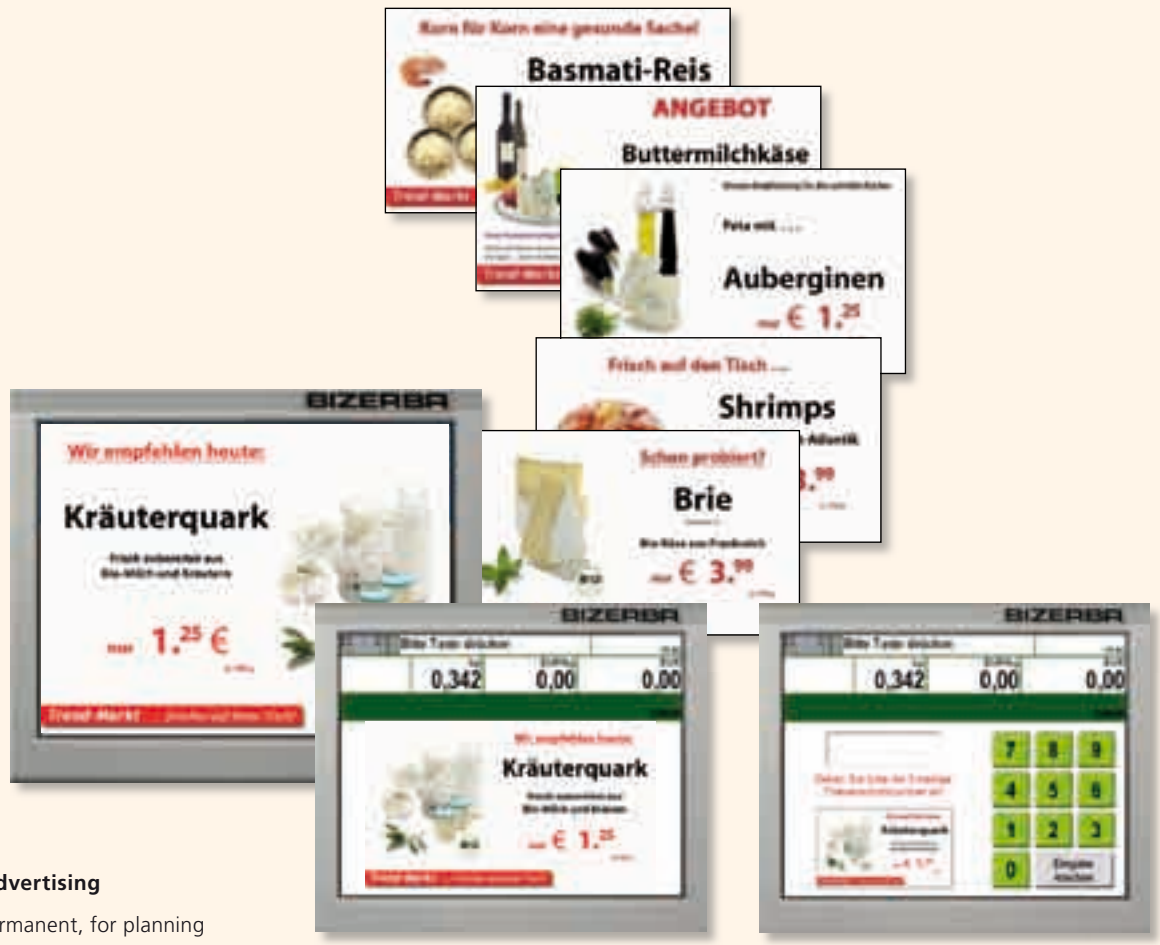
Content as advertising

Full screen, permanent, for planning

activities, as scrolling lists or video

Customer view

Staff view
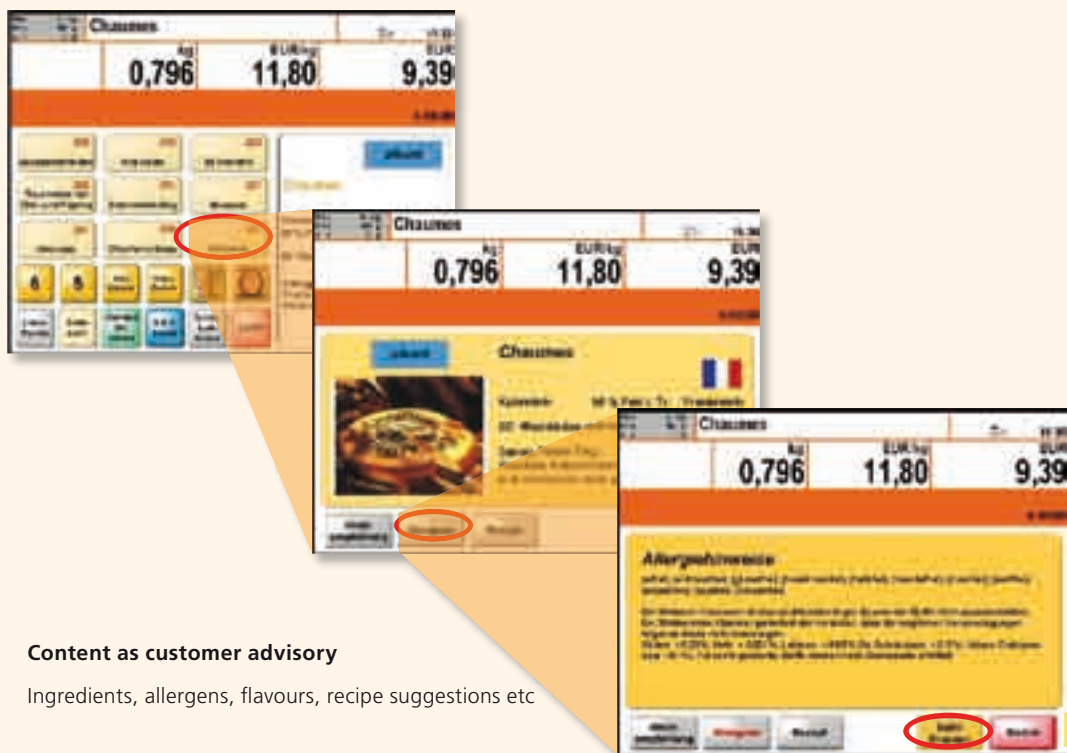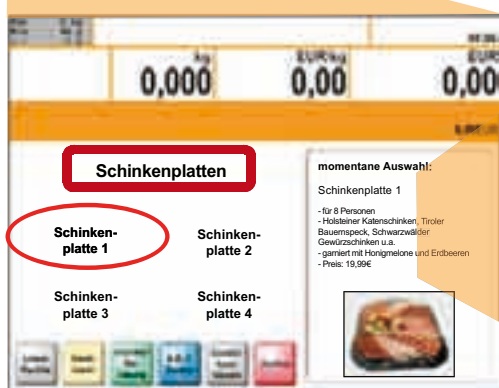

Content as customer advisory

Ingredients, allergens, flavours, recipe suggestions etc

Staff view

Customer view

Plattenauswahl

Käseplatten   Fischplatten

Schinken-platten   Aufschnitt-platten

Schinkenplatte 1   Schinkenplatte 2

Schinkenplatte 3   Schinkenplatte 4

Schinkenplatten

momentane Auswahl:
Schinkenplatte 1

- für 8 Personen
- Holsteiner Katenschinken, Tiroler Bauernspeck, Schwarzwälder Gewürzschinken u.a.
- garniert mit Honigmelone und Erdbeeren
- Preis: 19,99€

Schinken-platte 1   Schinken-platte 2

Schinken-platte 3   Schinken-platte 4

Schinkenplatte 1
- für 8 Personen
- Holsteiner Katenschinken, Tiroler Bauernspeck, Schwarzwälder Gewürzschinken, Westfälischer Kernschinken
- garniert mit Honigmelone und Erdbeeren   *Preis: 19,99€*

Content as consumer advisory

Record selection

Customer view

Chaumes
0,796 kg   11,80 EUR/kg   9,39 EUR

Käse + Wein ... einfach eine runde Sache!

