



SOVARETAIL

RETAIL AS  
INTERACTIVE FITT  
INTERAKTIVES

LIFT & LEARN

DIGITAL COUNTER CARD

DIGITAL SIGNAGE

INSTORE CONSULTING

OMNICHANNEL

STORE OPERATIONS



connecting retail

STORE ASSISTANT

„The future of retail lies in creating intelligent links between the different touchpoints to ensure that customers always have a consistent, top-quality shopping experience and employees are given a 360-degree view of products, stocks, channels and processes.”

Dirk Frintrop  
Chairman of the Board

Lutz Hollmann-Raabe  
CSO / COO





## BÜTEMA

### Connecting Retail

Bütema AG is one of the leading full-service providers for digital signage and mobile ERP hardware and software. The link between all digital touchpoints leads to outstanding results in retail and wholesale. That's why we develop our software for desktop and mobile applications ourselves and ensure an all-encompassing hardware and software service with our in-house teams. As a hardware and software managed service partner, Bütema AG stands for the comprehensive, intelligent digitization of retail and wholesale.





## RETAIL EXPERIENCE SPACE

### Personal consulting In Bietigheim-Bissingen or Munich

In the Bütema Retail Experience Space in Bietigheim-Bissingen or Munich, we showcase our product and software modules for retail in a personal, exclusive consultation. We offer appointments on site or as live video conferences.

Highlights are, for example, the InStore Assistant, mobile ERP solutions, all hardware (LED, LCD and touch screens as well as mobile devices), mobile and self payment, self service solutions, gamifications (Lift & Learn, interactive shop window) and of course the soviaRetail Backstore, our digital signage software.





## SOVIARETAIL

### Digital is-store solutions for today's retail

soviaRetail is our in-house developed platform that enables the quick and uncomplicated implementation of digital in-store solutions: digital signage, supporting your employees with the in-store assistant, interactive shop windows, store operations, interactive fitting rooms or self-service systems that allow customers to independently query items and stocks. Find out together with our consultants what works for your business.

