

IntraStore

INTELLIGENT COMMUNICATION FOR RETAIL

Retail-Focused, Accelerated Communication for Optimum, Timely Store Execution

Retail intra-business communication is tedious, expensive and time-consuming. Whether electronic or hardcopy, today's communication in the retail environment is about effectively executing day-to-day business.

E-mail, with its advantages, amounts to automated chaos at the store. While suitable for inter-office/departmental communication, the HQ-to-Store relationship is unique and ever-increasing in complexity for large retail chains. Hardcopy and printed communications is even more complex and expensive. No matter the effort, documents such as manuals and policies are never up-to-date.

There is a better way to communicate with stores and manage the entire communications loop with automated forms and feedback to ensure that information was read and acted upon.

Now there is IntraStore from NEC!

A Product Realized for Retailers, by Retailers

- » Fast and high ROI
- » Reduced overhead costs
- » Increased sales and employee satisfaction
- » Simplified information flow
- » One place to find everything an employee needs
- » Easy-to-learn, intuitive and user-friendly interface
- » Better customer service due to better-informed sales associates
- » Low implementation cost
- » Stable and proven, based on internet technology



Empowered by Innovation

NEC

IntraStore Turns Open Communication into Reality

IntraStore is an intranet-based solution that simplifies and organizes information flow between your headquarters, branches, and retail sites.

Today, store communication remains a hefty administrative workload. With IntraStore, all such activities are seamlessly integrated into a single browser-based system containing easy-to-find manuals, product look-up information, weekly promotions, memos, contacts/phone book, training, calendars, and urgent messages. Even pricing and shelf labels can be updated via IntraStore. Retailers that implement IntraStore are astonished to see how uncomplicated, fast and efficient communication becomes.

Plug & Play Communication between Headquarters, Branches and Stores

IntraStore is a ready-to-use solution that enables retailers to rapidly develop and deploy a professional, sophisticated and safe intranet platform that is fully compatible with existing e-mail and store applications. With terminology easily adapted to your retail organization, IntraStore is easy to learn, allowing even inexperienced employees to master the system quickly. The result? Easy, fast and efficient communication.

IntraStore is Feature-Rich

IntraStore provides innovative and practical features that significantly enhance the efficiency and productivity of information flow to, from and within the retail organization. IntraStore also provides a consistent and common user interface for all information and multimedia communication.

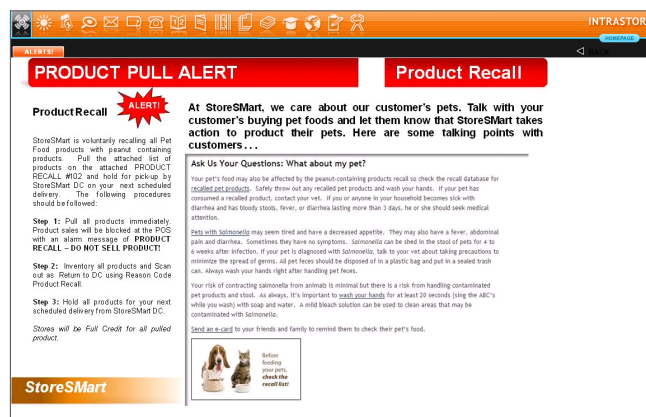
Within IntraStore, all information is grouped by type. Based on the user's login, the easy-to-navigate menu will highlight only



the messages or information that each user needs to read and act upon. For enhanced security, the system tracks, logs and reports user activity to headquarters.

Messaging

Urgent Messages. If there is a local emergency or a product recall, time and action are of the essence. Urgent messages are managed centrally and delivered quickly to stores. Notification can be further enhanced with a pop-up window or characteristic sound and even pushed to the point-of-sale terminal or mobile device.



Daily and Weekly Messages are aligned and timed with the associated task and/or subject matter. A clear distinction is made between read and unread information. All messages have keyword search capability.

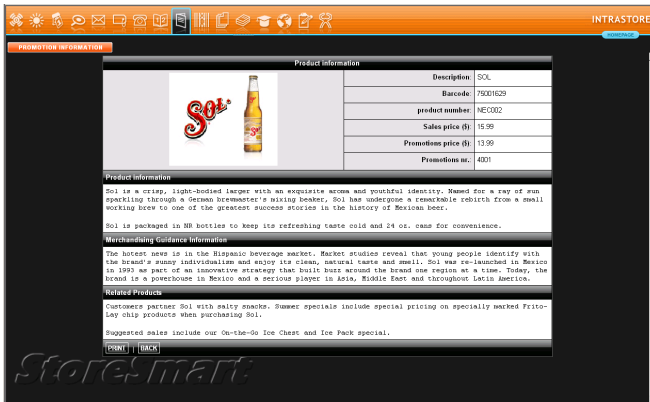
The weekly merchandising process is improved by creating a dedicated weekly message menu entry for things like new items, changes, deletions, planograms, etc. This triggers the associates to take necessary action at the right time, thus aligning store assortment readiness for maximum performance.