Unsere Weinempfehlung:

Zwölberich Dornfelder (BIO Qualität)

Staff view

Chaumes
0,796 kg   11,80 EUR/kg   9,39 EUR

pikant

Momentane
Artikelempfehlung:

Zwölberich Dornfelder

Content as event advertising

Cross selling

In developing the content the software specialists in Balingen took measurements from an "ideal sales person". This also applies to the development of the necessary infrastructure to go with it, which combines the technologically possible with the economically sensible. The result is a modular, conceptually new complete solution based around the content administration tool .Retail*Impact*.

…systematically developing new prospects…

Create purchase incentives for profit

In the highly competitive retail market it is vital to offer customers a unique shopping experience and to increase operating efficiency at the same time. Bizerba Retail Framework allows you to manage demand as well as to improve customer loyalty and brand differentiation. It does this by building an integrated Content and Advertising for Retail solution which provides information in real time and convinces your customers every day by the expertise of your sales staff and special service offerings.

Powerplay around .Retail*Impact*

The Bizerba complete solution "Content and Advertising for Retail" includes:

- the content administration tool .Retail*Impact*
- a content event server .Retail*Impact* Spot
- a customer content database (CCDB)
- the Bizerba content online shop .Retail*Mall*

Contents purchased from the content online shop can be directly integrated into your own database and then customised. A minimum of handling is required to link them to articles or include them in advertising screens and campaigns. Regular updates and content extensions make this a particularly attractive offer.

Step by step to more options

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Content Online Shop
RetailMall
Aktualisierung, Bereitstellung, Erweiterung, Ideensammlung, Gesetzliche Vorgaben

RetailImpact
CCDB
Verwaltung, Auswertung, Zuordnung, Organisation

RetailImpact*Spot*
RetailVision
Aufruf, Anzeigen, Drucken

Retail^{Impact}

Content Administration Tool .Retail*Impact*

■ Updating and administration of:

    – Content: pictures, texts, audio files, videos, layouts

    – Users

■ Creating and altering content, advertising and cross selling information

■ Linking content and cross selling information with the product base

■ Media planner, activities planner

■ Advertising duration statistics (evaluations)

■ Information stored in a content database

Retail^{Impact} *Spot*

Content Event Server .Retail*Impact* Spot

■ Organising and preparing content for display on the scales:

    – Advertising

    – Cross selling

    – Consumer information (Content)

    – Stage 2: external monitors

■ Organising and preparing content for printing from the scales

    – e.g. recipes

    – Stage 2: external printers

■ Protocol of display times

■CCDB

Customer Content Data Base CCDB

■ Article data for fresh produce

    (gourmet food, meat, sausages, cheese, fish, fruit & veg…)

    – Product name

    – Picture

    – Origin

    – Basic recipe

    – Nutritional data

    – etc.

■ Related recipe suggestions including pictures

■ Cross selling information

■ Advertising lists by topic

    – Italian Week

    – Asparagus season

    – etc.

With the Bizerba "Content and Advertising for Retail" solution all scales know automatically that the customers who are just buying Parma ham also like antipasti and points out the corresponding products with advertisements or video clips from the manufacturers.

The new content administration tool .Retail*Impact* functions as an account with the Content Online Shop .Retail*Mall* with cost-effective downloads. When the site is opened the licence data are checked and in exchange for credits content can then be found from .Retail*Impact,* integrated in your own database and personalised.

…with a licence to thrill…

It doesn't get any easier than this

The content purchased in the Content Online Shop .Retail*Mall*

- Pictures of produce
- Extensive information articles on products
- Recipes with pictures
- Video and audio files
- Directives and regulations
- Allergenic and dietary advice
- Templates for seasonal and themed events
- Keyboard and advertising layouts

can be linked with your own articles or embedded in advertising screens and campaigns. Regular updates and extensions of the content range make this a particularly attractive offer. As the advertising space on scale displays can also be let to food manufacturers, users can also tap into an interesting source of additional revenue.

The content is provided in localised form. The user ID is country-specific and ensures that users are taken straight to the content which is relevant to them. Large retail chains can also use the Bizerba infrastructure for hosting their own content in a propri-etary web shop with its own look and feel.

