

HSCStorePoint: innovative solutions for the Point of Sale

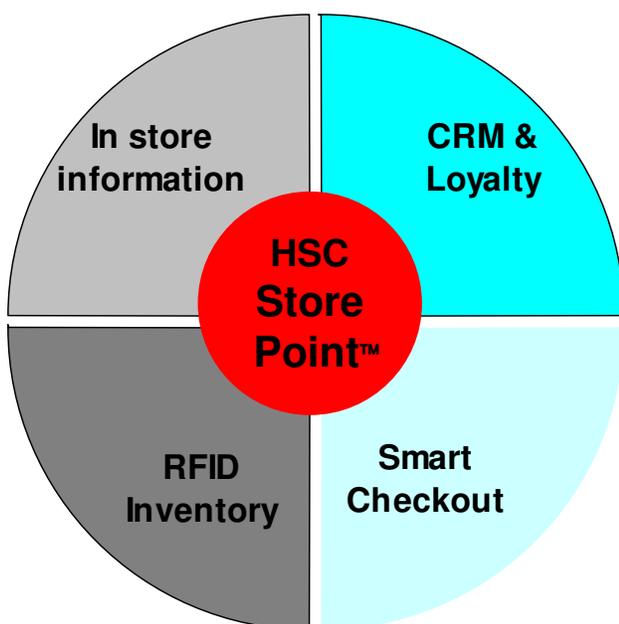
In a changing market where the competition widens and consumer's needs evolve at an ever-accelerating pace, a well known brand could not be enough to maintain the sales leadership. In a world of consumers following new trends in search of emotions and buying experiences, the product presentation and valorization techniques at the Point of Sale (PoS) become essential to achieve sales performances and profitability. The collection of the basic information at the PoS is the starting point to better understand customers' wants, needs, and priorities, in order to finalize action to influence its loyalty and commitment. But the assortment of goods at the PoS must be carefully managed to anticipate the customer needs preventing the out-of-stock. The sales resources must be properly assigned to provide an outstanding service to the customer with the a proper level of profitability for the store. The new technologies offer a valid help to marketing, logistics and store managers to achieve their difficult tasks, streamlining material and information flows providing at the same time new tools to improve the customer experience.



The emerging auto-identification (**RFID** and **NFC**) stay at the basis of real innovative solutions for the Point of Sale that allows:

- **Automatic identification of goods on the shelf, incoming and outgoing from the store**
- **Interactive multimedia Advertising and In-Store Information**
- **Exclusive Loyalty programs feeding the CRM with information unimaginable before**
- **Smart check-out and revolutionary anti-theft techniques**

HSC implements wireless technologies, RFID, NFC, e-commerce and Business Intelligence, combining technology with an in-depth knowledge of logistics and distribution processes, matured in significant project by its partner and consultants. HSC helps the marketer and merchandiser to develop a new concept of store, designed to amaze and fascinate the shopper, cooperating with qualified partners in shop design and electronics to deploy the most original solutions in a fashionable environment.



In 2006 HSC developed the first contactless loyalty card in Italy, for an optician retail with more than 100 stores, designing a new card that offers several advantage to the customer and, at the same time, simplifies the sales process collecting vital information for the central CRM. In 2007, for the same optician chain, HSC developed a new concept of smart display to keep track of the movement of glasses for logistic and marketing purposes.

HSCStorePoint is a program that has the aim to experiment the new technologies to develop innovative solution for the next coming store. Together with the customer marketer, HSC is developing innovative concepts to display goods and to offer the consumer new in-store services, concepts that is transforming later in reliable solutions to deploy to all the chain. **HSCStorePoint** contains all the basic element to develop, "smart shelves", gates and check points for the unattended management of goods and people, for example to provide continuous inventory, to simplify the check-out or to develop innovative anti- theft solutions. HSC cooperate with the European market leaders in RFID, in PoS Systems and in contact less card to offer "turn-key" solutions to its customers.