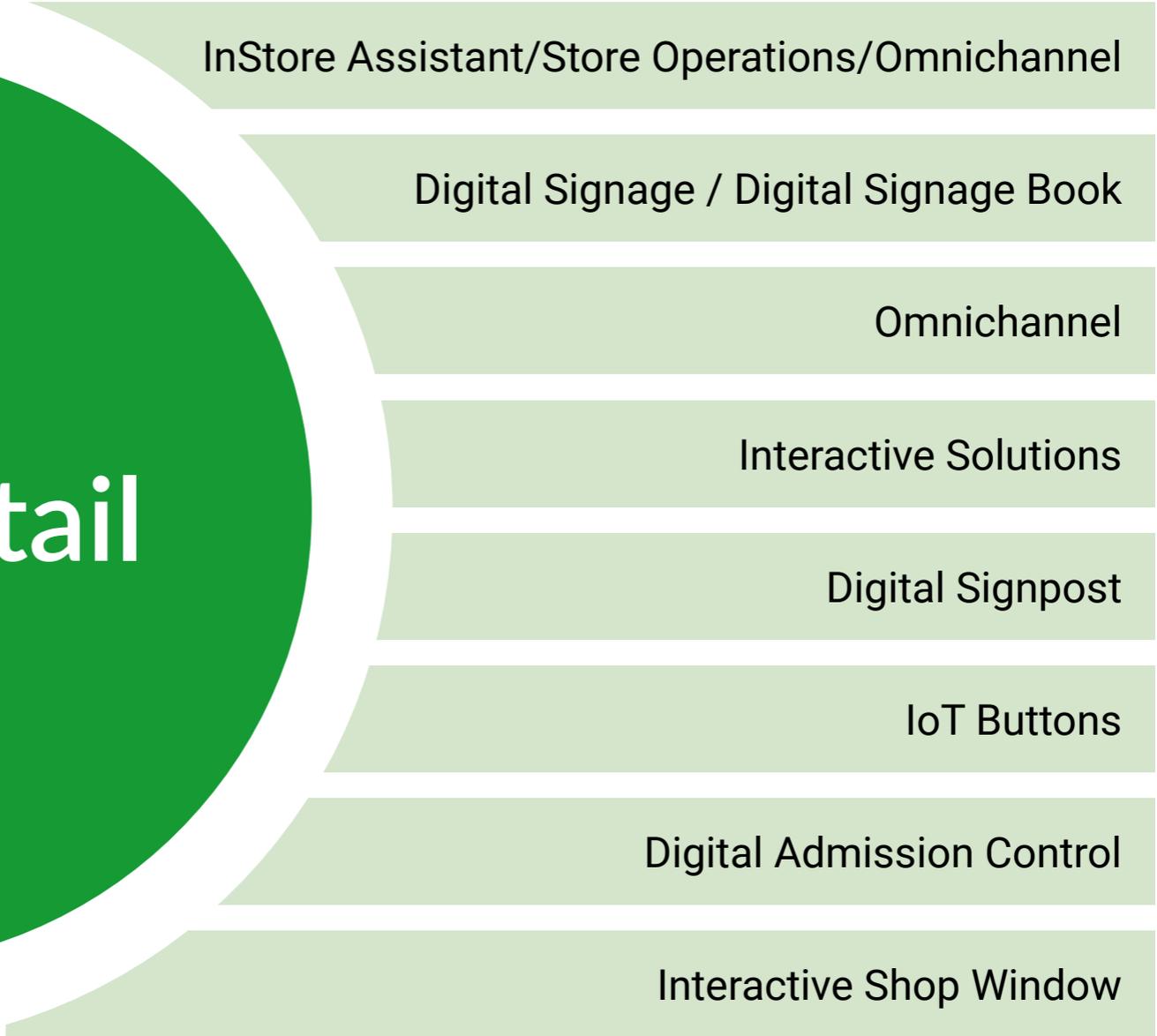
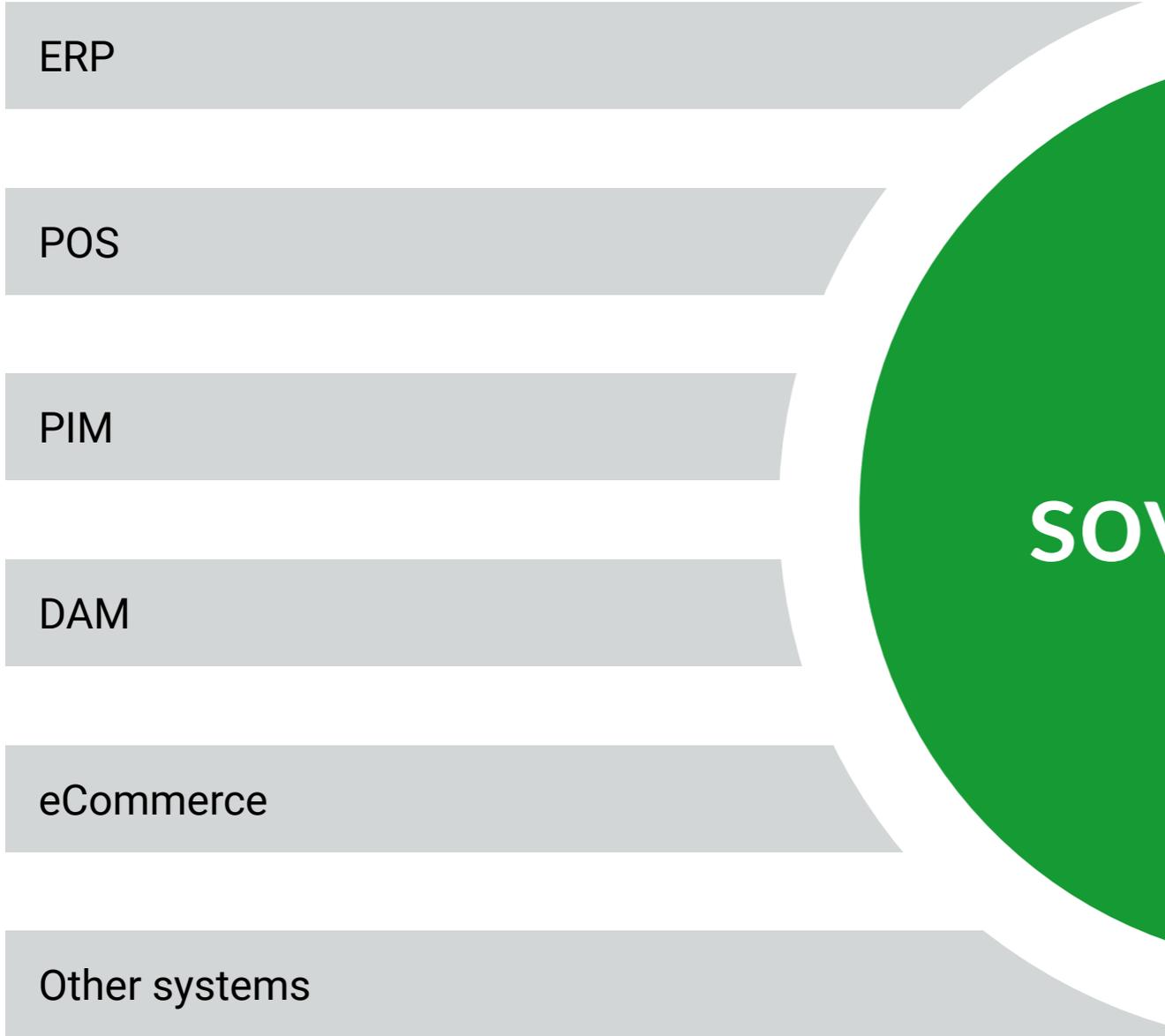
soviaRetail offers standard connections to your systems. PIM, DAM, ERP, POS and eCommerce data are processed and made available in our backend. For you, this means maximum flexibility with one-off connection costs. Our data structure corresponds to yours, including SKUs, styles, colour and size differentiations. Networking is a central component of soviaRetail. That's why we not only offer omnichannel processes, but also ensure that all our solutions connect and communicate with each other.