Log in...select...
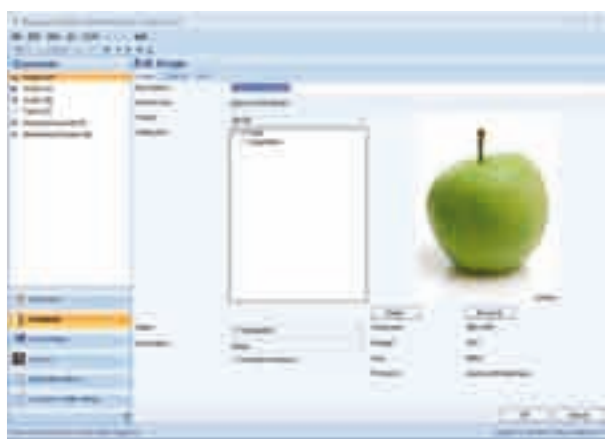
...download...

As well as content, .Retail*Mall* also supplies updates, patches and new releases for the Bizerba "Content and Advertising for Retail" solution and links to manufacturers and sponsors whose advertising can even enable your PC scales to earn money.

Payment processing

A fee is charged for each download, categorised according to user credits and deducted according to the value of the content:

■ Initial access to .Retail*Mall* takes place via a licence key which includes free credits.

■ New blocks of credits can be purchased easily in the Content Online Shop and can be used straight away.

■ You can choose between 3 credit blocks, which you can use according to the value of the content.

