

My-Scan

Self-Scanning Software Solution



REVISION
RETAIL WITH A VISION

My-Scan is focused on the needs of your retail business



Centralized Architecture

Our customers have emphasized the importance of being able to manage the system at the central HQ level which is why My-Scan has been developed with a centralized architecture, offering large organizations multiple benefits, such as:

- Reduced support costs
- Ability to set and change parameters centrally
- Management of a single, central customer database
- One Trust Level Matrix for customers throughout all shops
- A standardized process for roll-out of the system to new stores



Easy Integration with Existing POS System and Loyalty Cards

The My-Scan solution can easily be integrated with any external application – including your POS or loyalty system – by using the available interfacing and connector modules.



Reliable Performance using Existing Wi-Fi Coverage in Store

The combination of online and offline performance of the My-Scan solution minimizes its dependence on infrastructure. Systems which require being online at all times face the risk of interrupted scanning if the connection is down. This can cause customer irritation and involves extra costs for you to provide 24/7 100% Wi-Fi coverage in the store. The My-Scan system operates in a “smart” mode, taking advantage of the online mode for promotions and push marketing but also being able to work offline to support the basic self-scanning functions at any time.



Innovative Market Leader

Self-scanning with an iPhone is a new application which will be available in Apple Stores to allow trend-setting users to scan barcodes with their phones instead of a hand scanner. This is an advanced service which positions the retailer at the forefront of technological innovation!



Increases Customer Loyalty and Satisfaction

Experience shows that customers simply like to use the system. The retail organizations where My-Scan has been implemented have reported an increase in both the number of visits per store and in the spend per customer. Portable Self-Scanning (PSS) is the only self-service concept which addresses your large-basket, in other words, your most loyal customers. They appreciate not having to wait in line anymore, thus saving time by not having to place goods on the conveyor belt and re-pack them again at the checkout. They can also take advantage of promotional information on the scanner screen and the ability to manage their spending budget.



Streamlines Operational Checkout Costs

Combining self-payment with self-scanning helps retail organizations to significantly reduce checkout and cash handling costs. Having implemented the My-Scan solution on a large scale, our customers have built a strong business case for further implementations and have benefited from a fast return on investment.



Increases Revenue through Up-Selling

My-Scan can be used as a very powerful marketing instrument to stimulate cross- and up-selling in stores, increase coupon redemption and provide customers with additional product information. Advertisements can be displayed directly on the screen and at exactly the right place in store– when the shopper is standing in the aisle next to the relevant products, precisely at the point of decision-making. The My-Scan system supports multiple communication channels – from text messages to graphical pictures, including playing movies on the scanner screen.



Increases Revenue through Higher Customer Throughput

Optimized customer flow at peak periods plus shorter checkout times ensure that the store is able to serve more customers with the same amount of personnel. Some My-Scan customers have reported an increase in point of sale transaction speed of up to 400%.

Self-scanning



My-Scan:

Benefits to the customer

- No more waiting in queues
- Checkout convenience
- Better control over budget spent
- Overall improved service
- Information on promotions sent directly to the screen

Benefits to the retailer

- Cost reduction
- Increased revenue
- Stores are able to serve more customers
- Increased customer satisfaction and loyalty
- Improved point of sale transaction speed by up to 400%



“In order to meet their customers’ service expectations, major supermarket chains all over Europe are now looking to embrace Portable Self-Scanning technology. By coupling the market-leading retail mobile self-scan terminal MC17 from Motorola with Re-Vision’s expertise and highly specialized skill sets, we were able to design, implement, and deploy cutting-edge solutions for our large customers in the retail sector”.

Nadim Ghafoor, PSS Business Development Manager for EMEA at Motorola Solutions

My-Scan from Re-Vision is one of the most functionally mature self-scanning solutions on the market, with a proven track record for delivering measurable results in large retail organizations.

ENTERPRISE solution

My-Scan is a highly scalable solution focused on delivering low TCO and is ready to be rolled out to a large number of stores within a short timeframe from a centralized environment. We are proud to name Carrefour, Tesco and Coop among our customers.

MATURE solution

My-Scan has been running in a live environment at customers’ sites for over 8 years and incorporates over 10 years of research and development around retail best practice principles.

FOCUSED approach

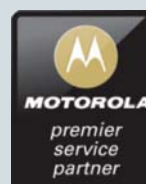
Self-scanning is our core business. My-Scan is supported by a team of 100% dedicated experts and has been built from inception to meet specific customer needs, incorporating their requirements in all releases.

LOW TCO

My-Scan reduces support costs and provides large organizations with the benefit of managing their customer database and trust levels from the central HQ office.

MARKET LEADER

My-Scan is a highly scalable solution with an installed base of over 30,000 scanning units in 9 European countries.



We are proud to be Motorola’s Premier ISV Partner.

In 2010, Re-Vision was named the «ISV Partner of the Year» by Motorola Benelux, due to the volume of business we generated together.

Self-scanning: the customer journey



1. Pick-up a scanner

At the store entrance, the customer picks up a scanner. This can either be done anonymously, or through loyalty cards as a means of identification.



2. Scan the goods

During the shopping trip, the customer scans their items and packs them as desired (in bags, etc.). On the scanner screen, the list of all items in the trolley is visible at any time, as well as the net subtotal of their purchase, any savings made and the loyalty points earned.



3. Pay quickly

Having finished their shopping, customers proceed to pay either at a dedicated manned till, or at a pay station. They come away feeling satisfied as the checkout process is quick and they no longer have to wait in a queue.



4. Leave the shop

The shopping trip is now finished – customers don't need to place their purchases on the conveyor belt and re-pack them afterwards. The next time they will handle their purchased items is when they are unpacking their bags at home!

About Re-Vision

Re-Vision is one of the leading providers of mobile self-scanning solutions. Benefiting from over 10 years of development and investment around retail best practice CRM principles, our core solution My-Scan became the market leader for self-scanning and loyalty/CRM systems. Successfully implemented at many leading European retailers, including Carrefour, Tesco and COOP Switzerland, our innovative solutions ensure a reduction in check-out time by up to 400%. Implementing self-scanning helps retailers build a stronger relationship with their customers, while promoting a service-driven and customer-oriented philosophy. This in turn leads to multiple benefits including increased customer satisfaction and loyalty.

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