

POS_T - ePusher Intelligence for your shelf



Many products can be displayed in a better way with the POS T-pusher -
Send for our large range to optimize your product display.



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POSTUNING[®]
Udo Voßhenrich
... for more success at the point of sale

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The POS T-ePusher

is the electronic version of the proven POS T-product pusher system. The ePusher-system with intelligent microelectronics:

- permanently identifies the stock existing on the shelf
- plans and gives a signal when an "out-of-stock" situation is coming up
- displays prices, stock and other information
- and automatically pushes the products to the shelf front each time an article has been taken out

The integration into internal merchandise planning and control systems or external supply chain networks open up revolutionary possibilities for logistics, merchandising and market research.

Out-of-Stock

The shelf is empty! A nightmare for commerce, but above all for sellers of branded goods. If the product is not on the shelf it will not be bought. Studies have shown that for 10% of all purchases the wanted product is not on the shelf, for new articles this applies to even nearly 40% of all purchases.

Here the ePusher is a great help!

High safe distance stock amount

This problem cannot be solved alone by scanner cashes and sophisticated merchandise planning and control systems. Theft, incorrectly labelled, scanned, or stacked goods are reasons why excessively high safety stocks must be maintained. The expenditure for merchandising is extremely high as the employees never know exactly which products are missing, when they are missing and when they have to be restocked. This results in high costs and, in the case of perishable goods, in a high rate of rejects because of excessive stock.

Here the ePusher is a great help!



Incorrect labelling

Incorrectly labelled products do not only cause problems for stockkeeping, but they also unnerve the customers and lead to incorrect accounting. Furthermore manual labelling requires much time and is expensive, as the old price tags must be removed when the prices change, and new tags must be printed and fitted to the shelf.

Here the ePusher is a great help!

There are many reasons for differences in inventories

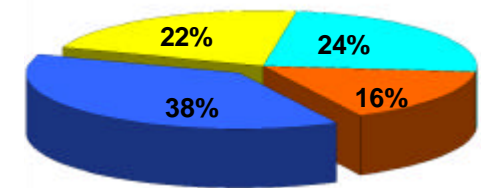
The average differences in German retailers' inventories amount to 1.1 % of the gross turnover with an equal turnover-yield in many cases (source: EHI 2003). 80 % of all inventory differences are caused by only a few product groups. The measures taken to prevent theft by customers often set limits to open product display and consequently to sales. This cannot be in the interest of commerce and industry.

Here the ePusher is a great help!

Wrong place

The decisive factor of product display is to find an optimal place for your products. But where is the optimal place? In most cases the search for this place involves expensive timely-limited market research. It is impossible to carry out permanent analyses to find the place where the products sell best.

Here the ePusher is a great help!

