

# POS<sub>T</sub> - ePusher Intelligence for your shelf





## The POS $\tau$ - ePusher

is the electronic version of the successful POS  $\tau$ - Product Pusher system. The ePusher system uses intelligent sensor technology to register each product movement on the shelf with a timestamp. Depending on the event (shelf stacking, below minimum stock level, unusual product removal, theft) the ePusher sends a message (SMS, email, voice) to various recipients (e. g. shelf maintenance personnel, category manager, managing clerk or supplier).

The integration into internal enterprise management systems or external supply chain networks opens revolutionary opportunities in terms of logistics, merchandising and marketing research.



## OSA – Improved Shelf Availability

A product not found on the shelf cannot be sold. Studies have shown that for approx. 8 % of all purchases the product preferred is not available on the shelf. For newly launched products the out-of-stock quota can rise to almost 40 %. In frustration the customer opts for other products or even another store.

Despite the existence of stock, according to inventory management, products are often not available on the shelf. Reasons are: e. g. goods „vanish“ in the store stockroom, transcripts, theft, incorrect shelf stacking or ordering etc.

The ePusher counts the shelf inventory and records the actual merchandise available. When the shelf inventory falls below the minimum level the ePusher sends a message and thus actively eliminates out-of-stocks.



## Improved Material Planning

Today automated material planning is state of the art.

Inward goods movement and sales data from the cash register system are used as a basis upon which stock levels are managed.

What, however, if cash balances and store inventory do not correspond? Or if the merchandise is kept in the store stockroom, yet is in terms of figures given as available?

The ePusher counts the merchandise where the shopper withdraws the goods from the shelf. Aligning the cash balances with the shelf inventory improves material planning and eliminates out-of-stocks.

## Reduction of Shelf Maintenance Costs

Sight checks for product gaps on the shelf are time-consuming and susceptible to error. The result is that: approx. 40 % of staff working hours are spent on shelf maintenance.

Furthermore incorrect stacking lists lead to the “disappearance” of excess merchandise in the store stockroom.

The ePusher increases the quality of your stacking lists, reduces the time required for shelf stacking and automatically pushes the remaining stock to the front edge of the shelf.

### Optimising Product Placement and Promotions

The optimal placement of your products is vital for every product presentation. But where is the optimal place?

The ePusher enables permanent analyses to be made of the best position to sell your product from shelf.

### Theft Prevention – Decrease in Inventory Shrinkage

Dishonest customers are the cause of about 38 % of all inventory shrinkage. Measures to prevent customer theft, however, often limit open merchandise presentation and thus also sales. The ePusher “notifies” each product removal from the shelf.

Should the ePusher register unusual product removal it can trigger an alarm (at the shelf or to the store personnel). The combination with instore video surveillance and alarm systems improves theft prevention.

Dishonest store personnel cause approx. 28 % of all inventory shrinkage according to an EHI study. The simple knowledge of the fact that the products are automatically “counted” has a noticeable effect. By aligning the shelf inventory and cash balance employee thievery can be drastically decreased.

### Optimising Store Processes – Analysis of Product Movement

The ePusher registers product movement at store level using time and date. This data forms a comprehensive basis for numerous evaluations:

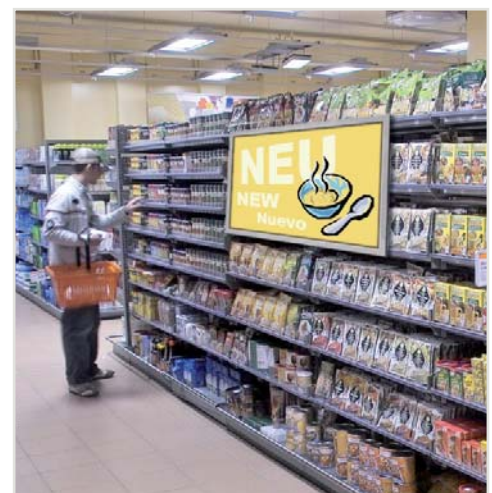
- inventory of product/product range at a given time
- sales and/or value per period per product, product range, store or employee
- stacking records

In addition to this the ePusher provides revealing information on possible cross-selling effects or the impact of secondary display locations.

### Increase in Sales – Product Related Media Recordings at Product Removal

Increasingly complex product ranges make it difficult to provide goal-directed orientation and information without sometimes oversaturating and distracting the shopper.

