

ADVANCED PROMOTIONS



THE SUITE

- ◆ Store Management Suite (SMS) is a complete set of applications supporting regional to national chain environments. SMS is a client-based retail solution providing a seamless, integrated software suite that manages point of sale, back office, corporate office, warehouse and all aspects within the retail enterprise. The suite contains modules that are typically outsourced, including bank integration, customer analytics, in-store mobility, consumer phone apps, digital signage, and more.

THE DIFFERENCE

- ◆ The combination of SMS POS, customer file, loyalty and coupon engines provides retailers with the most complete, most adaptable, most sophisticated promotions toolset in the industry, without exception.

The process of retailing may start with a transaction, but the true art begins well before that. Creating the spark, or gratification, can take many forms, and that's where data can truly help a retailer find those optimal approaches. SMS offers industry leading customer engagement, capable of anonymous, card based, even targeted offers, creating the will to purchase, thus instigating the entire process.

Like every other aspect of retail technology, successful promotions require a sophisticated engine capable of delivering much more than cents off or percentage discounts. Successful retailers understand purchasing patterns, or perhaps lack thereof. That knowledge is then translated into meaningful substance that influences behavior and is delivered through a medium that makes the most sense for the targeted prospect, customer or group.

Understand. Deliver. Thrive. That's modern retailing. That's SMS.

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STANDARD DISCOUNTING

- ◆ Item discounts in dollars or percent
- ◆ Global discount based on specific total(s)
- ◆ Proportional discount based on all relevant items in the transaction
- ◆ Print coupon based on any criteria for use next visit
- ◆ Email coupon based on any criteria

ITEM DISCOUNTING

- ◆ Discount any item by dollar or percent
- ◆ Discount based on quantity
- ◆ Limited quantity discounting by transaction
- ◆ Time limited discounting
- ◆ Pick 5, or pick any, with variable weight & cost plus
- ◆ Picnic basket, or buy this, buy that, get this
- ◆ BOGO's forced on quantity or discounted regardless of quantity
- ◆ Buy 3 for \$1.00 forced on quantity or discounted proportionally as items are scanned
- ◆ Tiered "turkey" promotion based on any criteria and any timeframe

SUB-DEPARTMENT DISCOUNTING

- ◆ Set percentage for all items within a sub-department, plus combine different percentages by shopper level
- ◆ Automatically apply and remove "Super-Day" promos
- ◆ Use sub-department criteria for any promotion, even between or among other sub-departments
- ◆ Buy X in deli, get Y in bakery
- ◆ Buy X in deli, buy Y in bakery, get Z at salad bar

VENDOR COUPONS

- ◆ Validate coupons based on items scanned in transaction
- ◆ UCC prefix 5, UCC/EAN prefix 98 or 99, GS1 coupons, all scannable
- ◆ Multiply coupons by any factory
- ◆ Add any fixed amount to increase value of vendor coupons
- ◆ Set maximum value threshold for multiplication factor
- ◆ Set maximum value for total discount amount

SHOPPER & PRICE LEVEL DISCOUNTS

- ◆ Unlimited price levels for all events, i.e. sale price, TPR, in-store, package price, limited quantity, etc.
- ◆ Price levels can be restricted by day and/or time
- ◆ Unlimited shopper levels offering general discounts for various groups of customers
- ◆ Determine which promo is applied by shopper level
- ◆ Easily manage conflicts among multiple promos
- ◆ Give one discount, the best, or one plus manual discounts

CALCULATING DISCOUNTS

- ◆ Transaction pricing is live and can recalculate at any time
- ◆ Promos can trigger by entering customer account
- ◆ Line item pricing recalculates as the transaction progresses or if criteria is removed
- ◆ Changing between customer accounts recalculates pricing
- ◆ If contract or wholesale pricing applies, transaction reprices whenever the account is entered
- ◆ Force any transaction to recalculate pricing based on desired method
- ◆ Apply best available electronic coupon on sub-total or first tender

TARGETED PROMOTIONS

- ◆ Upgrade shopper level live, based on transaction or cumulative totals
- ◆ Temporarily upgrade shopper level with expiration date
- ◆ Create offers with wizards or utilize customizable algorithms
- ◆ Create offers based on items, customers, or groups, all with expiration and limits on usage
- ◆ Create electronic offers that require opt-in
- ◆ Create offers at POS instead of printing
- ◆ Create offers based on lost sales or customers
- ◆ Create offers based on purchases, or lack of, for items or sub-departments