The store **Electronic Mail** supports traditional functionality but is enhanced around your retail organization hierarchy to reduce administrative overhead. E-mail export and import to and from the mail server has also been provided and is compatible with common e-mail applications. This allows personnel at the central office to continue to use their existing e-mail application while stores use IntraStore. IntraStore allows full management of store-level e-mail access, such as restricting messages from store personnel to be sent only within your company.

Empowered Sales Capabilities

From the **Multi-Language** graphical user interface, associates can access Product Information quickly with a simple yet powerful search engine or by scanning an item. Your **Product Information** may include pictures, product descriptions, product/model numbers, UPC codes, even videos, making it extremely easy to use.

The **Promotions** function of IntraStore provides a complete overview of all promotional materials that were advertised or mailed, including product details and availability.



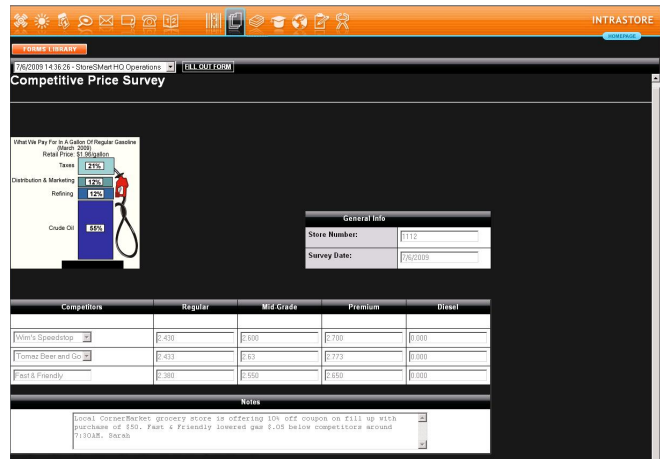
E-Learning

With today's HR requirements, PCI compliance, and employee safety, on-going employee training is a must, and is costly. Training overhead can be brought to a manageable minimum with IntraStore's **e-Learning Portal**. Any industry-standard CBT content can be delivered or streamed for viewing with IntraStore e-Learning capability. Best-of-class retailers have the best-trained associates. IntraStore makes training more cost effective, empowering your business to be the best for less.

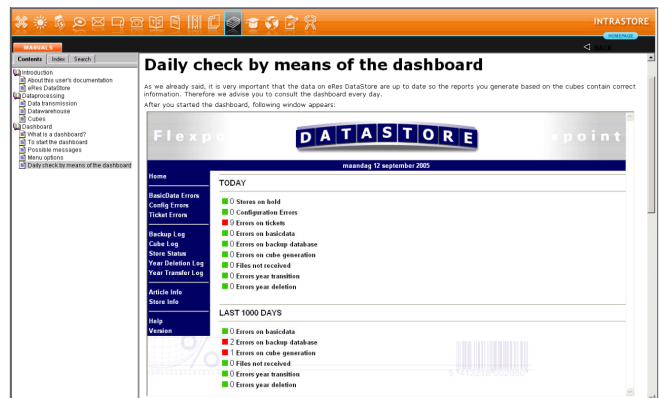
Operations Support

IntraStore **E-Forms** are electronic documents stored in a central database; designed to capture any type of information from stores. The database can contain an unlimited number of user-defined forms such as quick orders, store surveys, HR-forms, and more. Forms are completed on-line for fast turn-around or can be printed if needed. The document database, search engine and reporting tool minimize paperwork to accelerate information gathering and analysis, while automatically tracking completion status.

Employees appreciate the always-up-to-date on-line **Phonebook** which includes addresses, telephone numbers, pictures, maps, etc. Extensive **Search** functions allow associates to easily navigate the network. Everyone is always on the same page with the **Calendar/Agenda** ensuring that the necessary staff is aware of store events, meetings, walk-throughs, etc. IntraStore also contains a tool to generate and print **Price Tags, Shelf Labels** and **Store Signage**. If such functionality is not available within your current systems, your stores can now produce brand/image compliant materials without the slightest mistake in price or appearance.



On-Line Manuals are maintained centrally for up-to-date information that associates can search based on any keyword, including document content, and access at all times from one simple user-interface. Plus, IntraStore manuals never leave the store!



Implementing IntraStore in Your Organization

IntraStore is a packaged solution with a simple and fast implementation track record. It is installed in retailers worldwide representing many thousands of stores.

IntraStore will streamline the overall complexity of running your retail business and optimize your organization's execution of day-to-day business.

NEC's Commitment to You

NEC has over 40 years of experience enabling the world's largest retailers to maximize store performance and profitability. We provide a one-stop solution so our customers can achieve a fully-integrated store environment. By empowering retailers at the store level, we enable them to attract new business, better serve existing customers, influence purchasing decisions, and decrease loss. The result is an optimal shopping experience, which leads to greater customer satisfaction and increased profitability.

IntraStore Key Features:

- » Intranet-based solution for streamlined retail communications
- » Centralized portal for all business communications/information to and from stores
- » Managed mailbox
- » Urgent, daily and weekly messages
- » Product information
- » Campaign information
- » Manuals and procedure books
- » E-Forms
- » E-Learning
- » Price/Shelf Labels
- » Phonebook
- » Calendars/Agenda



POS | Mobility | Consulting & Support Services | Digital Signage | Portals | IT Infrastructure

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