



## Linking Retail and Digital

Electronic shelf labels (ESL) are projected to reach 1 billion USD in market share by 2024, and register more than 16% CAGR\* due to adoption by the retail industry. This is significant as this proves that the push to make retail locations more digital is not only beneficial for the business as you can manage price, product, and promotions from one central location, but creates many new and unique opportunities for the customer as well.

Spryker saw an opportunity to extend the use of ESL beyond a general showcase of price, but as an alternative product detail page by connecting the devices to the Spryker Commerce OS instead of the typical ERP system.

### How it Works

Typically, ESLs are directly connected to an ERP Systems. This is a common practice because ERP systems are the primary software used to store price and product data. Though, in the Spryker ESL demo, we connected our ESL devices directly to our Spryker e-commerce system using the Spryker Middleware.

Spryker users receive all features (both B2B and B2C) out-of-the-box. So in connecting an ESL management system to the commerce system instead of the ERP, it limits your dependency or need for an ERP, and your business has the opportunity to capitalize on customer-owned technology, like mobile devices.

ESL devices come with adaptable QR code technology. This makes the connection of your digital store to your retail location simple and seamless, as your customer most likely has a mobile phone. Now both of your stores - digital and retail - are connected providing features directly to your customers which enhance personalization and convenience during their in-store shopping experience.

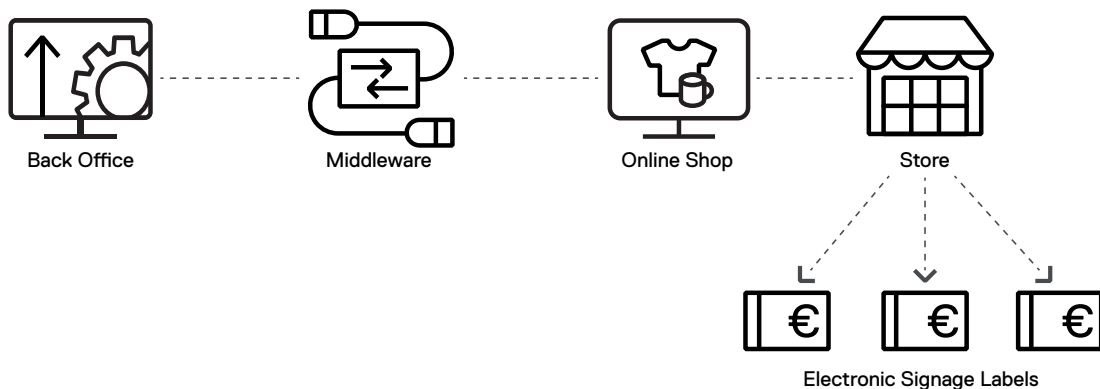
# The Highlights

Features	3rd Party Tech	Time to Implement
3+	1	1-2 Months

## Minimum Features & Products Needed

ESL devices connected to Spryker work simply with the addition of some basic features that come out-of-the-box with Spryker.

Product	Price	Spryker Middleware
<ul style="list-style-type: none"> <li>- Abstract Product</li> <li>- Concrete Product</li> </ul>	<ul style="list-style-type: none"> <li>- Net &amp; Gross Price Mode</li> </ul>	<ul style="list-style-type: none"> <li>- The Spryker Middleware transfers your product data from the Spryker System to the ESL</li> </ul>



The Spryker Middleware is a powerful integration tool which enables you to merge your most important service providers, data resources, and - like in this case - third party systems or devices with the Spryker Commerce OS.

When setting up the ESL management system, match the **Abstract Product** - the digital and non-tangible product in the Spryker back-end - with the ESL for its Concrete Product counterpart. Also in the back-end, make sure the price, name, description, images, and sale labels for the products are correct, and send all information to your connected ESL devices.

The 3rd party system that Spryker enrolled in the demo was an ESL management system. The role of the ESL management system is primarily to manage the labels' registration, layouts, updates, and triggers updates from the Spryker e-commerce system.

# New Opportunities When Connecting ESL to Spryker



## Product

- Highlight two or more items that should be sold together with Product Bundles on the ESL device. Take it one step further and bring your Product Sets to your in-store experience. Much like a 'shop-the-look' promotion on a webstore, give your retail customers the ability to view your product possibilities and attract more sales.
- Easily match any product-unique sales, both online and in store, using Spryker's Dynamic Product Labels. Boost sales and interest for both online and in-store shoppers by highlighting items that are on sale or are discounted.



## Ratings and Reviews

- Highlight products using their online ratings directly through the ESL device. This will improve sales through the use of direct customer feedback on products you carry, and give confidence in products and make purchasing decisions less dependent on price.
- ESL devices come equipped with adaptable QR codes. Utilizing this technology matched with your Spryker-built shop, bridges the gap between your online and retail shopper.



## Promotions and Discounts

- Make the retail shopping experience feel more personalized and beneficial to your customer using the different features within Promotions & Discounts. By adding QR codes on your ESLs, your customers can sign on to their accounts via mobile phone to receive discounts or other promotional material on what they see in the retail store.



## Cart

- Through the use of QR codes, you can allow shoppers, who prefer to purchase online while in-store, to scan custom codes on your labels using their mobile device. The code directs the customer to their account on your online shop allowing them to place the product into their cart and buy.



## Wish List

- Keep your products top-of-mind for customers even when they aren't able to purchase in store. Add QR codes to your ESLs directing customers to the product page. Allow them to add products to their wishlist and order later when they are ready to purchase.



## Payment & Shipment:

- A retail customer may not be able to carry home the item they want from your retail location for any reason, such as their own time schedule or size and weight of the item. Giving them the ability to see your products in person, but order online for delivery is a seamless, convenient and easy way for your customers to shop.





### Inventory Management, Mailing & Notifications:


- Customers can scan a QR code found on the ESL. This can direct them to the product page where they can check if that item is available in their size, style, or other classification in that specific retail location. If not, they can sign up for mailings like availability notifications or add the product they need to their cart online to purchase digitally and have it delivered.
- Make sure your retail-based inventory managers can receive notifications to restock shelves based on ESL usage. Track demand, purchase desire, and stock in your shop from one central location.

All of these features come out-of-the-box for all Spryker users meaning the possibilities are endless when it comes to how you can utilize new or current available technology to make your business more available for your most valuable customers.

\*According to Global Markt Insights, Inc. 2019



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