

Self Service

Omnichannel

sovia Retail

Digital Signage

Lift & Learn

Store Operations

Interactive
Fitting Room

InStore Assistant

sovia Retail

One Platform – Many Possibilities

EN

sovia Retail

„We believe that the future of retail lies in an intelligent connection of various touchpoints, which grants the customer a seamless shopping experience.“

Dirk Frintrop
CEO Bütema AG



Why Choosing sovia Retail?

There are many providers of digital solutions, but none that units it all.

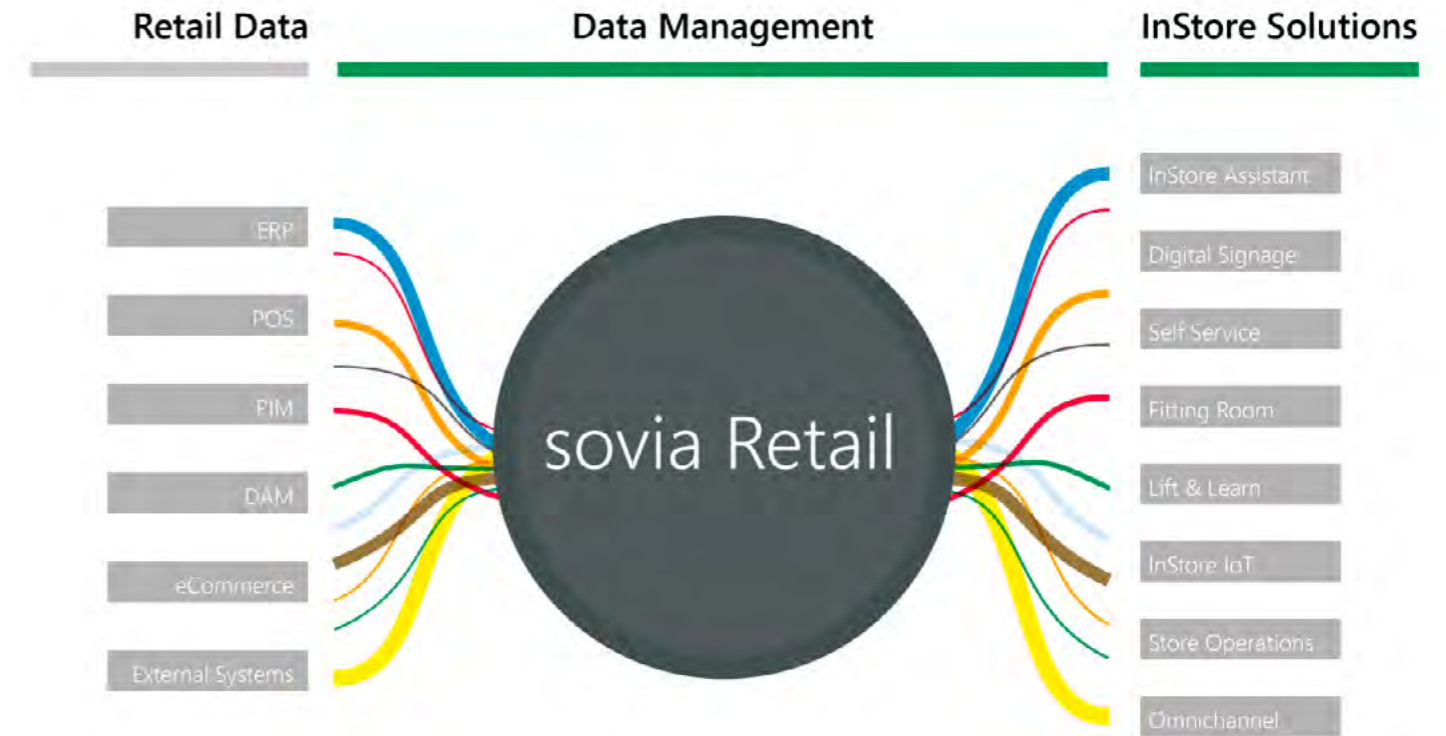
sovia Retail offers a platform for fast and easy implementation of various digital solutions. Digital Signage, support for your shop assistants through Guided Selling, Interactive Fitting Rooms, Self-Service Systems which allow customers to enquire article availability, and stock. Find out what works best for your business.

sovia Retail offers standard connections to your systems. PIM, DAM, ERP, POS and eCommerce data are processed in sovia Retail and provided for digital solutions. This means maximum flexibility for your business with one-time connection costs.