■ Payment is made per item of content in line with the credits required and is deducted from your customer account.
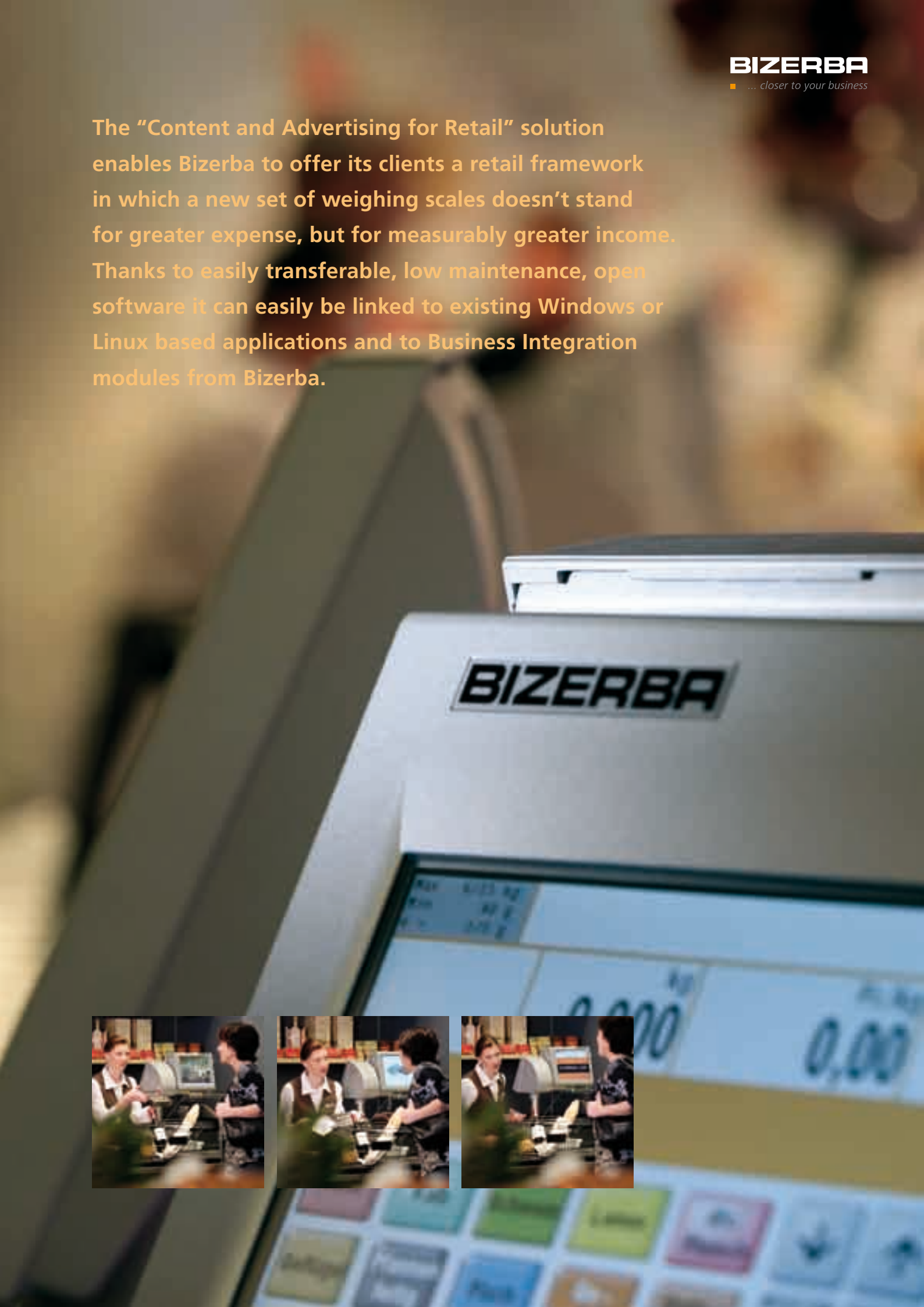
…acting clever, step by step…
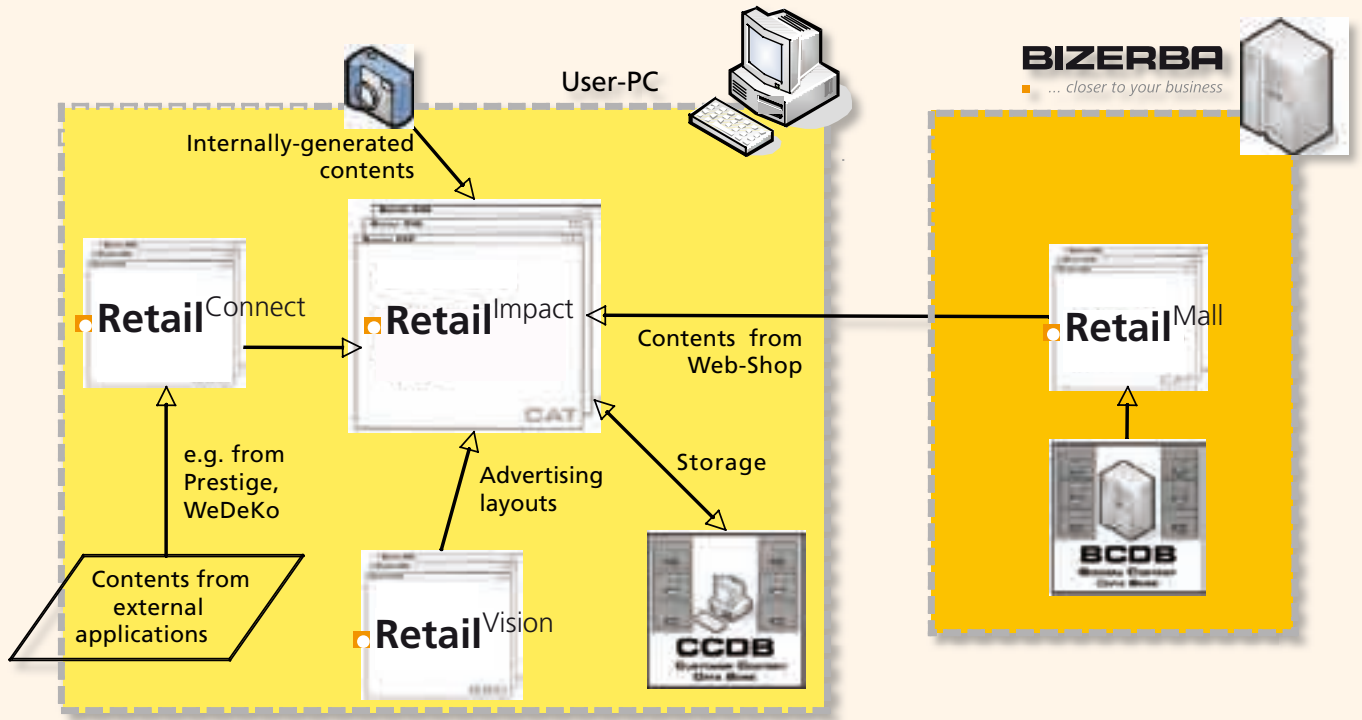
Insourcing next generation retail concepts