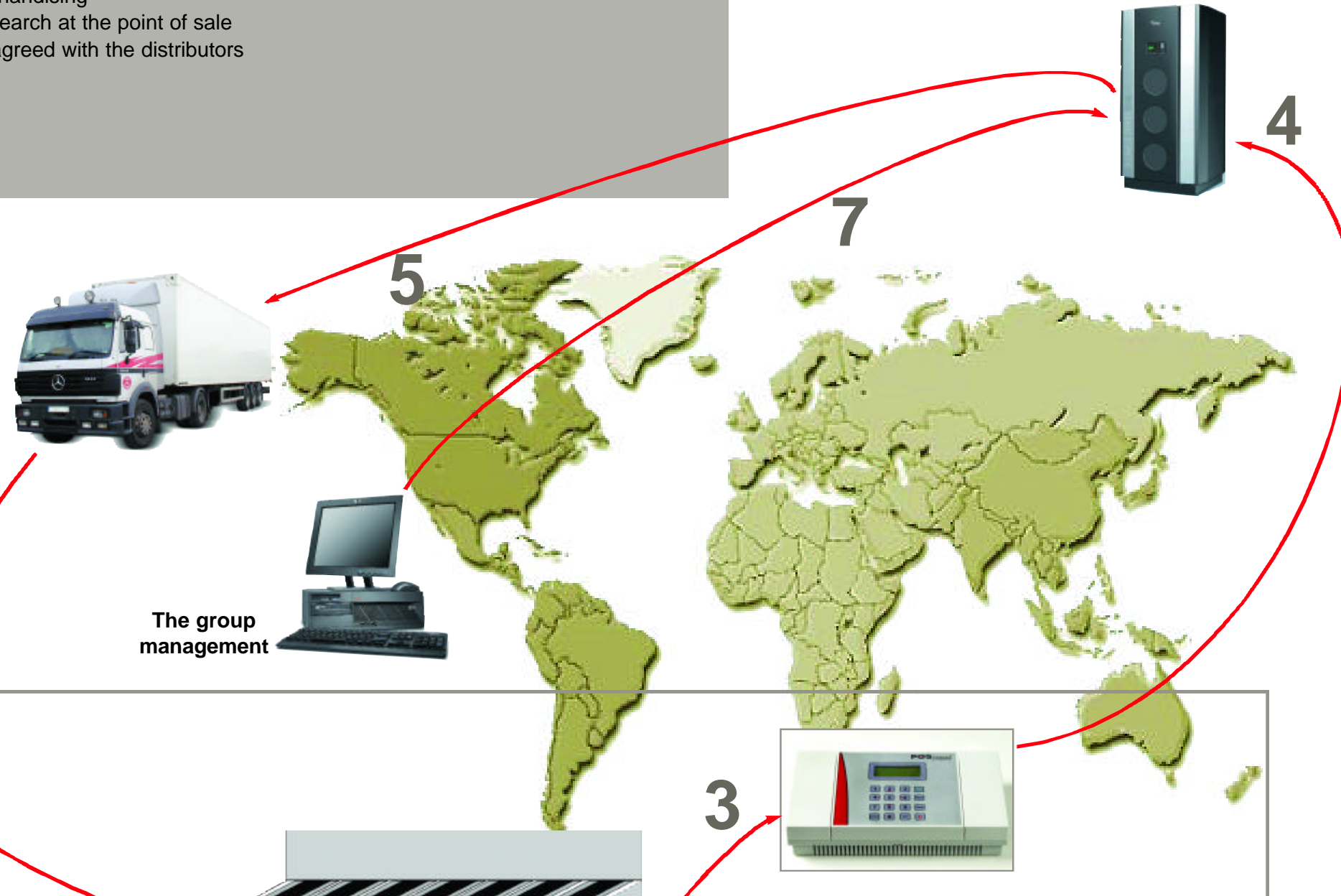


The advantages for industry ...

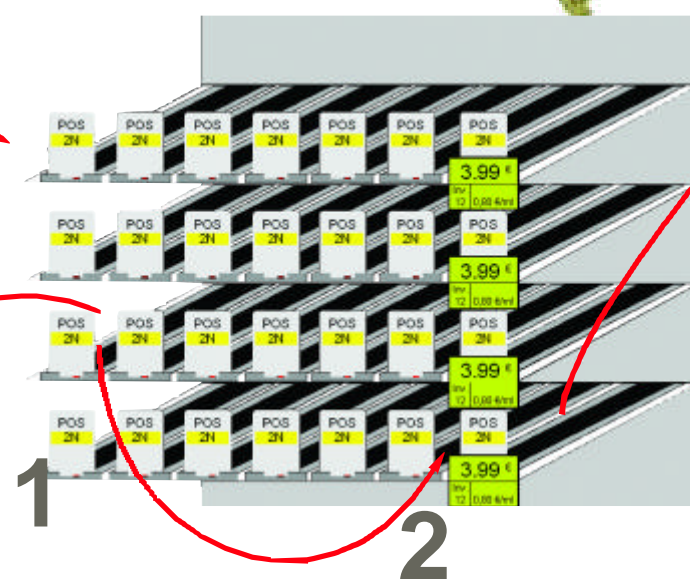
- Avoidance of out-of-stock situations
- Improved visibility on the shelf
- Increase of sales figures
- Reduction of expenditure for merchandising
- Possibility of automatic market research at the point of sale
- Access to updated stock data as agreed with the distributors

1 The customer takes the product from the shelf

2 The ePusher records this withdrawal and sends a corresponding message



The group management



Additional advantages for trade ...