Bütema designed sovia Retail specifically for fashion and lifestyle retailers. Hence our data structure complies with yours, including SKUs, styles, color variations and size ranges.

Since cross-linkage is a central component of sovia Retail, we not only offer Omnichannel-processes, but also ensure interaction between our solutions. This provides more convenience in retail.

Bütema is a full-service partner. Software, hardware, wall brackets, and 48h on-site replacement are all offered by us. With our “retail as a service”-concept, hardware is provided on a rental basis for 36 to 60 months. Thus high initial investments are avoided and you remain flexible.





Digital Signage

Emotion and Information in the Retail Area

Digital Signage raises the advertisement impact and emotionalizing at the point of sale onto a new level. Single screens, 10.8" displays as extended price tags, steles and video walls showing pictures, videos and product information.

Using the centrally managed content management system, playlists can be created and transferred to all Digital Signage devices worldwide by a simple click of the mouse. The time-based control allows adjusting playlists based on the time of day. Through distribution of rights, branches can customize their playlists themselves.

A special highlight of the Bütema Digital Signage solution is the product mix, which requires a connection to the ERP system. Products are advertised only as long as they are in stock. If any article is out of stock, it automatically will not be advertised anymore.

Digital Signage screens are available in all standard inch sizes. Special formats are available upon request.

„Our goal is to support retailers in communicating with their customers in the best way possible. Therefore, we are positioned as a full-service partner and offer, besides software and hardware, also mounting systems for a perfect integration into the shop design. Designed & manufactured in Germany.” - Dirk Frintrop CEO Bütema AG.

3x2 46" Portrait Digital Signage Wall
Joe Nimble flagshipstore in Berlin

Lift & Learn

The Surprising Highlight of Digital Signage

A special highlight in Digital Signage is the Lift & Learn solution. Here, selected products are placed in front of a screen. When the product is being lifted, the display starts playing the corresponding promotion, for instance product videos, images, or detail information.

This can support selling items that need further explanation. Plus, by prominently placing the products and playing the appropriate promotions, products are especially highlighted and advertised. This leads to more attention at the POS.

Lift & Learn in standby



The Lift & Learn solution is made possible by a hidden RFID-antenna and RFID labels on products. Changes in distance are automatically detected and the corresponding promotion starts to play.

Touch displays allow customers to directly order articles. In standby, the solution plays Digital Signage content.

RFID-connection is required for the Lift & Learn solution. Digital Signage displays are available in all standard sizes. Special formats are available upon request.

Lift & Learn during a promotion matching the product



InStore Assistant

Sales Advice using Mobile Devices

The InStore Assistant (ISA) supports your employees in their daily workflow.

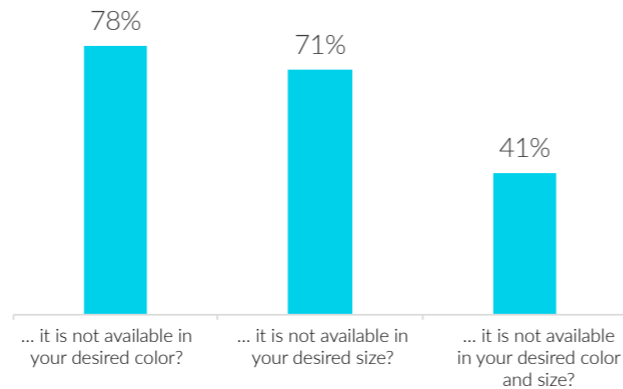
By scanning an article the sales associate can access all available data about an article; its availability in the store or the online shop, material and product information, cross-selling articles, as well as available colors and sizes. By connecting to Omnichannel-processes, the employee also has the possibility to directly order the product for the customer, either to the shop or to the customer's home. The customer comfortably pays at the cash register.

However, the InStore Assistant can do even more. As the center of Bütema's solutions it plays an important role. With the InStore Assistant Click & Reserve products can be viewed, and ordered products can be

handed out to the customer (Click & Collect). During sales advise, employees have the possibility to send videos to digital signage devices with their InStore Assistants in order to show customers details on a bigger screen.

The InStore Assistant is available for smartphones, tablets and iPods.

Would you order a product in the store if ...



Source: Capgemini Consulting (2015): Jedem Verkäufer ein Tablet?



