brodos™.net

Cross-channel in store

Case studies of multimedia touch kiosks

and

important cross-channel components

Contents

1. **Cyberport**

Cyberport has been making its way from the internet into brick and mortar stores since 2003. "We take our agile and quick online mindset into the world of brick and mortar retailers" explains Cyberport CEO Jeremy Glück. The Cyberport online shop, founded in 1998, is very successful thanks to its attractive and high quality approach. "But we have started to want more. We want to be able to provide our customers with even more comprehensive and personal advice - no matter where the customer needs us, whether online or locally" Glück continues.

Online:
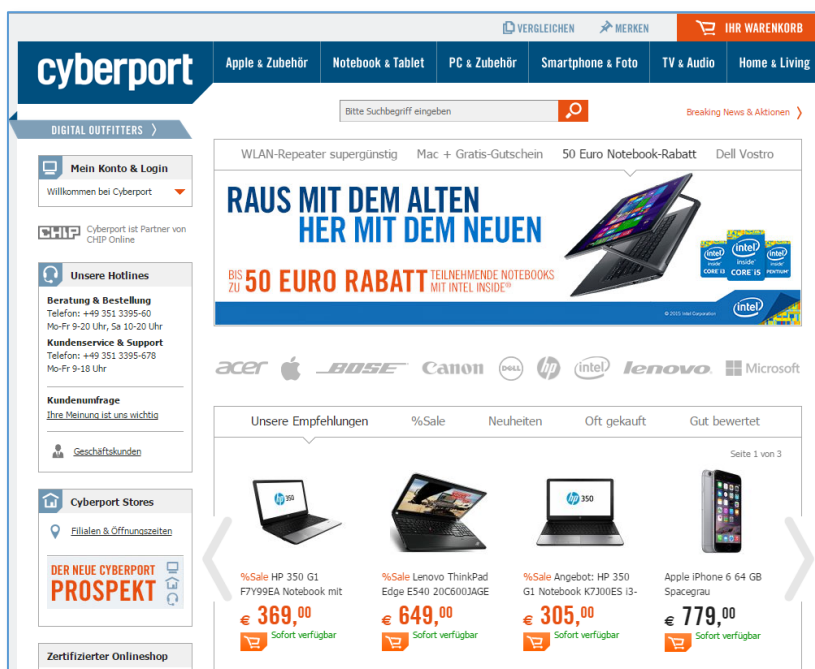
The Cyberport online shop comprises approx. 40,000 products, predominantly from the areas of electronics, accessories and photography. Goods can be delivered either to the store or directly to the end customer.

Kiosk in store:

Purchases can be made in all channels, online and in store.

For this reason, Cyberport changed very early on from a pure online player to a multichannel retailer. Sales are made online, by telephone and in the 14 local stores which are currently available.
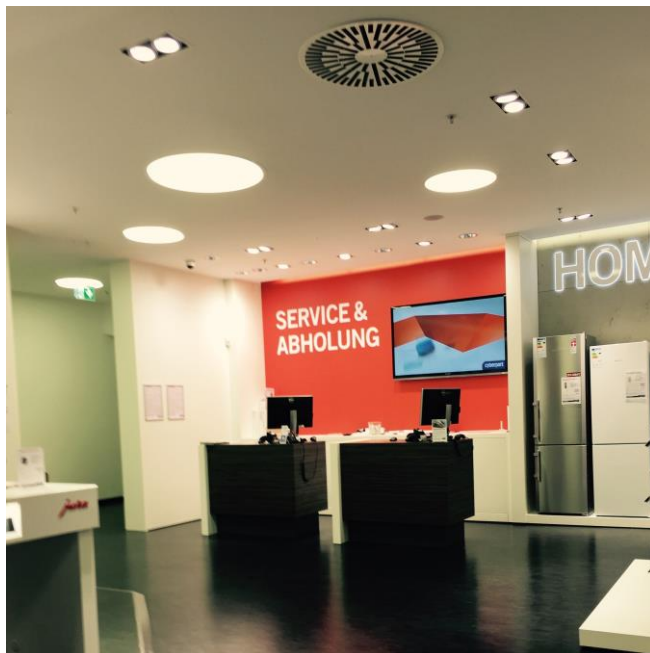
In store:

The chat corner and various lounges offer a special shopping experience. Cyberport is beginning a new era with the new store in the Mona shopping centre in Munich, the company's largest so far with 900 m² retail floor space. Numerous new features guarantee a great shopping experience. In Mona, for example, there is a chat corner and an area in which only the latest products and innovations are displayed. Lounges invite customers to test products and highly-qualified sales staff are always on hand to provide customers with comprehensive advice and information. As the store is connected to the online presence, customers cannot only access the 4,000 products in the retail store, but also more than 40,000 articles in the virtual shop.

Click & Collect:

When a customer places an order on the website, they can choose either to pick the products up postage free in the store or have those products which are in stock in the local store in the applicable catchment area delivered to their home within 3 hours using the so-called EXPRESS! delivery service (this service incurs additional charges). Anyone who goes

into the store for information can then place an order in the online shop either there and then or later at home. The ordered devices are delivered and old devices disposed of directly in return. Thanks to the same day delivery service, a broken television set on the evening of the premier league game or a faulty computer just before an important deadline is no longer an insurmountable challenge. Cyberport delivers the goods you want to your home within three hours of them being ordered. Customers are offered an assembly and installation service for television sets and notebooks if so required after purchasing the products.

The click & collect service counter is located at a prominent position in store. Other problems encountered by online customers can also be dealt with here in store.

Uses kiosk technology:

A kiosk solution is offered, using an app on 10 inch tablets which are mounted at each advice counter and on special walls. An adequate number of kiosk systems are distributed throughout the store. A 10 inch screen is very small, however, and the kiosks could be made more eye-catching.

The software which runs on the tablets is stable and categories are taken as the starting point for searches. We suspect that this is the new end customer app from Cyberport, which is due to be launched soon.

The order is placed in the same way as in the online shop. There is no direct possibility for receiving the product in store. Instead, this is only possible through the rather roundabout solution of placing a regular order and selecting delivery to store.

Strengths:

- With 14 stores, **Cyberport** already has a good brick and mortar footprint.
- The store has a very modern design.
- Sufficient kiosks are available in store (minimum approx. 20 devices).
- The click & collect service counter is located at a prominent position in store.
- With their large rear panels or colored walls, the kiosks are well placed in store.

Weaknesses:

- The tablets are much too small with their screen size of just 10 inches.
- It is unclear how products in store can be purchased online.
- Sales staff do not incorporate the kiosks into their sales pitch and do not actively introduce them to customers.

Address:
MONA Munich
Pelkovenstrasse 143–146
80992 Munich

Opening hours:
Mon–Sat 10am–8pm

brodos™.net

2. **BelMoba**

The online retailer for designer leather couches BelMoba has opened its first brick and mortar furniture store in the Mona shopping center in Munich. It is designed to be the perfect addition to the couch specialist's online sales.

Online:

The BelMoba online shop is aimed predominantly at selecting and configuring the furniture on offer, in particular couches. The product range is relatively small.

Kiosk in store:

Service points with modern touchscreen monitors help indecisive customers to find the perfect couch thanks to ingenious filters. And if there are any questions, sales staff are happy to provide advice. There is no pressure to buy. Anyone who can't decide there and then can take a night to sleep on it, and then simply order online the next day. The same principle naturally also works vice versa as well. All thanks to the BelModa cross-channel concept.

Kiosk technology used:

Four kiosks are displayed in store. This is plenty for the size of the store. The 30 inch monitors are super and the touchscreen is very easy to use. The kiosk is displayed together with sample surfaces and materials. Each of the kiosks have a rear panel and are displayed well and in an eye-catching position.