The software expertise of a retail specialist pays off all-round, because you benefit from an infrastructure which would consume considerable resources to develop, operate and maintain yourself. Our services also pay their way if you already operate many stores and use your own content. We then offer complete Application Management Services as a business partner:

- Technical infrastructure
- Central server
- Hosting, Maintenance, Support
- Administration Contents
- Content procurement
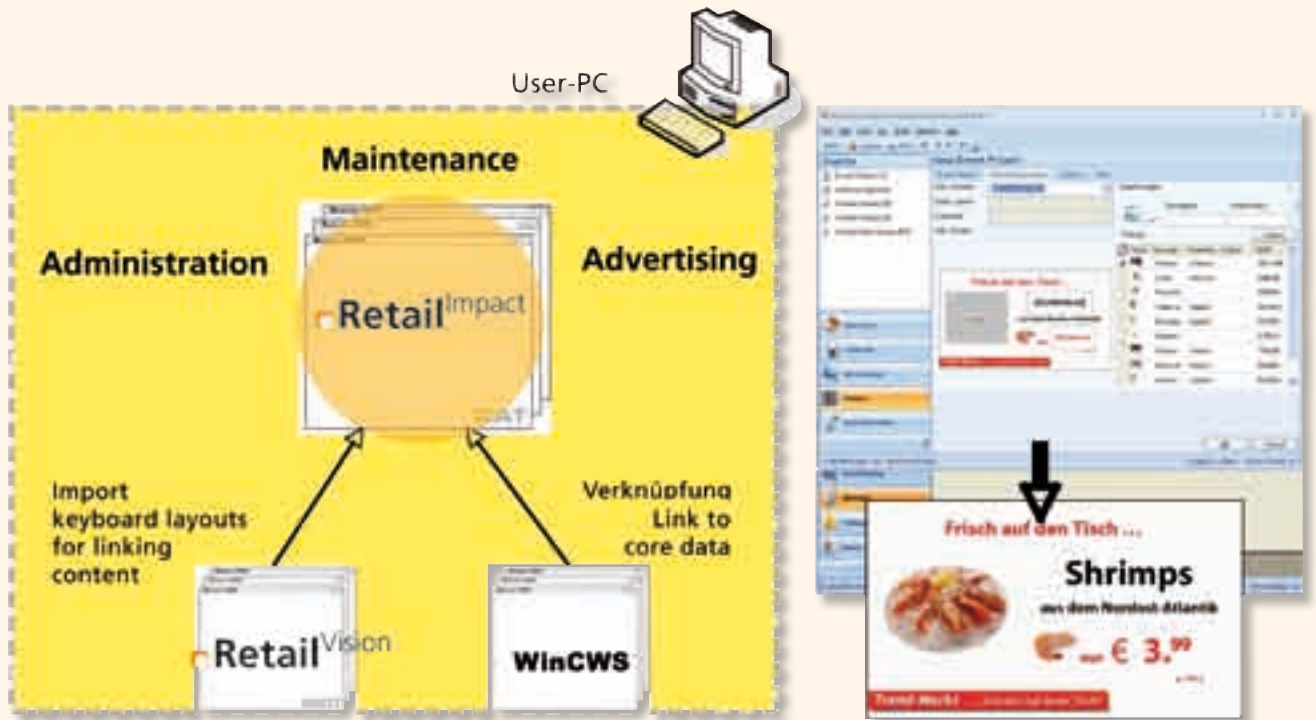- Reporting functions
- Software updates