Selection of a product on the InStore Assistant

Store Operations

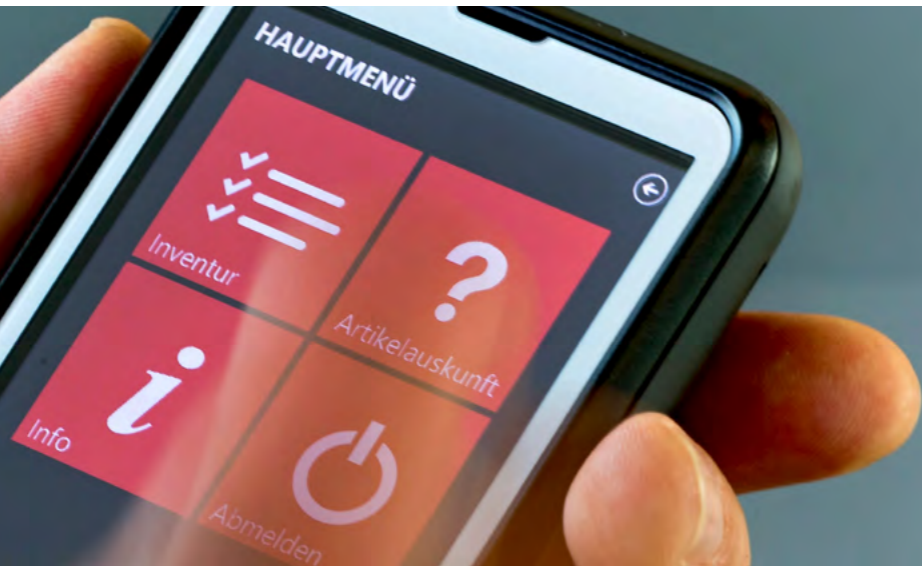
Quality, Speed and Security for your Shop Processes

Processes, which guide goods movement, are essential for a perfect customer experience in sales. Store operations ensure a smooth process.

The store operations “processes of goods receipt”, “stocktaking”, “disposition” and “mobile label printing” support your employees in their daily work.

All processes run on mobile devices, allowing your employees to stay on the sale floor helping customers.

