



RM3, the smart upgrade of your promotion capabilities

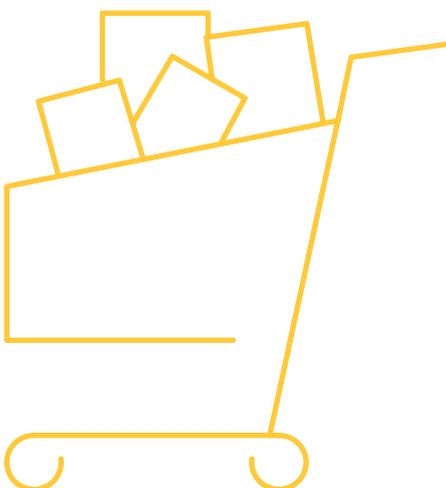
Boost sales by upgrading your promotion capabilities rapidly and without high investments.

In the past, consumers blindly followed a brand. Simple promotions easily convinced consumers to spend more. But nowadays, consumers continuously switch from one brand to another. Thanks to the internet, they find themselves in a perfect position to compare products and prices. Maybe those consumers will choose you, maybe they won't. But no matter how unpredictable these consumers are, they will always be receptive to a compelling promotion.

Responding quickly to the market is vital to take advantage of seasonal demand, outperform competitors and meet targets. That is why you must be able to roll out innovative and irresistible promotions within short time to all your stores and digital channels. In this way, consumers will prefer you, and you will always be two steps ahead of the competition.

To enable your marketing department to devise more innovative and irresistible promotions, they need maximum flexibility from the supporting systems. But modifying your systems each time the marketing department devises new promotions takes a long time, costs a lot of money and slows down performance. Or, even worse, forces you to invest heavily in new systems.

How do you boost sales by upgrading your promotion capabilities rapidly without high investments? There is a solution. It's called Retail Mix & Match Module, or in short "RM3".





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What is RM3?

- RM3 promotion module: an add-on with which you can design and distribute promotions; and
- RM3 engine: an add-on for all your channels to process your promotions.

RM3 promotion module

The RM3 promotion module provides you with a multi-lingual, user-friendly interface that gives you the ultimate flexibility to design any promotion. User-friendly, because you define your promotions using predefined templates. And flexible, because RM3 breaks down promotions into components that can be combined in any possible way. In fact, you can 'mix-and-match' these components to create any new promotion. Your imagination is your only limitation! Within minutes, your new promotion is ready.

When finished, you can simulate your new promotion to test if the outcome meets expectations. You can experiment as often as you like to find the best result. RM3 also contains a set of known promotion 'howlers' against which your new promotion is tested. Moments later, it's ready to be distributed to all desired channels, giving your customers the same promotional experience.

In case you already have a module for defining promotions, RM3 can still be of great value as an add-on. RM3 is able to communicate with every promotion module and can handle any promotion. Your promotions can be processed through RM3 to leverage the extra functions and features of RM3, like the ability to simulate promotions and distribution of speed updates. And, you can add promotion capabilities on top of the 'limited' ones you devised in the other promotion solution. These RM3 promotions are tagged with a unique ID for reporting purposes on your existing back-end.

RM3 creates a promotion file, which is ready to be pushed to all channels on which the RM3 engine processes the promotions.

RM3 engine

The RM3 engine is the add-on for your registers in the stores, your digital channels and all types of mobile channels like handhelds, tablets and scanners. The RM3 engine is able to process any promotion it receives, without costly and time-consuming software updates. Your point of sale sends the sales lines after each scan and/or at the end of scanning to the RM3 engine to calculate all applicable promotions. The only task left for your software is to print the promotion results and to forward the sales data to the back office.

The RM3 engine can run on all types of registers, no matter their age. It makes your registers state-of-the-art again and extends their lifecycle by upgrading them with all promotion capabilities. A nice thought, if you can postpone huge investments in new registers with many years.





Speed of light

No matter the volume or complexity of your promotions, RM3 engine processes these in real-time. It prevents queuing at your registers in store or consumers losing interest while getting annoyed on your digital channels. Only little delays of 100 milliseconds on your digital channels will already have an immediate and direct impact on lost sales.

In normal situations your current performance might be sufficient. But when you begin to leverage new possibilities - creating customer-specific offers based on information available in social networks, or information from a loyalty program - the pressure on systems for handling discounts increases massively. In these cases traditional systems often fail as they can't process discounts quickly enough. Independent of the number of promotions per item or per transaction, RM3 handles all of these automatically and in the right order.



Upselling and cross-selling

The RM3 Engine can provide promotion-related information or upselling and cross-selling advice. This information can be shown on the screen of the digital shopper, the display of the attendant or on the receipt of the customer.



Stress-free

Sometimes an active promotion needs to be updated immediately during opening hours. With RM3, speed updates can be pushed within a few minutes to all your channels. And, there's no need for the attendants to shift-off/shift-on on the register or to restart your channels to activate speed updates.

The history of your promotions is stored on your register. This makes the process of returns much faster and removes any need for manual intervention by automatically applying past promotions.



Fit for the future

If new types of information come into play when devising new promotions, no software changes are necessary. Examples of information types include the weight of an article or the number of likes on social media.

We keep on developing our product continuously by listening carefully to you. If you have suggestions for future enhancements, we can put them on the road map for a new release of our solution.



Implementation and support

RM3 integrates easily with any existing promotion module and all types of sales channels. As RM3 does not replace your systems but acts as an add-on, the implementation is a rather low risk project. Depending on your landscape and the number of channels, RM3 can be operational within one to four months.

After go-live, RM3 is supported with a service level agreement to deliver you the required level of support. The product is maintained and innovated by product development to keep up pace with new technologies.



Financials

Several financial models are possible depending on your business needs: from license-based to pay per use to value-based.

Contact

If this is the solution you are looking for, and you would like to boost sales by upgrading your promotion capabilities rapidly and without high investments, just contact Capgemini and ask for a demonstration of RM3.

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