Special kiosk software is used, which was programmed especially for BelMoba along the lines of the online shop offered on the website. You select your products at the terminal and place them in the shopping basket. The actual purchasing process begins at the second stage, in which the customer enters all required personal data into the terminal. With one click, the order is transferred to a customer advisor in store. He or she then prints out all the necessary documents and takes them to the customer before completing the purchase together.
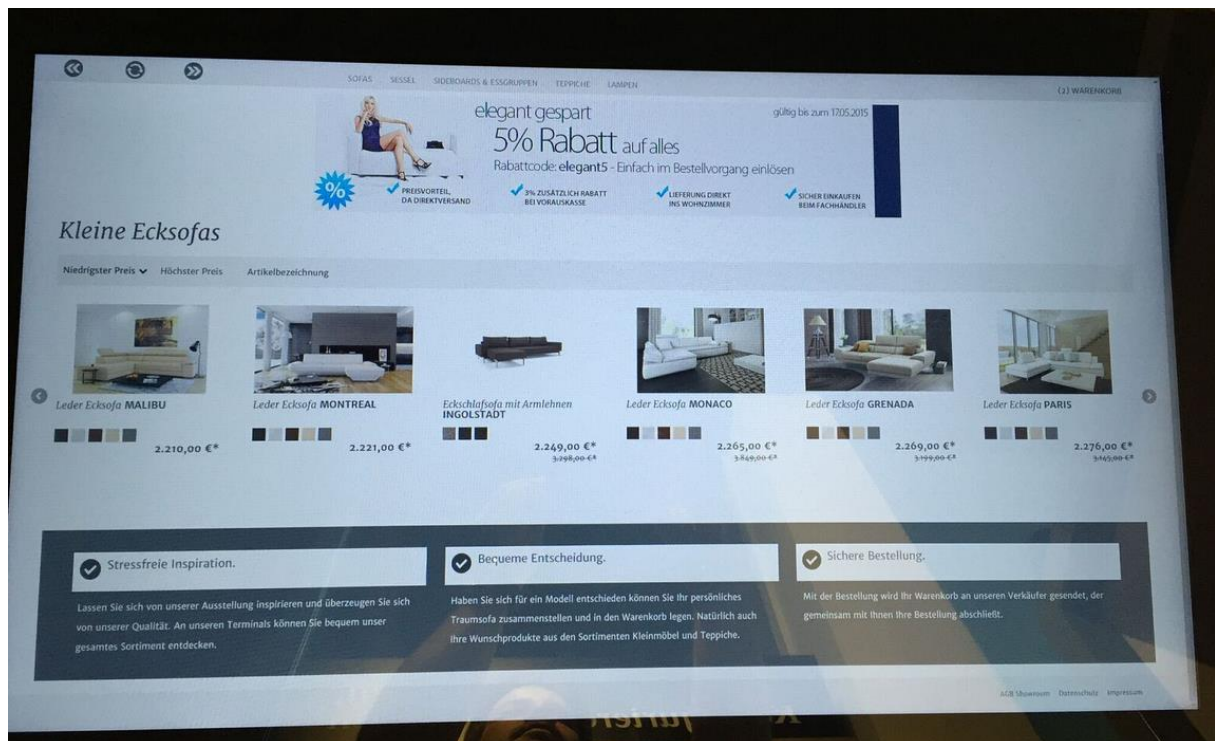
Company motto: Inspiration, configuration, order

Strengths:

- Kiosks are incorporated into a very good in-store atmosphere.
- A large display, highly efficient touch function and a stable pedestal make the kiosk easy to use and invite customers to browse.
- A sufficient number of kiosks are available in store.
- The kiosks are displayed well in store with the large rear panels and sample material and surfaces.

Weaknesses:

- On the test day only one salesperson was available in store, and he was busy with other customers. For this reason, a consultation could not be offered to the test customers.
- The kiosk simply displayed the website and was not tailored to be used together with the sales person to configure the product in store. (According to an employee, the kiosk was programmed by the company itself along the lines of the online shop).
- Unfortunately no upselling or cross-selling options offered, as virtually no decorative items were available, and it was only the main product sofas / couches which were able to be configured in all shades and materials.
- Delivery time for the products is nearly two and a half months.

Address:

MONA Munich

Pelkovenstrasse 143-146

80992 Munich

Opening hours:

Mon–Sat   10am–8pm

3. Biketown Rose

The ROSE BIKETOWN Munich was awarded the "Stores of the Year" award by the German retail association Handelsverband Deutschland e.V. (HDE) in the category "Out of Line". The exemplary connection of brick and mortar retail business with digital media and online trade was recognized. The bike concept store of the bike manufacturer ROSE is one of the four winners from the categories "Food", "Fashion", "Living" and "Out of Line". With the award, the HDE recognizes outstanding retail concepts each year. ROSE managing director Thorsten Heckath-Rose is pleased to have won the award: "It is an outstanding success for our whole team. We have created a great concept for merging the digital world, online trade and the brick and mortar retail trade. We have now come to the attention of not only the cycle branch, but the whole retail sector within Germany."

Online:
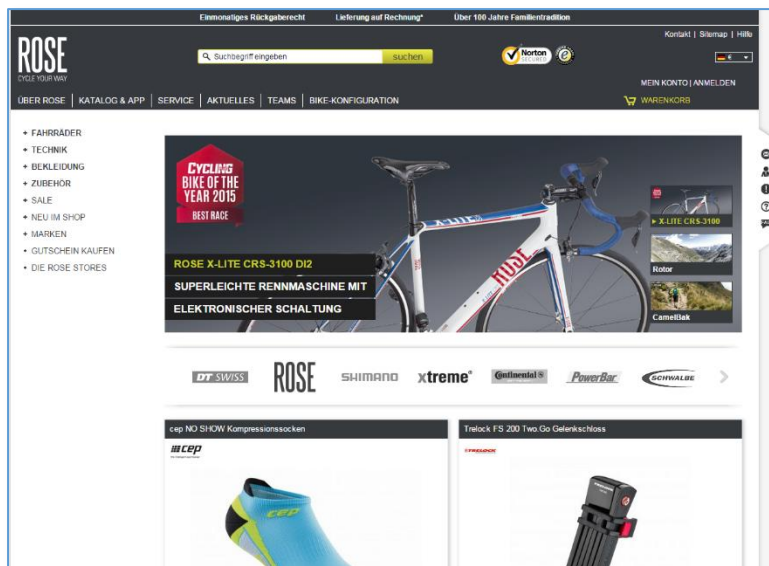
What strikes the eye with the Rose online shop are the many different options available for each bicycle. It also provides a lot of additional information on the products.

Kiosk in store:

The central idea behind the new store concept is configuring bikes to meet customers' requirements. 20 tablets are available in store. Here customers

can configure their dream bike, tailoring it perfectly to suit the intended purpose, ergonomics, budget and technical preferences. ROSE is taking the bike configuration process they already offer online and making it available in brick and mortar retail premises as well.

An additional four configuration stations are available, with 40 inch monitors. These are rear panel projection tables which are used well. In both instances

the bicycle retailer's website is shown, on which customers can then configure their dream bike.

According to sales staff, the small 10 inch kiosks are Apple iPads fitted into a pedestal.

Strengths:
- The store makes a very cool, stylish impression when you go in.
- Four large configuration stations with sales staff are available, but were not required.
- The configuration software for putting the bikes together works very well, it is the website of the online shop (this is an application for the kiosk system programmed by the company itself. According to a very chatty salesperson it is not the webshop itself, but the webshop was taken as the starting point and has been transferred optimally to the app).
- The configuration stations are given a lot of space on the rear wall of the store.
- The store is extremely popular with customers and the brand has suddenly been given a face. Thanks to the expert advice provided in store, customers can find their way around the online shop with all its components and options. Rose did not expect the first "mail order to brick and mortar retailer" concept store to be so successful. Electronically supported saddle and shoe fitting services as well as digital signage offering moving pictures completed the impression of professional dealings with customers (I even bought myself a saddle there).
- Cross-selling and up-selling options everywhere, excellent!

Weaknesses:

- The monitors on the 10 inch kiosks (Apple iPads) placed at the bikes are too small and not eye catching enough.
- As the entire website is shown on the 10 inch display, it is rather impractical to use.
- The shop seems to have problems with the reliability of the technology, as a lot of monitors were switched off, on some the software had frozen and two of the monitors had been removed altogether.

  The large 40 inch configuration stations are good, but the screen is not brilliant and the colors appear washed out. The monitors are mounted horizontally, which is rather impractical in view of their size. In addition, the ceiling lighting reflects on the screens, blinding the user.

Address:

MONA Munich

Pelkovenstrasse 143–146

80992 Munich

Opening hours:

Mon–Sat 10am–8pm

4. **Media Markt**

Media Markt is the leading European consumer electronics retailer. Media Markt's new multichannel marketing concept can be viewed at the store in Ingolstadt, opened in September 2014. Touchscreens and tablets offer a connection between the brick and mortar business and the mediamarkt.de online shop. A dynamic approach to competition from the internet is taken with electronic price tags and a drive-in counter for click & collect customers.

