



## DigiPoS Store Solutions: Department stores

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**DigiPoS Store Solutions**  
The Coach House  
Kempshott Park  
Dummer  
Hampshire RG25 2DB

Tel: +44 (0)1256 396777  
Fax: +44 (0)1256 396770  
info@digipos-systems.co.uk  
www.digipos-systems.co.uk





## DigiPoS Store Solutions in Department stores

Retail globally is currently experiencing a period of fundamental change. It is change that reflects a new and primary shift in the pattern of retailing itself and is arguably the most fundamental for the past 50 years. The effects will be felt by Department Stores in the same way as any other retailing vertical. Three significant factors are forcing and will continue to force complete realignment in the traditional Retailing model:

- **Consumer Technology:** The availability and acceptance of technology both in personal terms (Mobiles, PDA's, PC's etc) and the integration of aspects of that technology into the Retailing context - the relationship Department Stores hold with their customer is more important now than ever before.
- **Consumer Purchasing behaviour and choice:** Primarily significant broadening of knowledge and therefore choice delivering new purchasing channels via the Internet, in turn fed by burgeoning Broadband and wireless availability and widespread social adoption.
- **Technology for Retail:** Retailers reacting to the impact of the above two areas by integrating technology into the retail proposition and business process. This spans the implementation of multi-channel retailing, through to the use of new technology in-store and deployment of far deeper technological solutions for operating and refining the operation of the retail business.

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“DigiPoS technology now powers many of the Worlds leading department store retailers”

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Department Stores are amongst the longest established forms of retail enterprise and have a distinctive role with the consumers and market they address and face significant challenges and opportunities.

For the first time since the introduction of electronic cash accounting systems into the store, the position and importance of technology to the store shareholders is taking them from being “Technology Enabled” – whereby it was utilised as an aspect of the business process – to being “Technology Driven” – that is to say the technology is being actively integrated across the Retail model to specifically deliver the objectives of reducing costs, improve the customer experience (and therefore revenues) and to optimise profitability.



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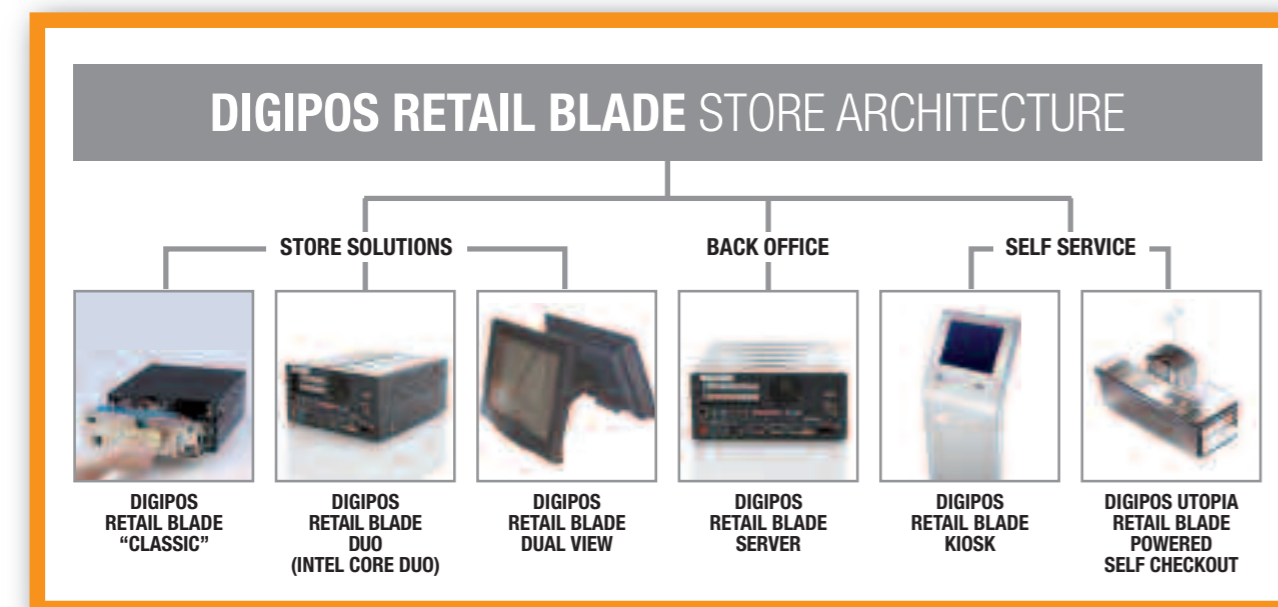
The DigiPoS Store Solutions Group is a global business operating exclusively in the field of Retail Technology, Software and Support Services.

