Data Sheet

RetailStore

BIZERBA

Modern design combined with latest technologies and intuitive multi-touch gestures. This is what distinguishes the flexibly usable RetailStore software. Operate the devices as intuitive as your smartphone. Look forward to easy operating procedures thanks to the professional UX design. Digital interaction with your customers and the modular software concept that simply grows with you.

More information
High performance with a wide range of solutions and options.

Product description

RetailStore offers you as well as your employees and customers a totally new operating and shopping experience. Intuitive operation of the software as simple as your smartphone or tablet. Multi-touch gestures make it possible: Scroll in PLU lists and open new functions through wiping. Add functions with Drag&Drop to your toolbar - only three of many innovative applications.

Experience how professional UX design makes your operating procedures easier. For an ergonomically designed GUI and easy menu prompting, color combinations, buttons and the divisions of the user interface are optimally matched to each other.

Even the scope of performance of RetailStore is unusual. Cover numerous retail applications with a single software solution. The flexibly usable software provides the perfect solution for the prepack area as also for the service counter, cash register and the self-service area. Should your requirements grow, your software grows as well. The modular software architecture and RetailApps make it possible. Quickly integrate new functions in the RetailStore GUI without further tools.
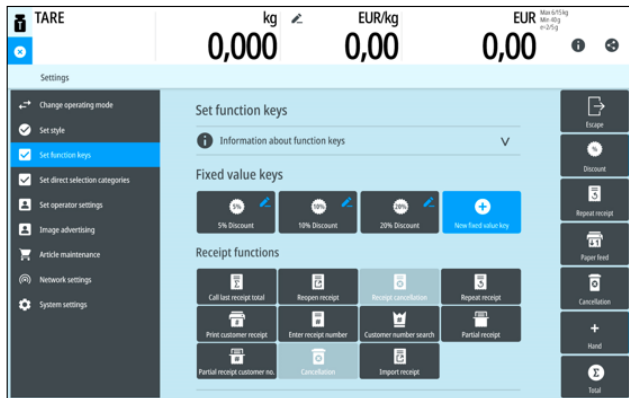
And this is also included for you in the scope of service of RetailStore: Actively integrate your customers via the customer touchscreen. They can scroll in the digital receipt, for example, or evaluate their shopping experience. Added values helping to create long-term shopper loyalty.

Impressive unique selling points

– Multifunctional use through modular software architecture:
  – One software solution for numerous operating modes: Service counter, self-service area, price labeling and cash register
  – Scope of functions expendable at any time via RetailApps
– Best possible, modern operating convenience and optimal operating processes:
  – Clear, uniform GUI design from professional UX designers
  – Ergonomic GUI focused on the different procedures of the application areas
  – Intuitive operation via multi-touch gestures: e.g. scrolling in PLU lists, opening the toolbars through wiping gestures, adding functions to the toolbar via Drag&Drop
  – Easy adjustment of the GUI directly on the scale: E.g. create, edit and position fixed value keys

– Interaction with the customer via multi-touch on the customer screen:
  – Scrolling in the open receipt
  – Evaluation of the operating process etc.
  – Manage advertising measures on the customer display directly on the scale
– Time and cost savings with one solution for all Bizerba PC scales:
  – Uniform design, same procedures, minimal maintenance effort
  – Central monitoring & easy data maintenance via management software RetailControl

Provable benefit

– Optimized workflows:
  – Short training phase: Use in the digital everyday life of taught multi-touch gestures
  – Intuitive quick operation through clear, uniform GUI design and latest technologies
  – Ergonomic and customizable user interface
  – Ergonomic working through optimized workflows
– Customer loyalty and increase in sales:
  – Enhanced shopping atmosphere through interaction with the customer
  – Easy implementation & management of advertising measures on the customer touch screen such as cross selling
– High investment protection:
  – Fast and smooth integration in an existing IT and device landscape independent of operating system and hardware platform
  – Just one software solution for all retail tasks: Among other things operating, prepackaging, cashing, self-service area

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