Online:
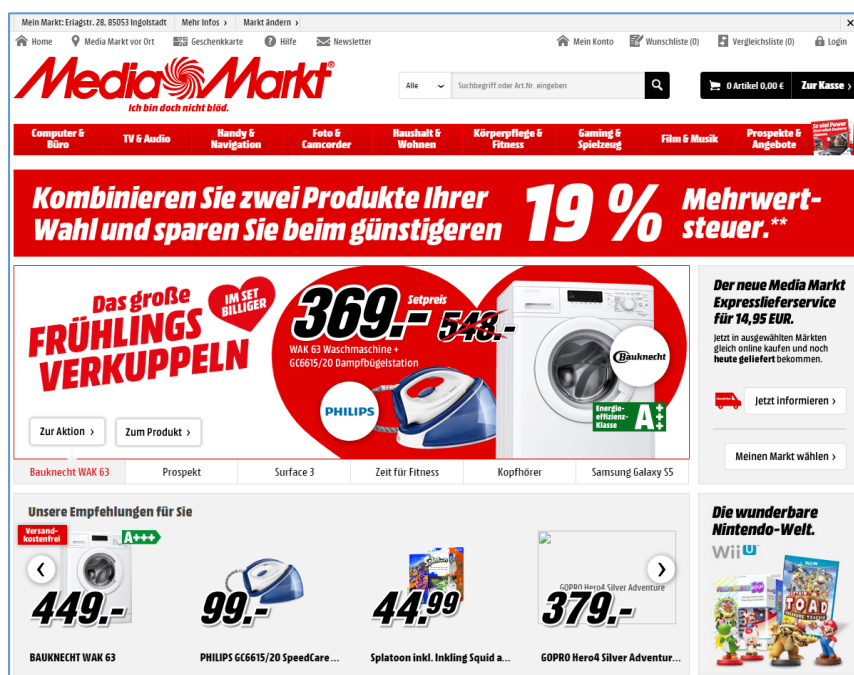
The Media-Markt-online shop currently offers approx. 45,000 consumer electronics products. Orders can be placed for delivery either to the required branch or directly to the end customer.
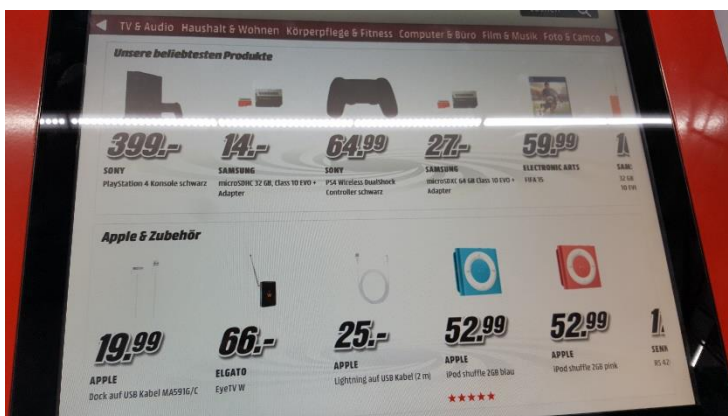
Kiosk in store:

10-15 Windows-based kiosk systems are in place in store. They have 21 inch monitors and are located on the gondolas between products. They are not particularly user friendly. It is particularly striking that the product range available in the kiosk feels relatively small and the database is very sluggish. Users feel that they are searching for a needle in a haystack rather than having an overview of a large product range.

Other touch systems included in store are a digital signpost and a special monitor which helps customers find the right ink for their printers in the adjacent shelf. This function is useful, although improvements could be made to the ergonomics.

Strengths:
- Products can be searched via categories and by entering key words.
- Availability in store is given for the products.
- An order can be placed directly at the kiosk.
- A quotation can be generated together with a datasheet for the articles found in the kiosk.

Weaknesses:

- The databases in the kiosk are very slow and time-consuming to use.
- No similar or alternative products are suggested. No mention is made at the respective products of matching accessories or other options available in the system.
- Product data is very sparse. There are no detailed descriptions, videos, customer reviews or similar information.
- Using the interface is not fun. In addition, the user interface is not always user friendly.
- The design of the multimedia kiosks appears very cumbersome and the bulky metal casing gives the impression of having been forged by a locksmith.
- The print out was created on a DIN A4 printer, but it took a long time to finish printing.
- 21 inch monitors are a bit too small for searches of this type.

Address:

Media Markt   Opening hours:

Eriagstraße 28   Mon–Sat 10 am–8pm

85053 Ingolstadt

5. **Saturn**

The Saturn electronics stores belong to the Media-Saturn-Holding, together with Media Markt. At the group's headquarters in Ingolstadt, Saturn runs an innovative store with approximately 20 kiosk systems.

Online:

The Saturn online shop offers approximately 45,000 products from the areas of electronics and accessories. It also includes the current advertising flyer and a branch search function.

Kiosks in store:

46 inch touch kiosk with product catalogue and indication of availability in store.

In addition, there are approximately 20 touch tablets with a 10 inch monitor distributed throughout the store. These work with the Android operating system and offer the same product catalogue and indication of availability in store as the 46 inch device. The tablets are mainly mounted with a special bracket to the central gondolas. Surprisingly, none of the product catalogues offer a search function. Products can only be found via the category tree.

Strengths:

- With at least 10 to 15 devices, there are enough devices in store.
- 10 inch tablets are mounted in attractive, theft-proof cases.
- The kiosk systems are well placed. They are mainly to be found in the central gondola, two other devices were mounted at the information desk.

Weaknesses:

- The kiosk system does not offer a search function, in other words you have to click your way through several category trees before possibly finding the product you want. Certain products are virtually impossible to find, and searching is always a long-winded process.
- When we carried out our store check, several kiosks were switched off or broken. The technology which is used is obviously prone to difficulties.
- There is no option for making a print-out! If you find an item which you would like to buy you need to take a photo of a QR code! This procedure is extremely awkward.

Address:
Saturn
Am Westpark 7,
85057 Ingolstadt

Opening times:
Mon–Sat 10am–8pm

brodos™.net

6. **Nike Factory Store**

Many people immediately associate Nike with the sports icon Michael Jordan. The basketball legend became the primary brand ambassador for the US company which was founded as a sport shoe manufacturer by Philip Knight in 1972 in Beaverton, Oregon. In the following years, the popular brand with the swoosh logo became a global player. In 1978 Nike began to sell the shoes on the European market.

Online:
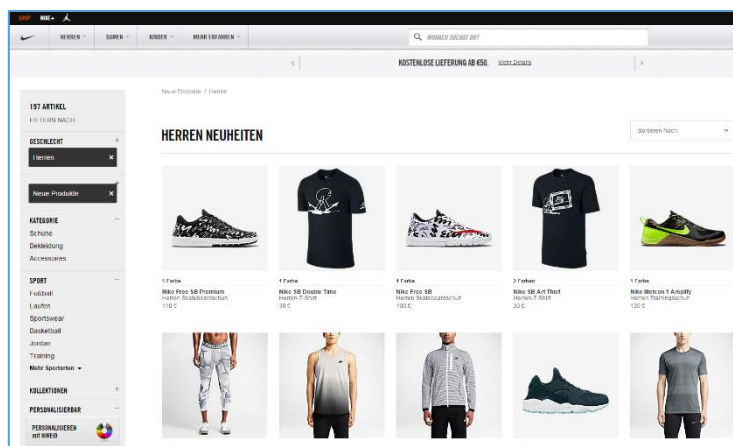
The Nike online shop is predominantly a showcase for the brand. Its best features include the uniform images and the good choice of alternatives.

Store:

Nike has since become world famous, not only due to the shoes including the commercially very successful "Air Jordan" series, and has become one of the giants in the international sporting goods market. Nike focused from the beginning on boosting its own image by sponsoring professional athletes in various sports.

Today, Nike offers an extensive product portfolio, ranging from shoes to clothing to sports equipment. The areas covered

include track and field, various team sports, tennis and golf, although this does not begin to cover all that is offered.

The shop in the Brunnthal industrial estate is relatively new, disguised as an official Nike Store. It is an outlet store with various special offers and opportunities for selling off goods.