The "Content and Advertising for Retail" solution enables Bizerba to offer its clients a retail framework in which a new set of weighing scales doesn't stand for greater expense, but for measurably greater income. Thanks to easily transferable, low maintenance, open software it can easily be linked to existing Windows or Linux based applications and to Business Integration modules from Bizerba.
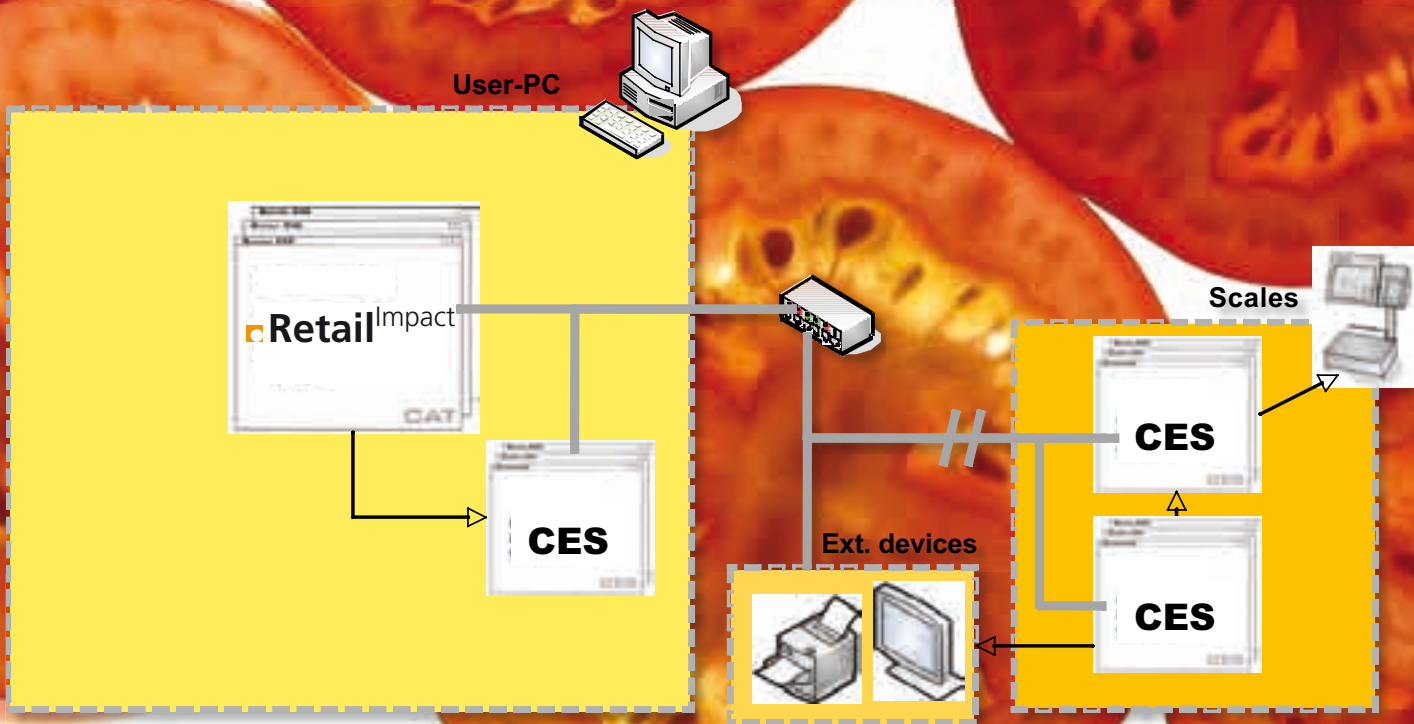
Inputting content

Labels within diagram:
- Internally-generated contents
- User-PC
- BIZERBA ... *closer to your business*
- Retail^Connect
- Retail^Impact
- Retail^Mall
- e.g. from Prestige, WeDeKo
- Contents from external applications
- Advertising layouts
- Retail^Vision
- Contents from Web-Shop
- Storage
- CCDB
- BCDB

Content administration

Labels within diagram:
- Maintenance
- User-PC
- Administration
- Retail^Impact
- Advertising
- Import keyboard layouts for linking content
- Verknüpfung Link to core data
- Retail^Vision
- WinCWS
- Frisch auf den Tisch ... Shrimps

Content maintenance

Creation of advertising screens and advertising projects

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User-PC

RetailImpact

CAT

CES

CES

Scales

Ext. devices

CES

CES

Preparing and displaying content and advertising

- Display on scales via network
- Display on scales stand alone
- Display on external media via scales
- Display on external media directly

The content administration tool
.Retail*Impact* makes connections;
so that man and machine, manage-
ment and sales processes are per-
fectly coordinated and can interact
seamlessly.

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