- Optimal product display with simultaneous minimization of tied up capital
- Permanent stocktaking: Every minute you can identify your exact stock by just pushing a button
- Automatic recording of stock at shift change (e.g. in convenience stores)
- Reduction of stocktaking errors
- Minimization of expenditure for restocking
- Minimization of expenditure for pricing
- Optimisation of supply chain

3 At the data collection point all product movements are recorded and these records are regularly sent to the Internet platform

4 The consolidated information is made available by the Internet platform for evaluation

5 The logistics contain inventory data and/or orders based on the subsidiaries' data

6 The subsidiaries receive the requested quantities of the goods concerned "just-in-time".

7 The inventory and sales figures can be evaluated periodically for all articles, assortments and/or subsidiaries.

Permanent stocktaking

Every product movement on the shelf is recorded by the ePushers and immediately transmitted to the central data collection point from where the inventory data can be transferred to existing merchandise planning and control systems/cash systems or to an Internet platform.

Stock transfer is extremely simplified and you do not lose time for counting the products on the shelf.

Automatic planning

The exact stock of all subsidiaries which have been equipped with this system can be interrogated via an Internet platform. According to your requirements you can configure how often the subsidiaries must transmit the existing stock data to the Internet platform.

By depositing minimum stock quantities and further article data (this information can also be received via an interface from a merchandise planning and control system) the platform immediately determines the quantities to be supplied and can make these available for logistic purposes.

The data is sent to the manufacturers/suppliers corresponding systems by SMS, e-mail, webService, or via an interface.

By this you rationalise and optimise your merchandising and logistics processes.

Avoidance of stock-taking differences

Theft is one of the main reasons for inventory differences. When you compare the scanner cash data with the inventory data which is made available by the ePusher you can immediately recognize which products left the shop without payment.

In service areas with very high theft rates (committed by personnel, e.g. cigarettes from petrol stations) the employees can log in at the central data collection station. Here the existing stock is transferred by the leaving employee and the following employee is then responsible for stockkeeping.

The ePusher records every products which is taken out. When this data is compared with scanner cash data the theft committed by employees can be immediately detected.

Every ePusher can optionally be equipped with an electronic price tag. The article and price information of the shelf can be updated quickly and simply by radio control. The necessary data can be taken over via an interface from existing merchandise planning and control systems or be transmitted via the Internet.

There is no expenditure for paper labels and you do not need time for changing the labels.

Each product movement is recorded together with the time, date, article, subsidiary, and possibly the responsible employee. This information is transmitted to the Internet platform where it is made available for evaluations. Beside others the platform offers the following evaluations:

- Quantity of an article/assortment at a defined time
- Sales and/or value per period /article / assortment / subsidiary / employee
- stocking-up history
- system evaluations (e.g. number of transfers regarding data package, error record, ...)

In addition all recorded data can be exported from the platform and be evaluated with special analysis tools.

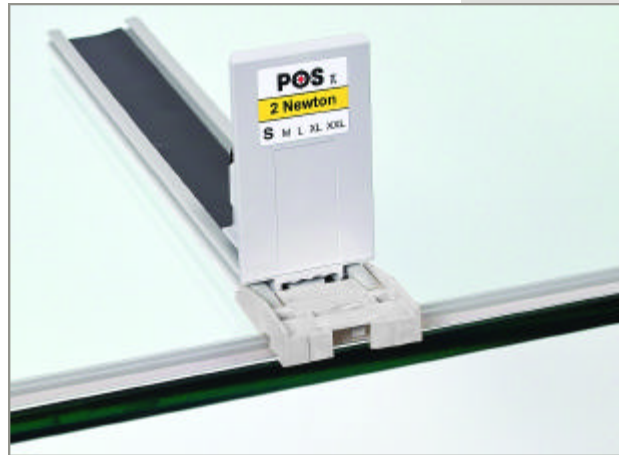
The ePusher identifies the place where and the time when an article has been taken from the shelf and which article movements were carried out in the direct surroundings.

This supplies revealing information about possible cross selling effects or about the effect of displaying certain articles also in another place. The ePusher can also help you to find the optimal point of sale for specific products and/or buyer groups (e.g. toys, products for seniors,...).