NIKEiD:
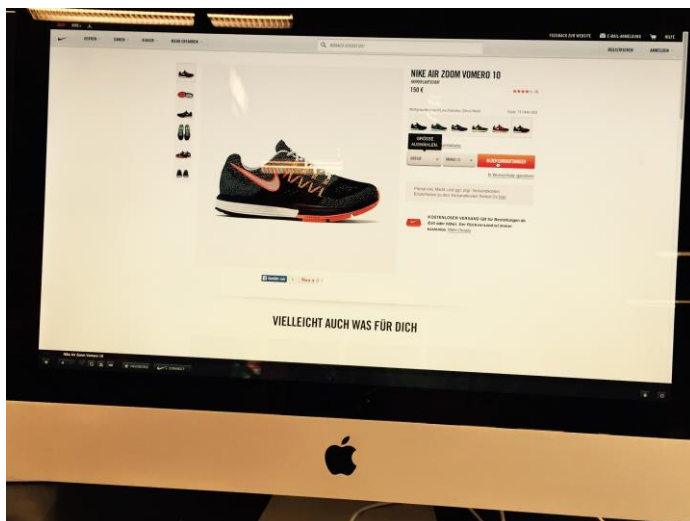
With NIKEiD you yourself can design shoes and accessories individually. You can choose your favorite colors, materials and even performance options for your shoes, including cushioning and traction. To do so, you can connect to the internet using an Apple computer installed in the store and try out products with NIKEiD in all available colors and sole combinations via the www.nike.com website. After registering as a Nike member, an order is generated and then paid for online.
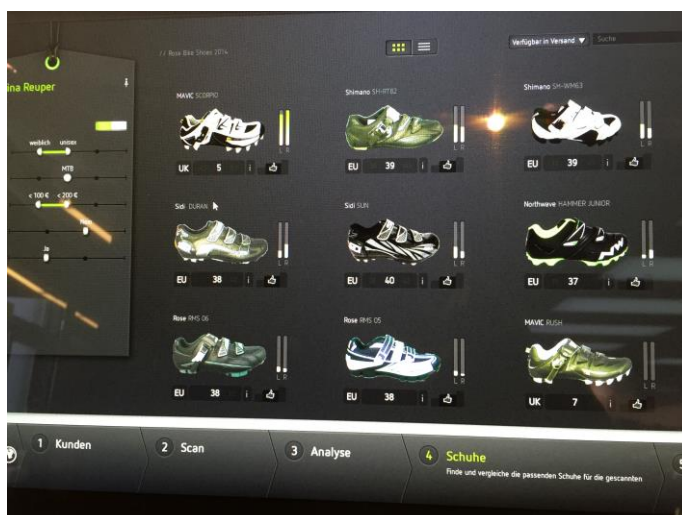
Strengths:
- With the stylish Apple iMac and the possibility to generate personalized stylish designs, NIKEiD is intended to encourage

customers to create and order a shoe in the colors they themselves would like.

Weaknesses:

- NIKEiD is a webshop designed for use in e-commerce which has not been optimized for use in brick and mortar retailers.
- Throughout the entire store there is no digital signage solution.
- One single Apple iMac is reserved for using NIKEiD.
- The order is paid for online and not at the checkout in store.

Address:
Nike factory store
Zusestraße 5
85649 Brunnthal

7. Toys"R"Us

Toys"R"Us is a US toy retailer with its main branch in Wayne, New Jersey. The company has more than 870 Toys"R"Us stores in the USA and more than 725 shops outside the US.

Online:

All products offered by the toy retailer are found in the Toys"R"Us online shop. In addition to being split into categories, there is also a product filter based on the child's age.

Kiosk in store:
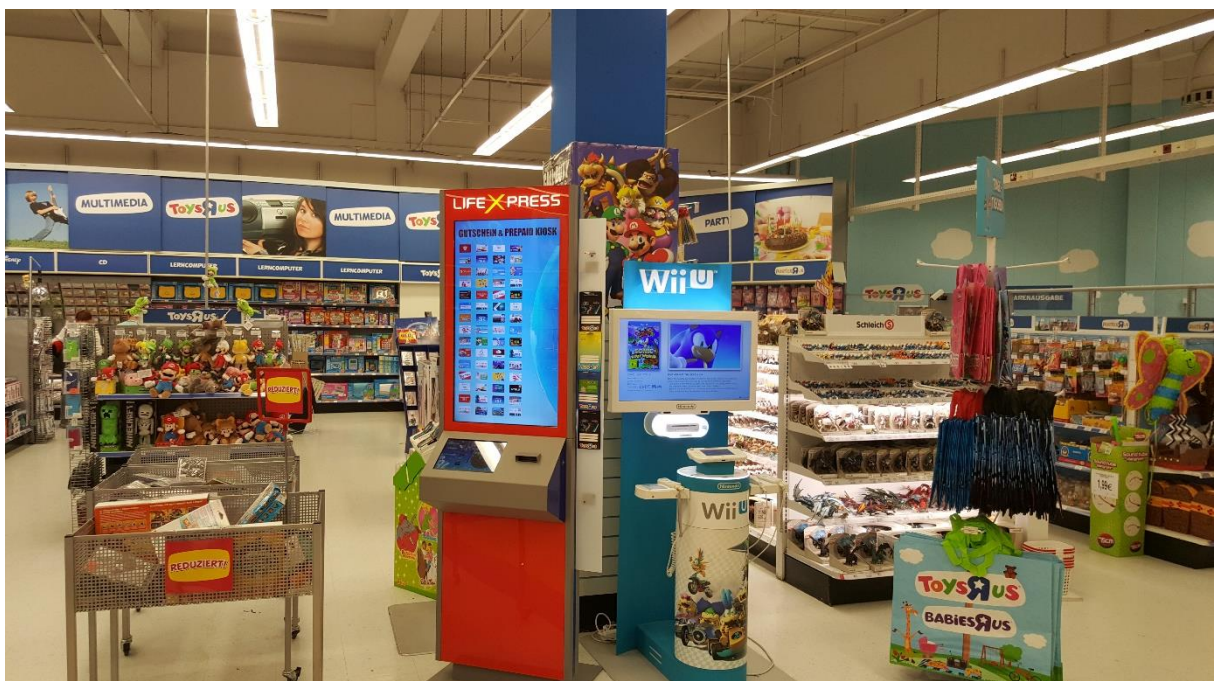
Click & Collect:

Toys"R"Us has recently started to offer a click & collect service. When placing an order on the website, customers can choose to collect the goods from a store free of charge. You enter your postcode and choose the store where you would like to collect your goods from the list of shops nearby.

Kiosk:

In addition, Toys"R"Us offers a kiosk for digital products.

A screen is incorporated into the rear panel of the Life Express to attract customers' attention even from a distance. Instructions on how to use the kiosk are shown as well as advertisements for the latest digital products.

The digital signage technology in store is provided by **my-Store.tv**. The kiosk offers computer games and digital products.

The kiosk itself consists of a 10 inch touch monitor with a printer at the right hand side. You choose the product you want on the monitor and then pay at the checkout.
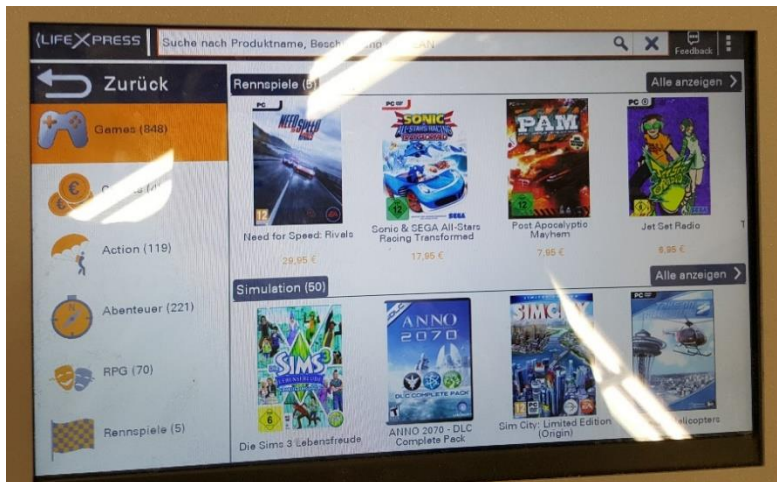
Products can be searched either via categories or directly using search terms. The top-sellers from each category are shown directly on the starting page. It is also possible to browse immediately in the product range, be inspired by the displayed products and start a more specific search.

The customer takes the printout to the checkout and pays. At the checkout, the customer receives the digital PIN code required to redeem or download the digital product.

Address:
Toys"R"Us   Opening hours:
Trierer Strasse 173   Mon–Sat 9:30am–8pm
90469 Nuremberg

8. my-eXtra "the connected store"

my-eXtra is the store concept of Brodos AG, one of the leading mobile communications distributors in Germany. Going by the name of "the connected store", the new store concept combines the advantages of the internet with the advantages of traditional retail premises.