Retail Data

Data Management

InStore Solutions



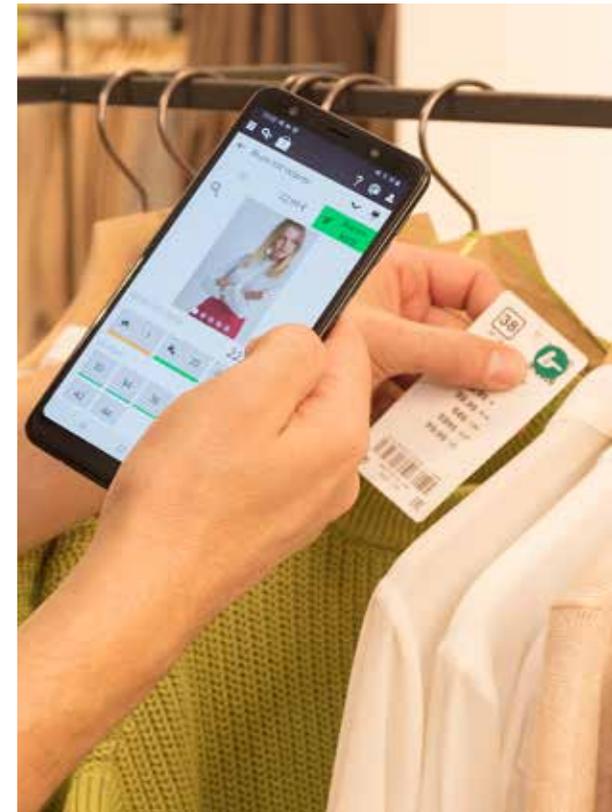
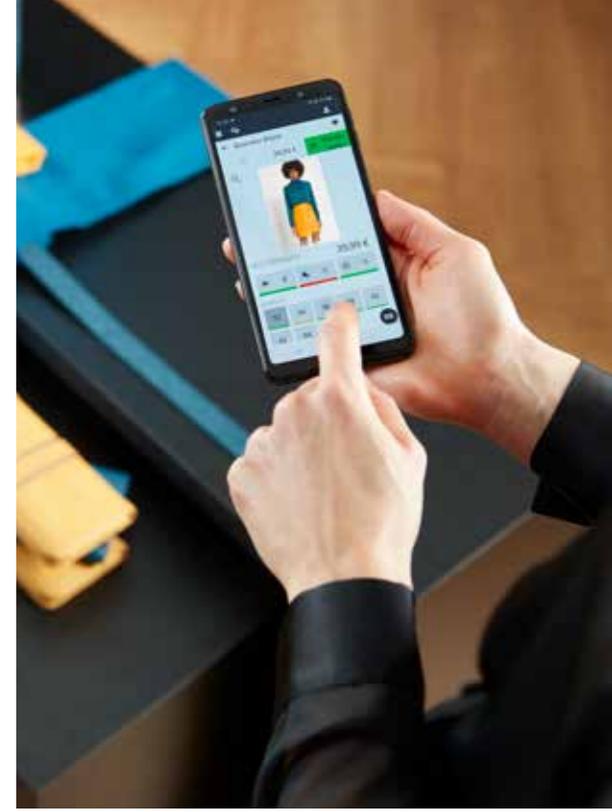


