PRESTIGEenterprise

Web based instore marketing management
for international retailer

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Print | Digital Signage | Mobile

PRESTIGEenterprise provides the perfect basis for efficient Multi-Channel Marketing.

PRESTIGEenterprise is a highly efficient web-based solution for cross-media communication at the POS. The software fits perfectly to your IT environment and manages the entire content and distribution process, from design, to scheduling or print planning. It provides the best functionalities for in time customer communication and higher sales volume.

Cross-media price and marketing communication at the POS

PRESTIGEenterprise turns classic pricing into effective in-store marketing. You design your advertising messages quickly, easily and professionally on screen, either at the head office or optionally at branch locations. The result is your preferred publishing medium: in print form as labels, shelf talkers, hand-outs, posters or billboards. And digitally on large monitors, scale displays, kiosk systems, as electronic shelf labels (ESL) or on mobile devices.

Platform independent and web-based

The entire management of your POS price and marketing communications with PRESTIGE-enterprise is web-based. All modules and applications can be used platform independently, with standard browsers supported by your current technical infrastructure.

Powerful within hugh branch organisations

PRESTIGEenterprise especially reveals its strengths with complex branch structures. **For example:** you can design and manage the complete POS price and marketing communications for 100 outlets with 200 digital displays, 300 printers, 400 scales and countless electronic shelf labels.

Extensive standard services

PRESTIGEenterprise has extensive price formatting options for perfect price communications at the POS: e.g. intelligent layout dynamics, crossed out old prices as well as automatic calculation of base prices. In addition, the software's standard features also include displaying barcodes and the automatic insertion of brand images via EAN assignment.
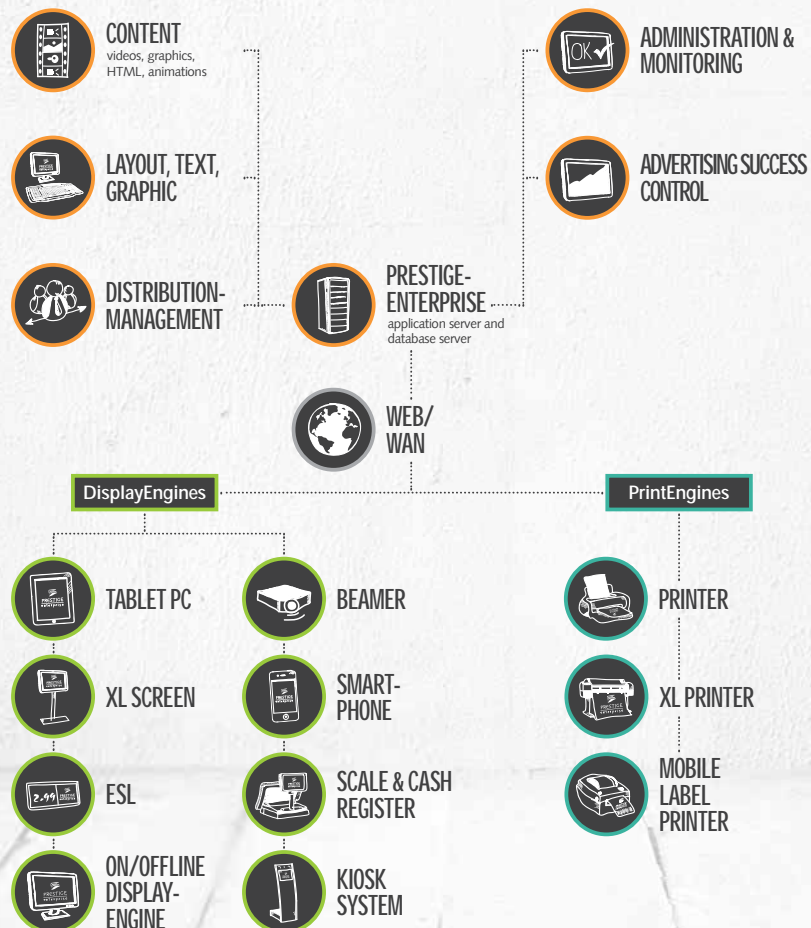
ADVANTAGES +++

+ Ideal for medium and large enterprises
+ Available as hosted software-as-a-service (PRESTIGEflatrate)
+ Supports 16 languages
+ Simple template design, quick modifications
+ Flexible format management (paper size, alignment, screen resolution etc.)
+ High performance item database with poster folder management
+ Easy integration of content (graphics, video, HTML, Flash)
+ Efficient management of printers, displays, kiosk systems, cash registers, scales and smartphones
+ Automated import and export functions for formats, templates and items

ONE SOFTWARE - MANY SOLUTIONS!

PRESTIGEenterprise is your entry to Multi-Channel Retailing and assists you in modern customer communication at the POS - printed, digital and mobile. Ideal for presenting your ideas and for 360° customer service.