The new concept focuses on the kiosk with the massive integrated product catalogue and the Online Kiosk which is synchronized with it.

Online:
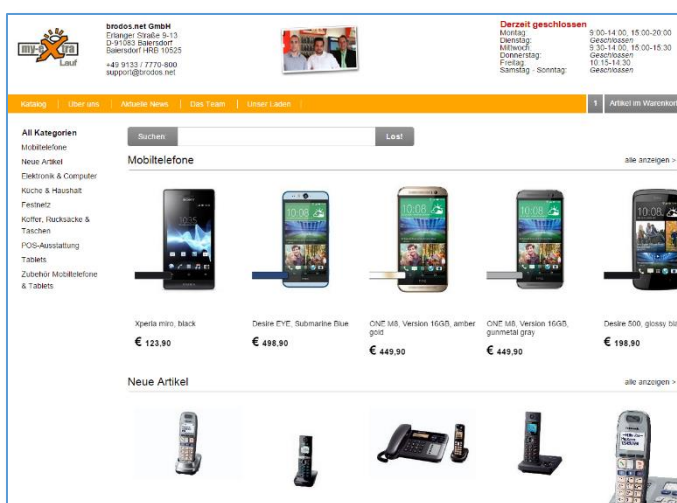
The Online Kiosk currently includes approximately 150,000 products. A special feature are the cross-selling options with matching accessories shown directly with the item. The shop's responsive design ensures that the site can be viewed well on the computer as well as on a tablet or smartphone.

Kiosk in store:

Purchases can be made via all channels: online or in store. It makes no difference whether the order is placed on the website of the brick and mortar retailer or on the kiosk in store. The customer can collect the product in store and can choose from all payment options available in store.

Click & Collect:

Anyone placing an order on the retailer's homepage can arrange for the goods to be sent postage free to the store and collect them there. If the required product is already available in stock, the customer can pick it up straightaway without having to wait. Alternatively, many connected stores

offer a "same day delivery" service. This means that the end customer has the goods delivered to his or her home address on the same day as the order is placed, even as little as one hour after the order is placed if so requested.

If the goods are not available in store, they are usually ready to be collected the next working day or can be delivered to the customer the working day after that.

The kiosks have a prominent position in store and together with the digital signage system "my-Store.TV" offer a modern shopping experience.

In store:

No matter in which furniture concept it is integrated, the technology of the connected store always gives a professional and modern impression. The kiosks are incorporated into the my-eXtra store concept in different sizes (here: 13 inch and 21.5 inch devices).
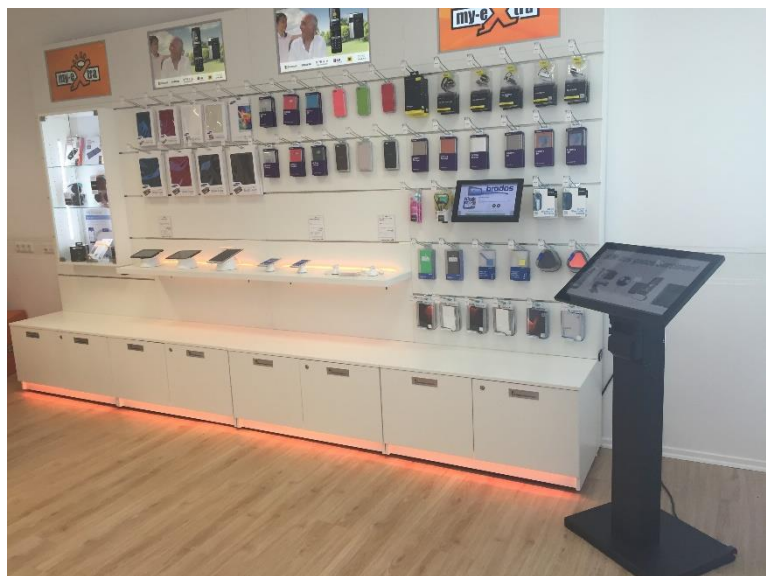
The kiosk starts by giving customers instructions on how easy it is to use. Customers can browse through the large product catalogue either themselves or with the assistance of sales staff and select the product(s) they want from over 150,000 available items. A large selection and many items which are listed as "matching accessories" allow customers to make a quick selection from the huge product portfolio.
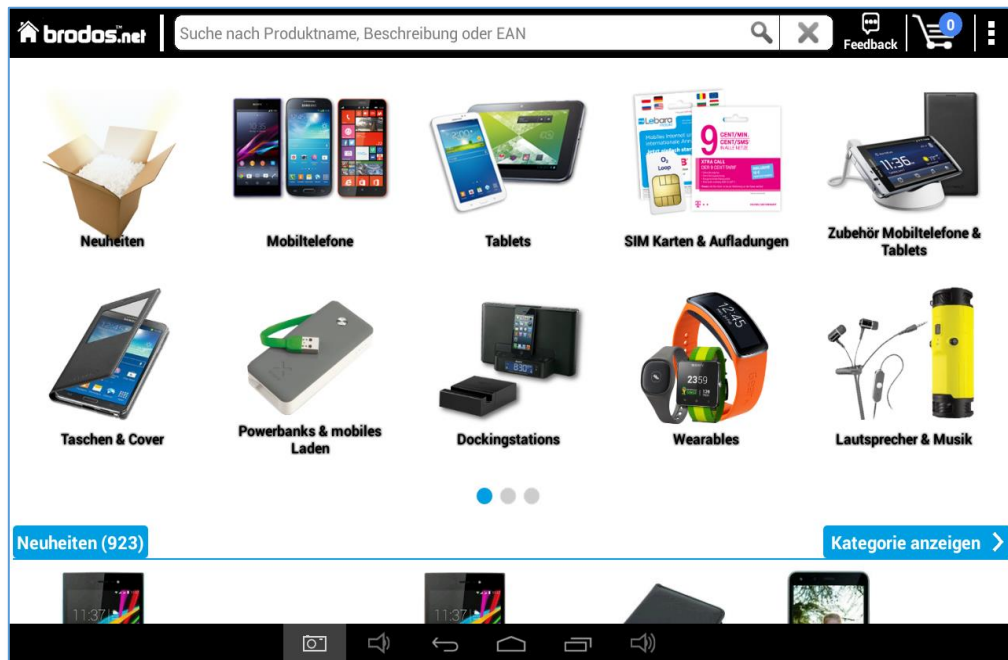
The software runs smoothly and is intuitive to use. As soon as the suitable product has been found, customers can either print it off using the integrated printer and take it to the checkout or choose to follow the ordering process by themselves, placing an order without the assistance of the salesperson.

Kiosk technology used:

Specially developed software optimized for use with the hardware is run on the various kiosks in the connected store. The software is tailored for being used in store and accesses the same product range as the online kiosk. There is also an app for sales staff to use on tablets.
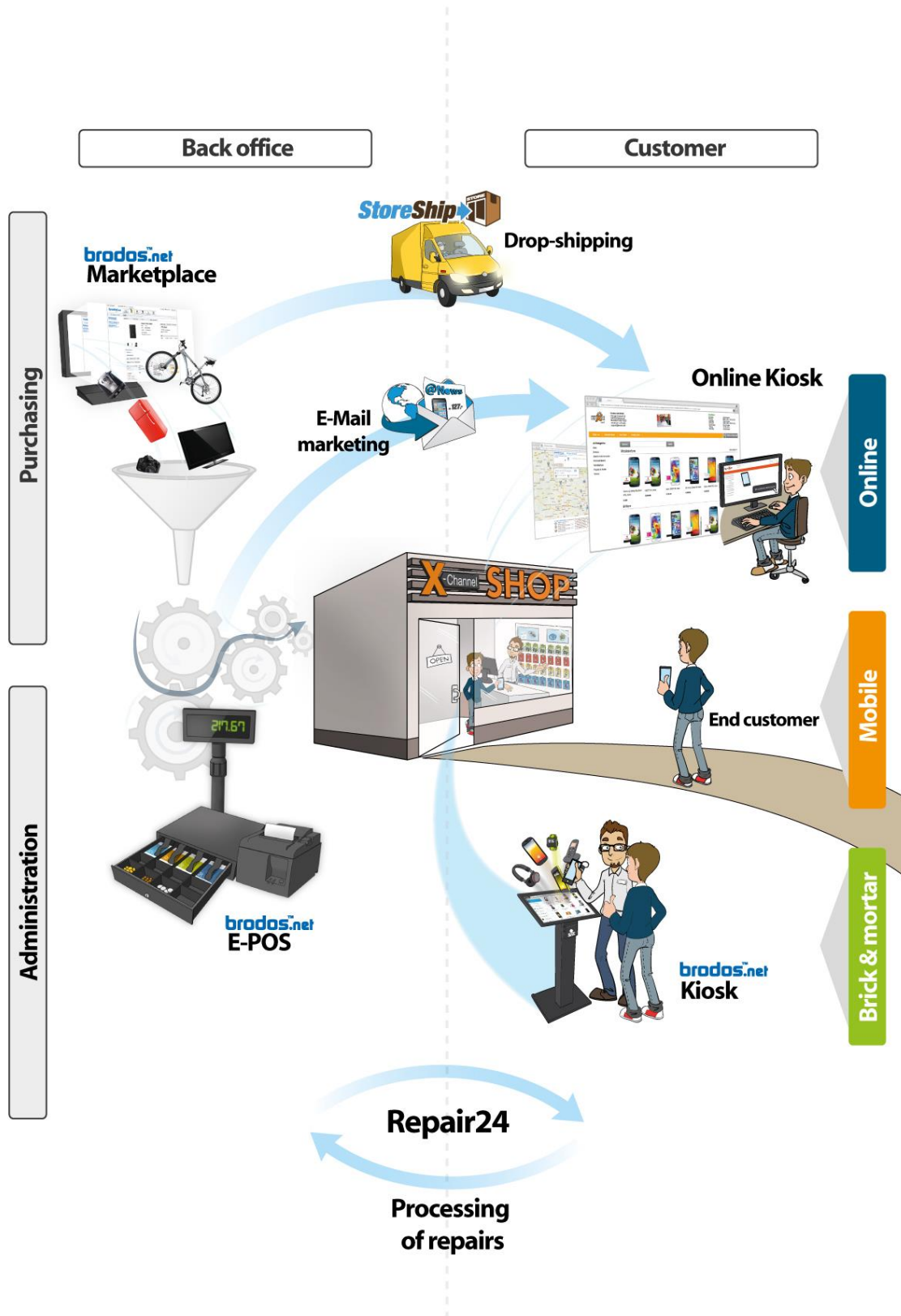
Connected stores can be found at:

Address:
Brodos AG
Erlanger Str. 9-13
91083 Baiersdorf

Opening hours:
Mon–Fri 9am – 6pm

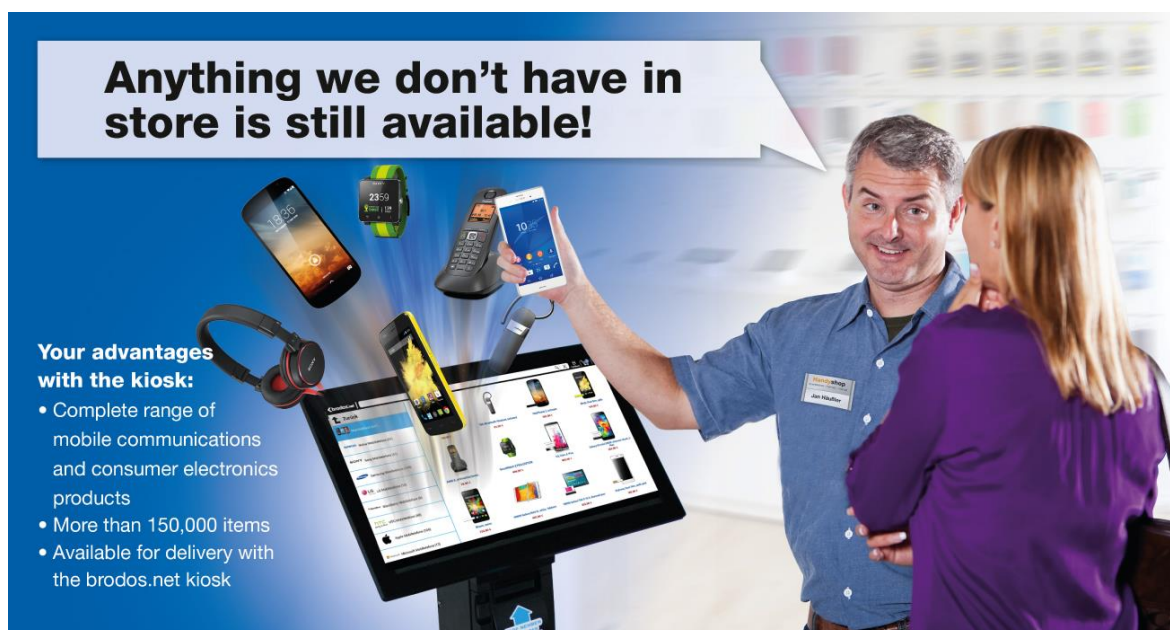## 9. **Important components of cross-channel:**

The cross-channel retailer: Everything rotates around the brick and mortar store, which should be people's first port of call and be very well known in the region. Customers should know the store and ideally have already been into the store several times and have made a purchase. The entrepreneur sees himself not only as a brick and mortar retailer but at the same time as a regional online shop. Purchasing goods in store is just as normal for him and his sales staff as ordering goods via the kiosk or online via the internet. The retailer aims to sell products at roughly the same price as that offered on the internet. He is the local retailer and service provider who can meet every request.

Possible ways for making purchases in cross-channel:

- **Brick and mortar purchase**: the customer is in store, purchases the item which is perhaps available via the kiosk, pays at the checkout and later collects the goods from the store.

- **Brick and mortar purchase with direct delivery**: the customer again makes a purchase in store and pays there, but then arranges for the product to be sent to his home address.

- **Click & collect:** the customer purchases the goods online or on his mobile phone but collects the goods later in store and pays at the checkout after having inspected the goods.

- **Online purchase**: the customer makes the purchase online, pays online and arranges for the goods to be sent to his home address.

9.1 **Multi-media product kiosks:**

It simply makes sense to extend shelf space with kiosk systems, and we will increasingly find and use such systems in stores in the future. Sales assistants will be able to show us the products we are interested in on the interactive interfaces of the catalogues or will be able to assure us whilst choosing a product in store that the offer made in store can compete with products offered in the market as a whole.


We believe that as kiosk systems become more visible in the retail sector, customers will be quick to learn that brick and mortar retailers can access large product portfolios as well. Customers will become significantly more confident about being able to find more unusual product options in the retail sector too. Furthermore, customers are already familiar with the principle from bookshops and chemists. If you ask about a book which is not in stock in any particular bookshop, the sales assistant checks the lists of books which are available for delivery and tells you whether it can be ordered for you. The same with chemists - all medicines can be ordered, no matter whether the chemist has ever actually sold this product before or not.

9.2 **Kiosk for digital products - Content Kiosk**

Rear panel

POR cards

Printout for paying at checkout

Kiosk UI
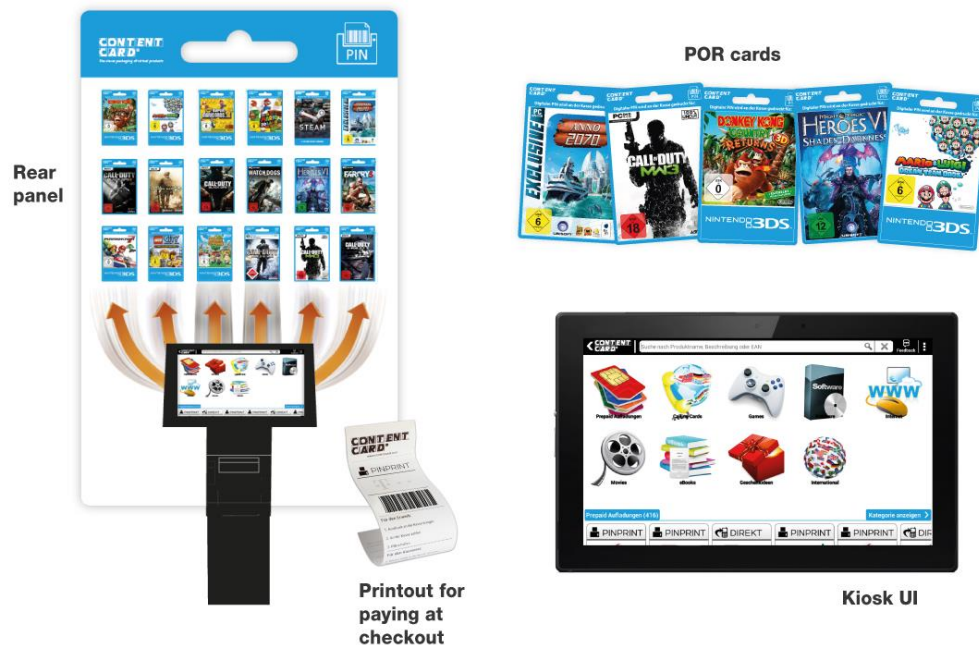
Digital products are especially difficult to sell at brick and mortar retailers, as they don't actually physically need to be purchased. Instead, most digital products can be downloaded from the internet. Before, products used to be exclusively packaged and sold together with the data carrier. Software, music or films were saved on CD's or DVD's and offered for sale in retail outlets.