In combination with instore media systems the ePusher enables you to react directly to customer needs. When the shopper removes a product the ePusher connected to a media system initiates a video and/or voice message. An optimal solution to support your cross-selling efforts!



## The advantages for...

### ...the industry:

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

### ...the trade:

- Optimal product display with simultaneous minimisation of “tied up” capital
- Continuous 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 stocking errors
- Minimisation of expenditure for restocking
- Optimisation of supply chain





**1 The customer** takes the product from the shelf.

**2 The ePusher** records this withdrawal and sends a corresponding message.

**3 The data collection point** records all product movements and can periodically make these records available to other applications (e. g. automatic material planning).

**4 The Central Systems** can consolidate and access data for evaluation.

**5 The Logistics** receive inventory data or orders based on shelf inventory 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.



## The POS $\tau$ - ePusher

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### Features

- pushes the product into optimal view and reach
- registers and transmits product movement data
- sensor technology determines inventory for each shelf space



## The Adapter-T-Bus

The Adapter-T-Bus is a low-voltage rail system, which can be installed on any retail shelving. The Adapter-T-Bus is installed behind the product at the far end of the shelf where it is not visible to the customer.

The installation of a vertical Adapter-T-Bus allows several shelves to be easily connected. Jumpers snapped onto the Adapter-T-Bus connect the individual Adapter-T-Bus segments.

### Features

- Infrastructure for the installation of ePushers and other shelf management systems on the shelf



## The Busmaster

The Busmaster is the hardware control component for all ePushers connected to the Adapter-T-Bus. It provides these with electric current and communicates via the Adapter-T-Bus with the ePushers, transmitting inventory and further information to the netmaster using standard network technology.

### Features

- Supply the unit of up to 200 ePushers with electricity (power supply)
- Control of the data traffic between ePushers and Netmaster

## The Netmaster – Central data collection station

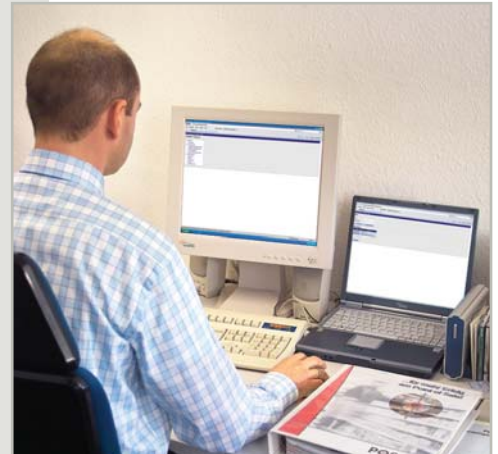
The netmaster is the software control component for an ePusher network.

The netmaster saves all product movements using time and date in a database and has several interfaces for communicating with other applications. Events (e. g. theft, product removal, restocking) can be actively transmitted by UDP and /or SMTP for example. Interfaces such as FTP and ODBC among others are available for data called up by other applications.

For direct access to events and inventory the netmaster possesses a web interface allowing the user to access the data via any web-enabled terminal (e. g. mobile phones, PDA's, MDA's, computers).

### Features

- Communication with third-party applications, e. g.
  - merchandise management systems
  - video surveillance
  - instore media
  - analysis tools ...
- Logging
  - product movements specifying time, date and employee
  - system event log (transfer of data to third-party applications, installation of new products...) specifying time and date



### Netmaster - Main Menu

▸ Tasks
▸ Matching
▸ Reports
▸ Stock Total Report
▸ Single Article Stock Report
▸ OOS Statistic
▸ Artikelbestand über Zeit
▸ Administration
▸ Users
▸ Article
▸ Busmasters
▸ Pushers
▸ Initialization

## The Handmatcher

Any standard handheld barcode scanner with a web browser can be used as a handmatcher.

### Features

- Assigns products to ePushers by scanning the EAN codes and the ePusher address
- Manual care of product data (e. g. packing depth)
- Monitoring of system status and inventory data



**The advantages  
of the POS  $\tau$ - ePusher  
at a glance:**

- reduced "Out of Stocks"
- added level of inventory
- reduced storeroom stock
- enhanced material planning
- optimised presentation
- reduced shelf maintenance costs
- increased sales



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