SOFTWARE ARCHITECTURE
PRESTIGEenterprise

YOUR IT ENVIRONMENT
Interface to existing IT systems, i.e.:
marketing databases and ERP systems

CONTENT
videos, graphics,
HTML, animations

**ADMINISTRATION &
MONITORING**

**LAYOUT, TEXT,
GRAPHIC**

**ADVERTISING SUCCESS
CONTROL**

**DISTRIBUTION-
MANAGEMENT**

**PRESTIGE-
ENTERPRISE**
application server and
database server

**WEB/
WAN**

DisplayEngines

PrintEngines

TABLET PC

BEAMER

PRINTER

XL SCREEN

**SMART-
PHONE**

XL PRINTER

ESL

**SCALE & CASH
REGISTER**

**MOBILE
LABEL
PRINTER**

**ON/OFFLINE
DISPLAY-
ENGINE**

**KIOSK
SYSTEM**

PRESTIGEenterprise makes planning your POS marketing communications a great deal easier.

Create, manage and control all your item content easily and effectively using PRESTIGE-enterprise: not just text and prices, but also images and graphics. Centrally define the exact time and duration of your marketing messages, videos, prices, product information and images, customised per branch and for each publishing medium. Make your POS communications transparent and highly efficient.

From head office ...
All labels, shelf talkers, posters, screen contents and scale displays are designed by the head office, or optionally by the branches. The management of all your items, i.e. text, price, graphic, logo and video content is process optimized. In the scheduler, the so-called playlist, define the exact time and duration for advertising messages, customised for each branch and each publishing medium.

... tailored for branches
All advertising messages are provided on one server for all branches to access according to your planning. Once a branch is online, the local display and print engines automatically obtain predefined content from the server and send it to the publishing media at the branch. The branch logs into the central PRESTIGEenterprise server via the Internet. Depending on individual permissions, the branch can adapt the marketing content regionally or even completely create new content themselves.

High degree of automation
Thanks to standardised interfaces, PRESTIGE-enterprise can be connected to your internal processes, for example to merchandise management systems, marketing databases, product information systems (PIM) or media asset management (MAM) systems. It is compatible with CSB systems, DEWAS, EBUSwin and MHS/ECORO, as well as SAP.

ADVANTAGES +++

+ Centralised data storage of product information, images, videos etc.
+ Centralised creation of templates, poster folders and display content
+ Centralised scheduling of poster folders and playlists
+ Centralised management of events
+ Centralised content distribution to branch publishing media
+ Branch control of printers and screens
+ Branch modification via the Internet
+ Comprehensive authorisation and groups concept

INTELLIGENT ADVERTISING AT THE POS!

Multimedia communication helps orchestrate the emotional content of merchandise segments and delivers an interactive shopping experience. This increases the advertising impact and boosts sales. Create the best POS advertising with PRESTIGEenterprise.

Intelligent functions. Open completely new sales horizons with **PRESTIGEenterprise.**

PRESTIGEenterprise provides intelligent functions and purpose-built technical features by default. These help optimise workflows, create new advertising possibilities and implement targeted in-store marketing campaigns.

PowerPoint add-in
With the PowerPoint add-in you can create individual moving or static content very easily and output it as a playlist on all digital display devices. It's as simple as working in PowerPoint with animations, shading, 3D rotation and much more.

Timer function / night switch
The playlist plays certain information at fixed times, for example the news at every hour or today's menu at lunchtime. Employing the night switch you can spare wasted energy costs and conserve your electronic displays outside business hours.

Simple logo connection
Updates are easily carried out via links between manufacturer logos and corresponding products created during automated image imports. When uploading a current logo, all previous logos linked to the connected item are automatically replaced by the new logo.

Product prioritisation
Product prioritisation makes it incredibly easy for you to target certain products for advertising. With just one click of the scheduler (the playlist), your preferred product appears on display devices up to four times more often than other products.

Live-TV
Live-TV provides an exciting insight into areas that normally remain hidden to customers. For example, a screen at a counter may show how meals are freshly prepared in the kitchen. This builds trust and creates demand. Mixed in you might display promotional films, price offers and cooking videos.

SAP and PRESTIGEenterprise
PRESTIGEenterprise possesses an SAP certified interface. With just one click send your SAP-planned advertising campaigns to PRESTIGEenterprise for professional detail editing.

PRESTIGEenterprise Designer
With PRESTIGEenterprise's user interface you can quickly and professionally design your labels, shelf talkers, posters, screen contents and scale displays without the need of separate design software. Access is possible from any Internet-enabled computer.

Intelligent templates
PRESTIGEenterprise is designed with automatically calculating fields, for example for purchase finances or working out effective interest rates, dynamic text size adjustment, automatic price comparisons with crossed out prices and various discount types.

EFFECTIVE ADVERTISING AT THE POS!

PRESTIGEenterprise automates your POS communications in a unique way. Saving time, creating maximum transparency, allowing for precise planning and enabling highly differentiated, in time customer communication.

Outstanding tools, effective solutions.
Actively boost your sales with PRESTIGEenterprise.