Electronic pricing

Analysis

Market research



POS T-ePusher

Functions

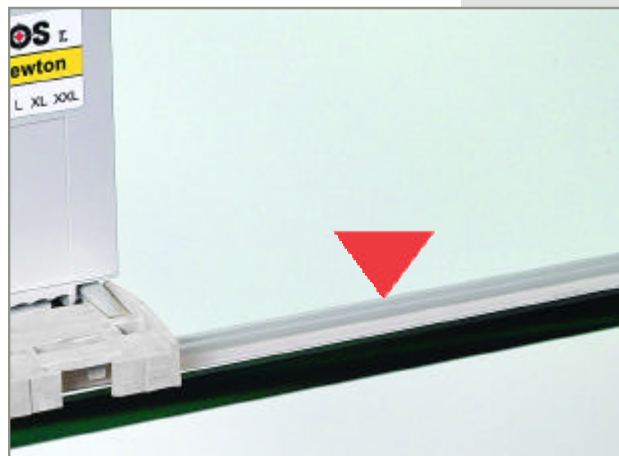
- To push the product forward
- Permanent stocktaking for one compartment
- To take over configuration-related information (packing depth, EAN, price)



POS T-ePusher with LCD-Display

Functions

- Transfer of the recorded stock to a central data collection station
- Display of article information on an LCD-display



Adapter-T Bus

Functions

- To fasten the ePushers to the shelf
- To supply the ePushers with power
- Data transfer between the ePushers



Handmatcher

Functions

- Manual input of article data (packing depth, price, article number)
- Article assignment to the ePushers by scanning the EAN code
- Transfer of article data by radio control to the ePushers

Netmaster (central data collection station)

Functions:

- Communication with the ePushers
 - Receipt of goods
 - Sending of article information
 - Sending of system data
- Communication with merchandise planning and control systems
 - *Directly* via network
 - *Indirectly* via the Internet platform
- Recording
 - Employee's log-in via PIN or SmartCard
 - Product movement indicating the time, date and employee involved
 - System event record (data transfer to Internet platform, loading new firmware) indicating time and date
- Evaluation
 - Output in the subsidiary via a printer interface



Internet platform

Functions:

- Subsidiary management
 - Configuration of netmasters per subsidiary
 - Management of employees' data
 - Assignment of category to subsidiary (e.g. Nielsen area, shop type)
 - Tour planning for delivery by merchandiser
- Assortment and article management
 - Assignment of articles to assortments
 - Definition of packing depths and prices
 - Interface to existing merchandise planning and control systems
- Evaluations
 - Collection of record data from associated subsidiaries
 - Evaluation based on period, country, subsidiary, type of subsidiary, assortment, articles, tours, suppliers, employees
- Messaging
 - When minimum stock quantities have been reached
 - In the case of communication problems between the subsidiary and the Internet
 - When a new subsidiary is established



Installation

**Installation of netmasters:**

- Preliminary configuration of the central data collection station and possibly registration with the Internet platform (will be carried out by POS Tuning)
- Possibly radio-controlled lighting to find out whether all the ePushers have been covered. As the information is transferred between the ePushers, it will be sufficient to ensure that the central data collection station is connected with each ePusher island. The maximum distance to one island should not exceed 30 m (in each individual case depending on the local situation)
- Fastening of central data collection point on the wall or on the ceiling (depending on the fact whether e.g. employees also want to use the central data collection station as a time recording terminal or for evaluation purposes)
- Power supply to the central data collection station
- Possibly connection of the central data collection station to a local network

**Installation of ePushers on the shelf:**

- Sticking the adapter-T bus to the shelf front
- Clipping-on the ePushers and the compartment dividers
- Clipping on a battery pack or connecting the ePushers to the existing mains

Assignment of articles to the ePushers:

- Import of the article data from a merchandising planning and control system or link to a merchandising planning and control system via an interface
- Setting all ePushers to which the same articles have been assigned into the "assignment mode" (quickly push the product pusher repeatedly forward and backward until the mode is indicated by a LED)
- Scan the EAN article code with the handmatcher, possibly also input the packing depth

(Optional) Configuration of the Internet platform:

- Make the subsidiary data available (via importation, direct interface or manual input)
- Make the article data available (via importation, direct interface or manual input)
- Make the assortment data available (via importation, direct interface or manual input)
- Make suppliers' data available (via importation, direct interface or manual input)
- Create files for users who will work with the Internet platform, such as

category managers
suppliers
merchandisers
manufacturers
controlling
administration
logistics
purchases

