



Take e-business strategy to  
the shelf edge – and beyond



# *Telepanel Millennium PLUS™ Electronic Shelf Labels*

*An exclusive offering from IBM*





## Highlights

### Drive e-business to the shelf edge

- Display consumer loyalty programme savings, product details and other information – in addition to 100% accurate price data
- Help planning systems deliver maximum results
- Deliver targeted, quick-hit messages that highlight special offers, product bundles and other merchandising programmes
- Capture data to feed inventory control, computer-assisted ordering and profit analysis applications
- Drive shoppers to kiosks, virtual stores and other e-commerce options

## Extend the power of e-business to the shelf edge

### Display, update and capture a wide variety of data automatically

Telepanel Millennium *PLUS* Electronic Shelf Labels – available exclusively through IBM – deliver everything retailers need to transform simple shelf labels into critical information access points within a global e-business infrastructure. With Telepanel ESLs in place, you can extend existing e-business applications to any point in any store worldwide – from peg hooks in Paris to freezers in San Francisco.

Telepanel ESLs communicate by wireless, low-frequency signals. Updates and changes are transmitted to each independently powered ESL from a central location. The ESL detects the changes and transmits confirmation back to the central location. The digital display highlights the desired information and lets consumers or store personnel select additional information by pressing buttons.

It's a simple concept – with a dynamic impact on any retail store environment.

For consumers, shopping becomes a more pleasing, interactive experience. Telepanel ESLs can display 100% accurate price information, so there are no mix-ups at the point of sale (POS). Telepanel ESLs can tell consumers what kind of frequent shopper or loyalty savings they will earn with each purchase. They can also list supplemental product details.

Beyond this, you can deliver targeted marketing messages directly at the point where consumers make the purchase decision. Use Telepanel ESLs to broadcast special programmes, product promotions, bundled offerings and other merchandising programmes. Each module is programmable, so you can capture entirely new kinds of data. For example, you can see how many shoppers checked the unit price of a premium brand – even if they did not purchase the product.

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**Use consumer feedback to improve profitability**

- *Adjust prices for any product in any store on the network, quickly and easily, from a central access point*
- *Fine-tune merchandising programmes based on actual shopper response, without lag time*
- *Test price elasticity or sensitivity of select products, such as new offerings and house brands*

**Service and support from a retail leader**

- *With a vast, global service network, IBM delivers responsive technical support in more than 160 countries*
  - *IBM maintains the project teams necessary to manage worldwide rollouts and other large installations effectively*
  - *We have more than three decades of hands-on retail experience, in virtually every segment and region of the world*
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All of this information can be relayed to the back-office or enterprise level to drive inventory control, computer-assisted ordering, category management and profit analysis applications. The end result is a more complete picture of each store's customer base – including buying habits, product preferences and reactions to special promotions and merchandising programmes.

What's more, retailers can use Telepanel ESLs to promote e-business channels from within the store. Use quick-hit messages to drive shoppers to your Web site, kiosks for gift registry or other value-added services, a toll-free response line or any other component of your e-business strategy.

Telepanel ESLs make life easier for shelf stockers, too. They show where restocking inventory is located in the store, and they can produce a back-office report that confirms items were restocked.


All of these opportunities – and many more – are the reasons why IBM chose to establish a worldwide technology alliance with Telepanel Systems Inc. As the exclusive worldwide supplier of the Telepanel ESL solution, IBM now delivers an even broader portfolio of in-store e-business solutions – from point-of-sale hardware, software, peripherals and strategic consulting to worldwide customer service and technical support.

**Immediate financial impact**

With the Telepanel ESL solution, retailers can improve profitability three ways. First, Telepanel ESLs dramatically reduce labour and materials costs. They eliminate the need to maintain conventional shelf labels and perform shelf price audits. They replace product-specific talkers with automatic electronic messaging. They reduce price checks and “not on file” mis-scans, which improves customer satisfaction. Plus, they eliminate manual marking of special ordering information and price marking on individual items.

Second, retailers gain significantly more control over operations with Telepanel ESLs. You can make sure products go on and off sale at the right time, which reduces shrinkage. Since Telepanel ESLs lock in place, you can improve vendor stocking control and reduce creep. In addition, they can only be set up for products defined within the point-of-sale system, such as the IBM SurePOS™ 700 Series, so scan rates go up and unauthorised products are eliminated.

Most important, retailers can increase sales. Product sets are locked in to reduce out-of-stocks and potential facing loss. And you can be sure the right price and promotional messages are displayed at the right time.



The background image shows a retail shelf with various products and ESL displays. At the top, there are several Gillette razor boxes with ESL displays showing prices like 279. Below that, there are boxes of White Blanc cake mix with ESL displays showing prices like 199. At the bottom, there are boxes of Kellogg's Frosted Flakes cereal with ESL displays showing prices like 139. The overall scene is a typical retail aisle with products and their corresponding ESL labels.