Thanks to kiosk systems, an infrastructure can be created in store which allows digital products to be sold by brick and mortar retailers even without data carriers. This allows the various products to be brought to customers' attention and sold in retail outlets.

9.3 **Kiosk models:**
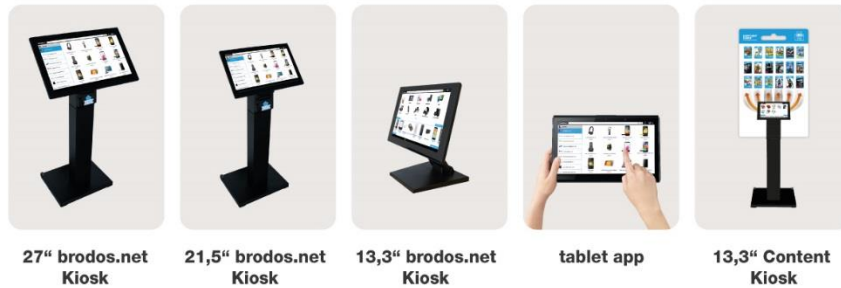
- 27 inch with pedestal and display

- 21.5 inch with pedestal and display

- 13 inch without integrated printer and with either wall bracket or mobile stand for consulting desk

- Kiosk software as tablet app

- 13 inch Content Kiosk as special kiosk for digital products with printer and display for vouchers in ContentCard format.

9.4 **Large catalog with marketplace function:**

Catalog and marketplace are two sides of the same coin. A lot of products which make the product catalog attractive come via the marketplace, which is also the shopping platform for brodos.net. All products are listed with the prices and availability from the various distributors and can be ordered by the retailer. Second hand or second-rate quality goods are also listed. The marketplace works in the background of the kiosk. Accordingly, not only the products from the store, other branches of the chain or the central warehouse are available, but also all products listed by distributors. Price and availability are shown to customers and sales staff, and the order can be placed simply and easily directly at the kiosk. The store's product range is extended to include all items available on the market as a whole. Not even an e-tailer can offer more products.

9.5 **Payment process in store:**

Kiosk orders are paid for at the checkout, an integration can either be carried

Kiosk
in store

MiniKiosk
at checkout

X-Channel SHOP
OPEN

1. Enter & print off order   2. Pay at checkout   3. Have product delivered

out at the checkout or the minikiosk suited to the kiosk can be used.

The minikiosk is the perfect addition if a cash register system is perhaps already being used. In particular large retail chains and distributors often do not have any possibility of connecting the ERP systems to brodos.net via a simple IT project due to the numerous interfaces. In this instance, a time-consuming and expensive integration can be avoided with the minikiosk. The minikiosk is a type of second display at the checkout. It can be used to book cross channel orders without the sales assistant having to do any more than scan a bar code on a printout from the kiosk. The customer can create an order for the delivery of a certain product at the kiosk by himself, before paying straightforwardly at the checkout by giving the cashier the printout for scanning.

Included on the printout is all the information the customer needs to track the order online via StoreShip.

9.6 **Delivery process - StoreShip:**

Kiosk in store

MiniKiosk at checkout

X-Channel SHOP

1. Enter & print off order   2. Pay at checkout   3. Have product delivered

StoreShip Click & Collect is the function with which end customers can order products offered by suppliers in the marketplace directly from retailers. StoreShip ensures the smooth running of delivery from the distributor and takes care of all communications concerning the order.

9.7 **StoreShip RRP:**

StoreShip RRP is the recommended retail price for all products in the catalogue. Sales prices are determined continually for each item on the basis of the prices currently being offered online. The reason why we recommend the recommended retail price under the StoreShip label is that we organize the delivery of the product with StoreShip subject to these conditions. Several 100,000 products are available for delivery via StoreShip. Of course, retailers do not need to keep to this price and can enter their own prices in the system at any time.

9.8 Online Kiosk:
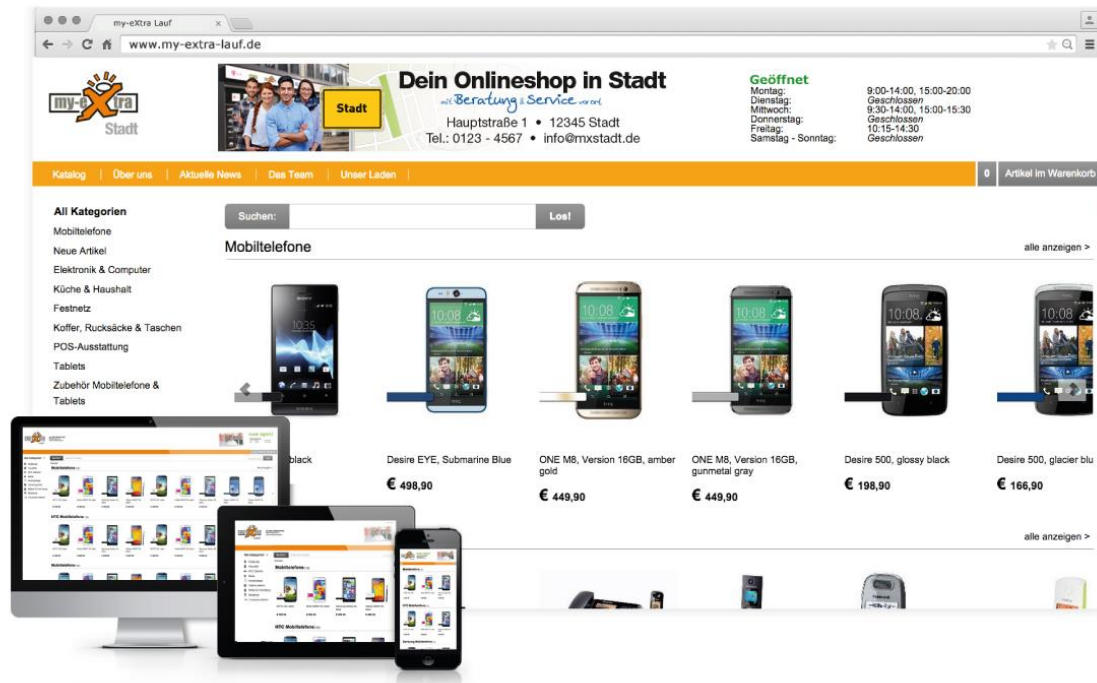
The main focus of the online kiosk are of course the products and the large catalog. It is important that as much product information as possible is available quickly. Similarly to every good online shop, cross references are made to similar products, alternatives and different options for the product, as well as compatible accessories. Seeing as e-commerce is carried out predominantly on mobile devices such as smartphones and tablets, the online kiosk is naturally also built in a so-called "responsive design", adjusting automatically to the size of the display.

9.9 **Options for individualizing online kiosk:**

Homepage elements retailers can configure themselves

There must of course also be more far-reaching possibilities for individualization on the retailer's own homepage. This begins with the option of creating a personalized menu and entering own contents to tailoring the entire online shop. Completely individual contents can be integrated quickly and easily using simple HTML. For larger customers who use the brodos.net system, the layout of the online shop can be edited entirely. In the architecture of brodos.net the interfaces for functionality and database are separated in such a way that a graphic designer with HTML programming skills can build a completely different online kiosk with a quite different appearance in just a few days.

Administration is easy, as the brodos.net online kiosk is built on a so-called content management system.