Store operations on a mobile device



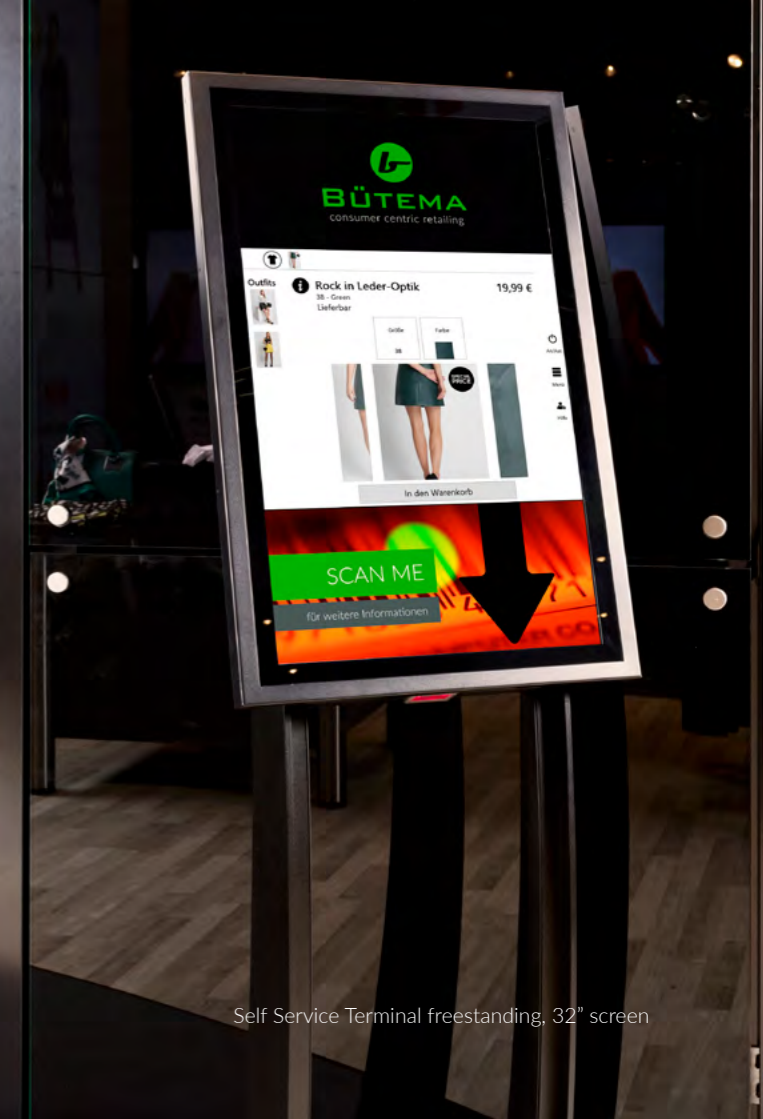
Self Service Terminals

Finding the Right Product Quickly and Comfortably

After entering the article number or scanning the barcode, information like product descriptions, outfit images, available sizes, and colors are displayed. Available products of the store and of other stores are shown, as well as those of the on-line shop. Through the connection to Omnichannel processes, customers have the possibility to order articles directly at the terminal, optionally with home or store delivery. These out-of-stock sales can generate additional revenue.

In standby, the terminal shows Digital Signage content, which creates a higher advertisement efficiency on the sale floor.

Self Service Terminals are available in 32" and 10.3", freestanding or wall-mounted.



Self Service Terminal freestanding, 32" screen



Interactive Fitting Room

Inspiration and Information in the Fitting Room

At the place where buying decisions are made, the Interactive Fitting Room offers customers a self-service system for more product information and being inspired by Digital Signage promotions.

Products are registered by barcode scanning, manual entry or RFID. Material composition, care instructions, outfit suggestions and cross-selling articles are being displayed, as well as available sizes and colors. With the “Butler”, a call button in the fitting room, customers also have the possibility to request an employee. A push-notification is automatically sent to their InStore Assistant. Color signals on the call button signal to the customer if assistance is coming.

Interactive Fitting Room, 23” screen

For monitoring and optimizing fitting room occupation, Bütema offers a fitting room occupation app. A display, mounted in the fitting room area, shows which fitting room is available and which is not. If RFID is used, the software can also show the number of articles in the fitting room.

The Interactive Fitting Room is available as a display in all standard sizes or as a mirrored screen between 32” and 55”. The fitting room occupation app is available for tablets.

Omnichannel

Higher Footfall Rate through Channel Linking

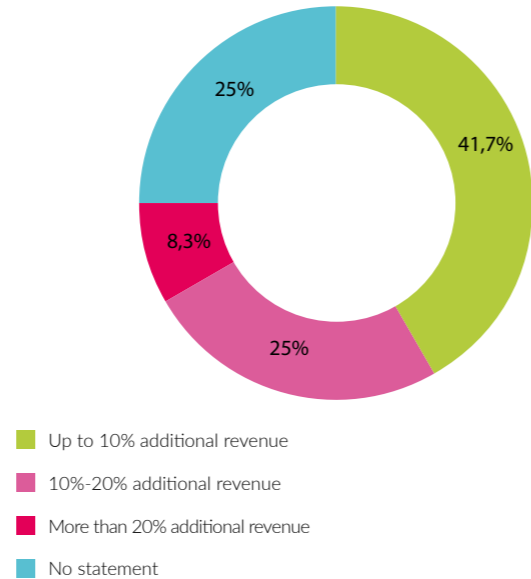
Omnichannel-processes are a key component of the Bütema InStore solutions. They increase customer satisfaction and raise the footfall rate in retail.

With Click & Collect, Click & Reserve, Return-to-Retail and the InStore Order we offer everything your customers ask for – and that strengthens your reputation as a customer friendly company.

Articles ordered via Click & Reserve or Click & Collect can be viewed conveniently on the InStore Assistant and handed out to the customer. Cross-selling products shown on the InStore Assistant, offer valuable chances for additional sales.

The structure of sovia Retail allows easy connection to all common ERP and check-out systems.

How much additional revenue can be generated through Click & Collect?



Source: EHI (2015) – Der Store im Omnichannel-Zeitalter



Click & Collect



Click & Reserve



Return-to-Retail



InStore Order



IT-Solutions for a better shopping experience

Bütema AG is a full-service provider for InStore solutions for fashion and lifestyle businesses. A perfect experience for the consumer and the best possible integration into the store concept, as well as supporting your staff, is the center of our attention.

Bütema AG currently consists of a young team of 50 employees. We supply software, hardware and services on a daily basis to provide optimal availability for our customers.

Bütema AG Headquarter in Bietigheim-Bissingen



Space for your notes



BÜTEMA

consumer centric retailing

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