### **Help planning systems deliver maximum results**

Telepanel ESLs help retailers improve both product re-order and shelf management. They display store-specific re-order information at the shelf edge, such as re-order point, product movement, order status and inventory counts. In combination with planogram information, Telepanel ESLs identify planogram compliance to confirm resets are completed. They help track authorised products not yet introduced as well as unauthorised products brought into your stores. They make sure end-caps and special displays are set up correctly and that appropriate talkers are installed (or removed) at the shelf edge. In addition, they can indicate which products aren't moving – so you don't waste valuable shelf space on poorly selling items.

### **Improve price management to optimise margins**

Because Telepanel ESLs perform price changes electronically, retailers can effect price changes more quickly and easily while improving accuracy. That means you can perform virtually unlimited price changes every day to respond to your competition. Reduce prices on select items to increase traffic, while raising prices on less-price-sensitive products to improve margins. You can instantly match competitive prices for top movers, then distribute a one-cent price increase across other products. Price elasticity can be gauged more effectively, revealing new margin opportunities.

Telepanel ESLs also make it easier to reduce price spreads between national and private label brands. You can effect price changes of seasonal products gradually over time rather than take large write-downs later.

### **Boost customer satisfaction**

Telepanel ESL displays are larger than conventional shelf labels, making them easier for shoppers to read. They can compare prices, calculate loyalty savings, check nutritional value and consider daily specials – all at the point of the purchase decision. By providing more information at their fingertips, Telepanel ESLs can give shoppers more confidence in their decisions and more satisfaction with the overall experience in your retail environment. At the same time, they are contributing the sales data you need to create a more accurate profile of your customers, which helps you serve them better.

### **Take advantage of superior technology**

Telepanel ESLs communicate via wireless RF signals and comply with the IEEE 802.11 standard for wireless adapter support. In other words, Telepanel hardware becomes just another peripheral on your existing wireless network, unlike proprietary offerings that can interfere with other wireless solutions you may have in place, such as remote POS stations. The system accommodates multiple currencies and is Euro-ready, so is ideal for global retailers. Telepanel continues to innovate, improving the flexibility of the ESL solution with new functionality and capabilities.



### Telepanel Millennium PLUS Electronic Shelf Labels at a glance

Model Numbers	5410	9410F	5420	9420
<b>Description</b>	Small single display	Large single freezer display	Small dual display	Large dual display
<b>Display</b>				
• Price / Unit Price digits	4	4	4/4	4/4
• Maintenance registers	2 (2-digit)	2 (2-digit)	–	–
• Symbols	Circle, square, triangle	Circle, square, triangle	Circle, square, triangle	Circle, square, triangle
• Enunciators	Sale, ¢, %	Sale, ¢, %	¢, %	¢, %
• # Screens available	16 scrolling	16 scrolling	16 scrolling	16 scrolling
<b>Buttons</b>				
• # Programme buttons	3	3	3	3
<b>Physical Specifications</b>				
• Dimensions (millimetres)	39.37x59.69x23.11	39.37x80.26x23.11	39.37x59.69x23.11	39.37x80.26x23.11
• Label size (millimetres)	36.32x55.88	36.32x77.72	36.32x55.88	36.32x77.72
• Clip attachment	Universal clip	Universal clip	Universal clip	Universal clip
<b>Power</b>				
• Battery life	10+ years	10+ years	10+ years	10+ years
• Replaceable	Customer	Customer	Customer	Customer

### Telepanel Millennium PLUS Electronic Shelf Labels at a glance

Model Numbers	9420F	5620	9620	9620F
<b>Description</b>	Large dual freezer display	Small Euro display	Large Euro display	Large Euro freezer display
<b>Display</b>				
• Price / Unit Price digits	4/4	6/6	6/6	6/6
• Maintenance registers	–	–	–	–
• Symbols	Circle, square, triangle	–	Up arrow, down arrow	Up arrow, down arrow
• Enunciators	¢, %	Promo	Promo	Promo
• # Screens available	16 scrolling	3 scrolling	3 scrolling	3 scrolling
<b>Buttons</b>				
• # Programme buttons	3	2	2	2
<b>Physical Specifications</b>				
• Dimensions (millimetres)	39.37x80.26x23.11	39.37x59.69x23.11	39.37x80.26x23.11	39.37x80.26x23.11
• Label size (millimetres)	36.32x77.72	36.32x55.88	36.32x77.72	36.32x77.72
• Clip attachment	Universal clip	Universal clip	Universal clip	Universal clip
<b>Power</b>				
• Battery life	10+ years	10+ years	10+ years	10+ years
• Replaceable	Customer	Customer	Customer	Customer



### **For more information**

To learn more about Telepanel ESLs from IBM, as well as other IBM retail solutions, please contact your IBM representative.

You can also find our Retail Store Solutions on the Web at

**[www.ibm.com/solutions/retail](http://www.ibm.com/solutions/retail)**

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