## INSTORE ASSISTANT

### Sales advice with smartphones and tablets

The InStore Assistant app (ISA) supports your employees in their daily work - whether in sales talks or in merchandise management processes. By scanning an item, the sales assistant can retrieve all related information; Stocks in the branch, in other branches or in the online shop. Colours, other sizes, prices, reduced prices, cross-selling items and material information are also available at the touch of a button. With the connection to omnichannel processes, the employee also has the option of ordering the item for the customer, either to be delivered to their home or to the branch. Payment is made using a mobile payment terminal thanks to our connection to the payment service provider adyen.

During the consultation, employees can send promotions to a digital signage device via the InStore Assistant in order to show the customer details on a larger screen. In addition, employees can use the InStore Assistant to scan items and permanently assign them to a screen, which then plays these items in a preset template.





## INTERNAL COMMUNICATION

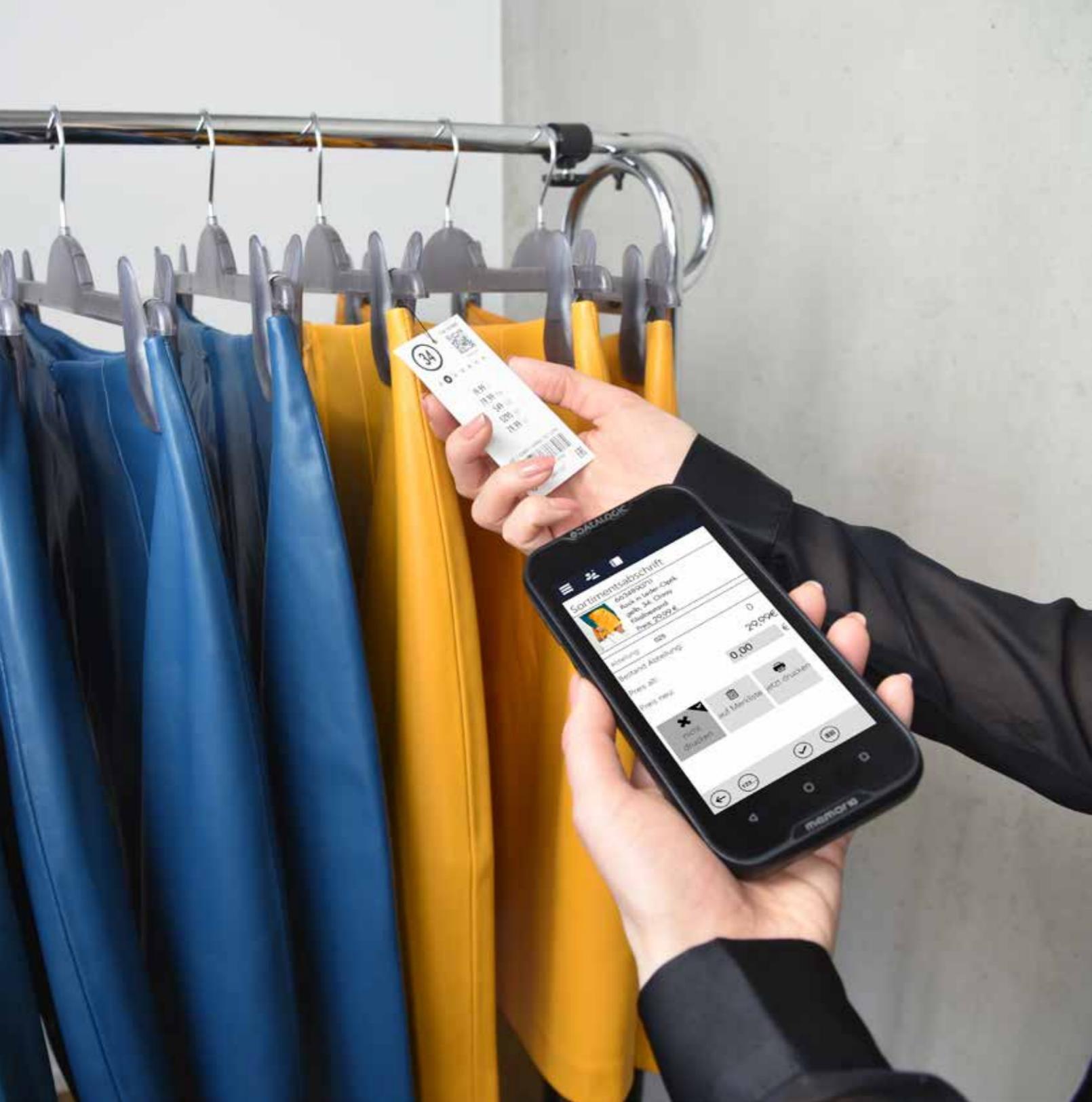
### Employee Messenger & Bulletin Board for the InStore Assistant app

