

SHOPEVOLUTION™ 7

OMNI-CHANNEL MIDDLEWARE
CLOUD READY



Delivers an enhanced mobile shopping experience and integrates seamlessly with enterprise systems to maximize store floor applications efficiency



SHOPEVOLUTION - OMNI-CHANNEL MIDDLEWARE

Shopevolution 7 from Datalogic opens the door to increased efficiency for the retail staff, a fun and personalized shopping experience for customers, and unique promotional opportunities to increase revenue for the enterprise.



Applications Include

- Self-Shopping
- Queue Busting
- Electronic Shopping Lists
- Inventory Checks
- Personalized Promotions
- Shelf Management

This unique retail solution gives retailers the ability to use shopper behavior information collection to deliver customized promotions, and provide a uniquely branded shopping experience.

Shopevolution is middleware, modular and Cloud Ready. It allows retailers to deploy features and components as they need and on their own schedule.

Cloud Ready (public or private) means retailers and their IT staff get modern benefit at deployment, implementation, and management. No Server is needed in the store reducing hardware, software and maintenance service costs. One Cloud instance can manage multiple stores with each store having its own products, prices, customer database, promotions policies, time zone, etc.

MODULAR, FLEXIBLE, SCALABLE

Shopevolution easily connects to various retail enterprise systems including POS, inventory management, loyalty, CRM, promotional, and more. This interconnection leverages the capabilities of multiple systems to deliver the most personalized shopping experience possible.



MAXIMUM EXPERIENCE FOR MAXIMUM PROFITABILITY

Shopevolution is the only integrated solution that increases retailer's operational efficiency while providing a platform to deliver a unique and branded shopping experience.

System Features



SELF-SHOPPING

Allows customers to directly scan their own groceries with a Joya device or smartphone while shopping. Shoppers can list products previously scanned and have instant access to their purchase total, receive store offers and personalized promotions, discounts and use indoor navigation. Self-shopping provides lower operational costs, improved customer loyalty and increases retailer revenue.



QUEUE-BUSTING

Manage periodic high demand at the checkout and reduce wait times without opening extra checkout lanes. Store associates scan items in the basket using a handheld device while customers are queueing. Options for handling payment are available. Queue busting reduces wait times and provides vital customer interaction during peak periods, increasing their overall satisfaction.



STORE FLOOR

Shopevolution 7 is a sophisticated multi-purpose platform that accelerates activities from the stockroom to the retail floor. Tasks including shelf-replenishment, inventory checks, mark downs, price checks, in-store picking, shipping/receiving, gift registry, Click & Collect and more benefit from increased efficiency. By executing multiple applications on the same device, retailers maximize their ROI.



CLOUD READY

Manage multiple stores simultaneously through cloud operation and eliminate the need for on-site server hardware. Cloud operation delivers immediate savings, greater efficiencies and reduced costs. This feature offers: Use based pricing, Easy backup and recovery, On-demand capacity and scalability, Automatic Failover and Resource Balancing.



JOYA & SMARTPHONES

Retailers with existing Joya™ devices, smartphones and other mobile computing devices can deliver a seamless shopping experience to customers. The same interface is presented on all devices.

The Datalogic Joya Touch device is recommended to maximize the user experience and leverage the extensive Shopevolution platform. With two form factors, handheld and pistol grip, retailers can offer devices to fit their specific needs.



ENHANCED FEATURES

Shopevolution 7 ensures a seamless shopping experience with enhanced consumer features such as Social Shopping, e-Coupons, Shopping List and Consumer Surveys.



JOYA TOUCH - THE PREFERRED DEVICE

Shopevolution 7 has the flexibility to allow multiple hardware options for shoppers supporting Apple and Android smartphones. While not the ideal device for shopping, smartphones can be used for quick small basket trips when only a few items are being purchased. For shoppers making their weekly grocery purchases, Joya Touch is the preferred device.

Joya Touch is a multiple purpose device that comes in two form factors: handheld and pistol grip. Its wireless charging technology radically reduces support costs. The large touch screen leverages SoftSpot™ technology which allows users to place the on-screen trigger anywhere on the display.

Using Joya Touch instead of a smartphone allows shoppers to:

- Shop faster using optimized bar code technology instead of the smartphone camera
- Send and receive calls and texts on their phone while shopping
- Conserve phone battery power
- Prevent phone damage from accidental drops while shopping



For retailers, Joya Touch is a multi-purpose tool that can be used to enhance the shopping experience and increase operational efficiency.

Retailers can use Joya Touch to:

- Increase revenues and cut costs with Self-Shopping
- Implement fast and efficient queue busting during peak times
- Execute retail inventory functions such as:
 - Price checks
 - Stock checks
 - Restocking
 - Markdowns



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