Operating only in Retail, with extensive experience specifically in the Department Store sector DigiPos has grown as a result of Retailer demand for its products and services, expanding to over \$130 million operating revenues across 16 subsidiaries.

The Group delivers technology solutions that support the demands of Retailers as they seek to achieve their own core business objectives.

DigiPos understands and reflects the nature of Retailing and its interaction with technology.

In DigiPos those from the Department Store sector have a true technology Partner -capable of delivering across the retail technology spectrum. The Retail Blade Store System Architecture for example provides a consistent, flexible and high ROI platform for integration into the Department store environment. At the solution centre is the award winning Retail Blade which now drives technology in store from EPoS through to Self Checkout creating a powerful combination of options for the Retailer in store



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The Group - European Retailers "Supplier of the Year 2006" has built a world-wide reputation for quality, innovation and highly responsive service as the DigiPos Retail Blade system continues to be installed by many of the worlds leading Department and as the demand for the system has grown so Retailers have relied more heavily on DigiPos for broader systems solutions such as scanning, mobility and wireless technologies.

Working as a leading solution provider - DigiPos now drives additional productivity, efficiency and profitability via the Symbol range including

- Scanners, Printers and peripherals
- Mobile Solutions
- Wireless Infrastructure
- Back Office Solutions

Each of these individual areas is now critical to store operations and is central to the full technology service capability delivered by the DigiPos Store Solutions Group.

- Handheld Scanner for Point of Sale applications in store
- Hands Free Scanners for fast processing and improved productivity
- Rugged Corded and Cordless units for scan intensive warehouse and storage environments

### Mobility Solutions

Of increasing in store and warehouse applications, DigiPos Store Solutions also delivers the full range of Mobile computing options.

- Mobile systems capable of delivering mission critical data and real-time visibility
- Enterprise PDA's for Management with a wide range of rugged designs for on the go professionals
- Consumer portable shopping systems to enhance the customer experience and increase customer loyalty

### Wireless technology

The complete range of wireless networking products delivers cost effective communication right across the retail enterprise and incorporates:

- Ranging from single wireless switches with integrated security wireless LAN architecture for servers
- Full range of access ports and points for enterprise class wireless networking
- Bridges, client adapters and Intrusion protection for 802.11 a/b/g wireless infrastructures



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### Back Office Solutions

- Back Office Printing Solutions
- Store to Head Office Communications and Integration
- EMV, transition, merchandising, management solutions

Digipos recognises that the engagement of technology across Retail is now central to operations and the key to profitability and brings award winning Hardware, Software and Professional Services is at the forefront of technology development both in terms of system design through to integration of software applications and hardware solutions.

Working closely with Digipos Retailers can now deliver critical information to Store Management and significantly improved systems and communication across the whole supply chain – whilst improving the levels of profitability, service and experience for the consumer.

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### Global Systems Manager

Digipos Store Solutions has designed and developed an integrated web based solution - the Global Systems Manager. This works on a completely different premise than simply taking remedial action via the lengthy process of store visit and potential repair. Operating in real-time GSM is an internet based diagnostics tool that enables direct and remote interrogation of in-store PoS equipment, as soon as any health or functionality issues are identified. The GSM eliminates the time and expense of wasted call-outs and ensures that PoS units are repaired in the quickest time possible, with minimum disruption. It is a critical tool to help Retailers reduce ownership cost.

### Capital Asset Tracker

Digipos Store Solutions development in providing blended web based and RFID tracking technology now means, fast, economic and effectively real-time asset data can be reported upon - across all stores - as an when required. The Digipos Capital Asset Tracker service, delivered on demand via the Internet ensures that XML data is instantly available to report on a wide range of assets and technology deployed in the field. The RFID tag - affixed to every capital asset acts as a permanent guard and monitor on the product status - enabling cross referencing of serial numbers, and then values of assets deployed at any given point in time - on demand.