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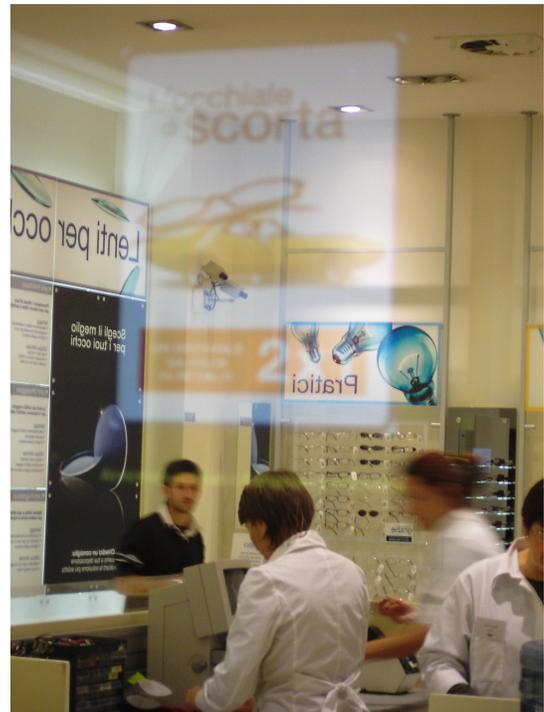
The solutions proposed by HSC in **HSCStorePoint** make an extensive use of the **RFID** and **NFC** technologies, for the automatic and reliable identification of goods and people, and of **wireless** technology for in-store communication, in the development of innovative solution for the Point of Sale. The radiofrequency identification (**RFID**) allows the integration of the object to its relevant information, for example, including a microchip into the label attached to it, that can be read at a distance varying from few centimeters to some meters. The microchip, can be inserted as well into the loyalty card of the customer to obtain an efficient device to store information and transport between different PoS, even though not connected to a central system. In the following, examples of application that can benefit of the application of RFID technology.

CRM AND LOYALTY

Thanks to their possibility to store information, contactless cards or NFC phones allow the secure customer identification and the interchange of customer data through different PoS check-point also non connected to a central system – the relevant information are stored in the cards, updated and read at the PoS. The RFID system offers security and privacy; the data can be encrypted and storing sensible data on the card can avoid their registration in the PoS DB. Card can be used for discount and payback, as an electronic wallet or to access to retailer credit program as well as a key for “premium” services such as the access to lounge or to “reserved” dress room, “individual” services (production of specific lenses, tailor dressing etc.) and to other services to be invented with the customer marketing to improve customer loyalty

ADVERTISING AND IN-STORE INFORMATION

The electronic labeling of goods, in conjunction with multimedia in-store advertising (digital sign, kiosks, wall screens) and wireless personal shop assistants allows the development of interactive and dynamic information systems that select the content to show approaching the goods to a sensor. HSC developed a concept of RFID Mirrors that presents the information of the sunglasses approaching to it and a RFID dressing room that displays videos and information related to dress currently present in it.



RFID INVENTORY

The possibility to auto-identify the goods on the “smart shelf” or “smart display” allows a continuous inventory able to prevent the Out-of-Stock, to identify a specific item on a wrong shelf, to give to the partner the real time situation of its **corner shop, shop-in shop** or the monitoring of a **promotion**. Also the logistic process of shipping goods from the warehouse and receiving at the store is speed-up and simplified by RFID, that allows the concurrent identification of different items also if contained in boxes.

SMART CHECK-OUT and ANTI THEFT

RFID allows the quick identification of several label at relative short distance. This feature stays at the base of the development of the smart check-out of new generation, quicker and more reliable of laser scanners, where items must be identified one by one. RFID has anti-theft feature (EAS) like more consolidated systems that use gates, but also offers additional feature controlling goods on the shelf and working in conjunction with video-surveillance.

HSC PROJECT CAPABILITY

HSC provide to its customers complete “turn key” solution from the Concept and Business Process Engineering to introduce the new technologies in the existing and new process to the prototyping of the concept, that includes the selection and development of tags, cards, sensors, antenna, wireless and IT infrastructure, cooperate with shop designers and other suppliers to develop a fashionable solution. Besides HSC provide RFID and Wireless Hardware, software and services to deploy the solution to all the chain, supporting it during the time.

In its project HSC works in co-design with a consolidated structure of partners providing every single detail of the solution, from tag and card developer, to the RFID and Electronic vendors, to shop designer, POS system providers etc. HSC provides a strong Project Management to grant its customers in Time and in budget delivery.