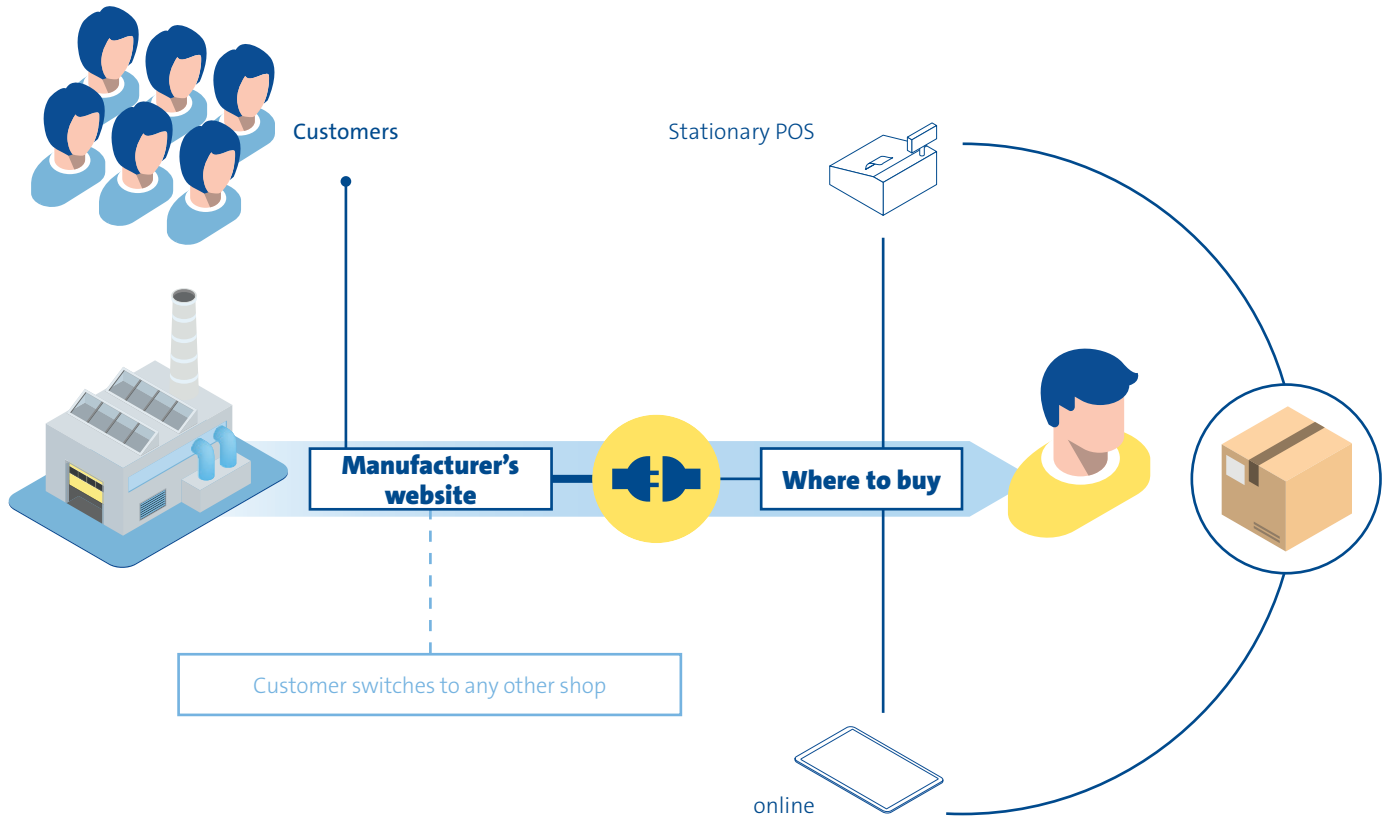




# retail Connect

Retailer



## Direct from manufacturer to POS

With retail Connect, you, as a retailer, ensure that customers come directly from manufacturers' websites to your online shop or your stationary POS. Customers have already found the information they need on the manufacturers' websites and selected the products they want. Now they want to complete their purchase. That's where you come in. The clever bit is that retail Connect ensures that you currently have the selected products in stock. This is essential to the current purchase and improves long-term customer retention.

## Features at a glance

- Integrate your own online shop and stationary POS into the manufacturers' websites
- Check the current availability of the selected products
- Transfer the shopping baskets from manufacturers' websites
- Reserve the desired products at the stationary POS and arrange personal consultations

## Your benefits

- Customers who are ready to buy come directly from the manufacturer
- Your customers experience an uninterrupted customer journey
- Your conversion rate improves
- Your sales revenues increase
- Optimized product presentation increases your likelihood of closing sales (data View)