PRESTIGEenterprise has a wide range of useful add-on modules with which you can offer your customers even more services and make your customer communications more efficient. Not only does this improve your image but it also actively boosts your sales.

PrintShop
Does your printer not produce large posters, outside displays or ceiling banners? Then simply send your print jobs to an external service provider of your choice using PrintShop. The finished printed material is sent to the branch by post.

CrossPrinting
With CrossPrinting you can store additional information for each item, which is automatically printed at the POS as soon as the item is scanned or weighted. For example, a recipe for trout fillet or care instructions for a jacket. However, it is also possible to link coupons or vouchers to products that are of interest to the customer. There is practically no limit to your service ideas.

Cross-Merchandising
Cross-Merchandising uses the modern dual-monitor scales from Bizerba and Mettler-Toledo for targeted sales promotions.

For example: at the cheese counter, a suitable wine recommendation appears on the scale display facing the customer for the chosen cheese. In this case the PLU code, i.e. the identification number for the item, being entered is the trigger. Other possible triggers are light barriers, the manual press of a button,

scanning the barcode or RFID tags. Removing a product from the shelf might also trigger suitable advertising information.

LiveInfo & eLearning Center
This module supplies your customers with valuable additional information for selected products. Corresponding test results, quality features or care instructions appear for the item, among other things on scale displays, price checkers or kiosk systems. This is also ideal for providing information or specific training for your staff.

Multi-item poster
The multi-item poster is used to merge posters containing several sections into one poster and update each component at the same time with just a few clicks. Each item is connected to the centralised merchandise management system and is automatically updated when changes to the base data, such as the price or item name, occur.

ATTRACTIVE ADVERTISING AT THE POS!

PRESTIGEenterprise fits perfectly to your IT infrastructure and takes cross-media POS communications to a whole new level. This really boosts sales in large branch structures.

Outstanding tools, effective solutions.
Actively boost your sales with PRESTIGEenterprise.

Multimedia shelves

With its control of modern multimedia shelves, PRESTIGEenterprise offers a unique form of POS communication, which is distinguished by superb colour brilliance and dynamic moving sequences. Digital shelves also allow for the use of digital, emotional images, videos and animations, alongside classic price labeling. Products on shelves are brought to life with incredible advertising impact.

Interface for electronic shelf labels (ESL)

The ESL interface makes it possible to present images, graphics and manufacturer logos on high resolution LCD displays. As a result, electronic shelf labels can be used as further media for price and marketing communications.

MobileBrowser

The MobileBrowser module provides you with greater freedom and transparency. With it you can create posters and on-screen presentations on the go, quickly and conveniently using a mobile data entry device (MDE) or smartphone.

App-Services

PRESTIGEenterprise communicates with customer smartphones using the App interface. Service offerings and extensive information with direct, mobile communications.

Scale solution
Customer's perspective

From a customer perspective, the scale solution promotes sales with offers, images, videos and product recommendations that make sense in terms of cross merchandising. The customer may also send all this information to their smartphone using a QR code.

Operator's perspective

From an operator perspective, the scale solution supports the sales assistant with advice: for example with legally mandatory information concerning the product's origin and ingredients, but also with sales promoting features regarding the manufacturing process, maturity level, nutritional value tables, allergy information or recipe ideas.

Recipe printing

With the recipe print module, for example, a customer can be offered a recipe for the meat being weighted. Several products might also be linked to encourage the sale of further associated items. The recipe can be printed by sales personnel on customer request.

PRESTIGEenterprise
Services

Software maintenance contracts
including updates, upgrades and premium info service

Infoline
+49 800 000 9988

Technical hotline
+49 6201 9988-44

Content services
A picture is worth a 1,000 words! PRESTIGE-enterprise offers you a number of possibilities to optically enhance your posters.

Fresh photo CD & Food arrangements CD
Over 1,000 high-resolution photos from the product groups of breads & pastries, fish, meat & sausages, cheese, fruit & vegetables, plants & flowers. Additional a huge selection of high-resolution, emotional food images ranging from compositions up to entire meals.

Brand logos and product photos
BrandLogistics.NET® - a free-of-charge service with up-to-date manufacturer images for attractive image-price posters, screen content and scale displays. The brand catalog is available online and is continually updated with brand logos, product images and videos. The data can be directly transferred into PRESTIGE-enterprise.

More: www.brandlogistics.net

PRESTIGEenterprise
Summary

PRESTIGEenterprise is based on an integrated media concept that allows presentation on a variety of media, such as a print object, on displays, on smartphones or on the Internet.

Multiformat printing
Design and printing of: posters, labels, shelf talkers, ceiling banners, gondola displays and image-price posters

Digital Signage
Instore TV, large screens and video walls, kiosk systems & information terminals, touchscreen solutions, solutions for dual monitor scales and cash register displays, age and gender specific advertising (face tracking)

Mobile solutions
Apps – modular app system (for customers), MobileBrowser (for retailers)

SAP Partner

Microsoft Partner
Silver Software Development
Silver Web Development