9.10 **Geo-localization and optimization for mobile commerce**

The mobile customer can access the online kiosk (online shop) when out and about using their smartphone or tablet. The shop must be able to be geolocated in order to be able to be found in the maps of various providers.
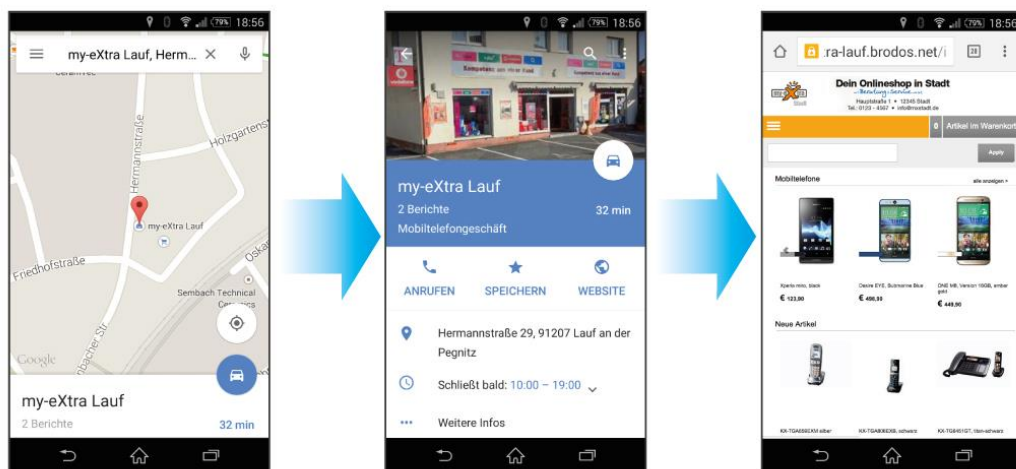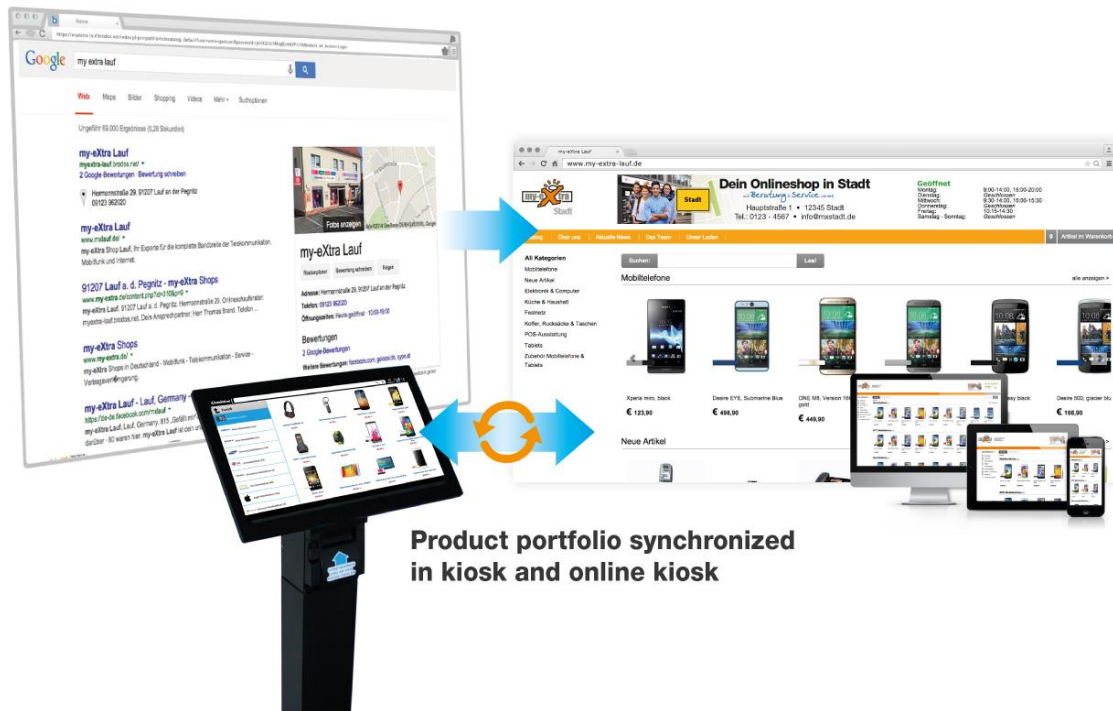

The online kiosk has a responsive design and changes how the products are displayed in the shop according to the size of the display available on the mobile device.

9.11 **Kiosk system synchronizes with the online kiosk:**

Product portfolio synchronized in kiosk and online kiosk

The connected store is connected to the internet online using the kiosk. The kiosk is made available online on the retailer's website with the same product range and the same prices. Without having to make any extra effort, the connected store can offer a complete online shop. In other words, the online shop is the online kiosk, which acts as a virtual shop window for the retailer.

9.12 **Marketplace**

The marketplace is the shopping platform for brodos.net. All products from the catalog are listed with the prices and availability from the various distributors and can be ordered by the retailer. Second hand or second-rate quality goods are also listed. The marketplace works in the background of the kiosk. Accordingly, not only the products from the store, other branches

of the chain or the central warehouse are available, but also all products listed by distributors on the marketplace. Price and availability are shown to customers and sales staff, and the order can be placed simply and easily directly at the kiosk. The store's product range is extended to include all items available on the market as a whole. Not even an e-tailer can offer more products.

9.13 **Digital Signage:**

My-Store.TV is the digital signage system bringing digital advertising and moving pictures to the POS for the retailer. Brick and mortar retailers can take part in national promotions or campaigns without having to redecorate. We want to banish all printed advertising from the connected store. Only if we have displays instead of posters can retailers react immediately to the situation on the market at the press of a button. This is why we recommend replacing all printed advertising material with digital signage as far as possible. The connected store uses virtually no printed advertising. The contents are allocated to channels centrally. The retailer can himself decide which channel with which contents he would like to play on which monitor. This ensures that the retailer is always up to date with the latest commercials and can participate in umbrella campaigns run by manufacturers.

10. **In 6 steps to cross-channel**

On the way to a connected store, we defined a 6-step curve. The complete integration of online and offline channels in the retailer's local business is worked towards step by step.
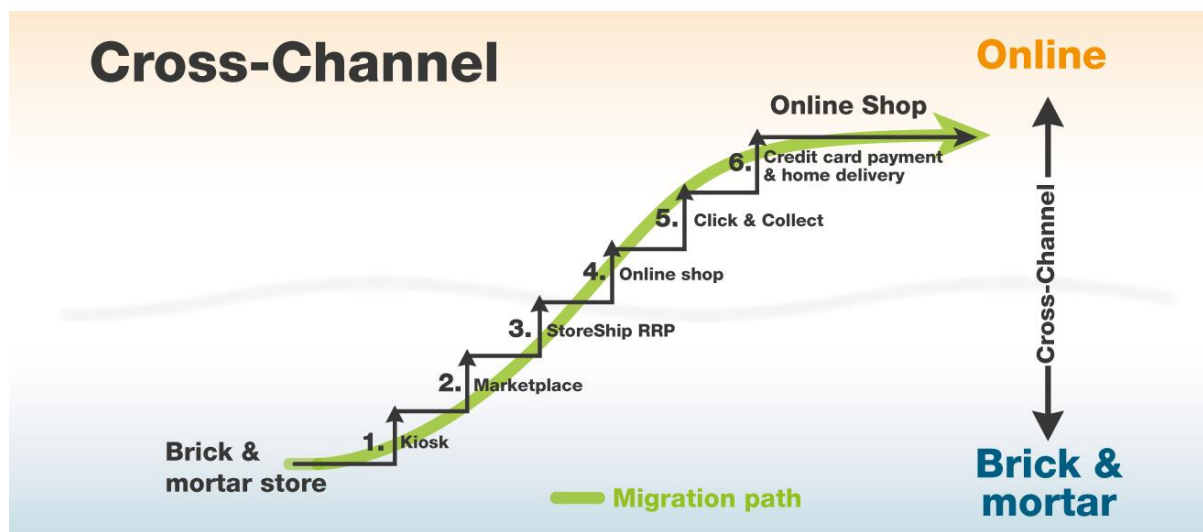
1st step: the retailer decides to place a **kiosk** in his store.

2nd step: the product range is added to with the **marketplace**.

3rd step: the retailer uses the **StoreShip RRP**.

4th step: the **online shop window** / the **online kiosk** become noticed online and one or two orders start to trickle in.

5th step: the retailer actively decides to offer **click and collect**.

6th step: with **credit card payment** and **delivery** directly to end customers, the retailer now has a genuine online shop.