We have expanded our Bütema InStore Assistant app and the digital signage backstore with a communication center and a bulletin board.

The Communication Center works just as intuitively as any common messenger service. A special feature, however, is that application and process information can be sent as special chat messages. Such chat messages can be used to jump directly back into the (ISA) process.

The Bulletin Board feature works pretty much like Microsoft Teams: channels can be created, to which messages can then be added. The messages, in turn, consist of a text message and can also contain attachments, e.g. images, PDFs or videos. Messages can then also be commented on.



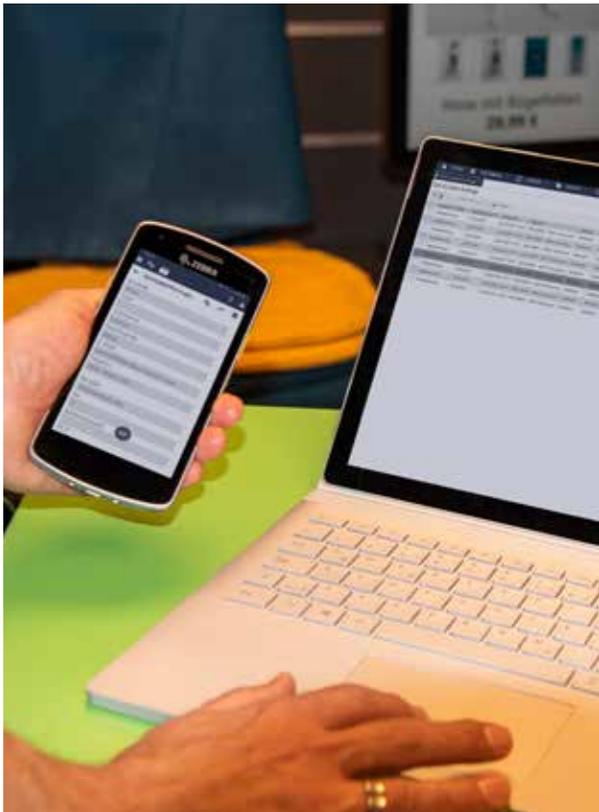
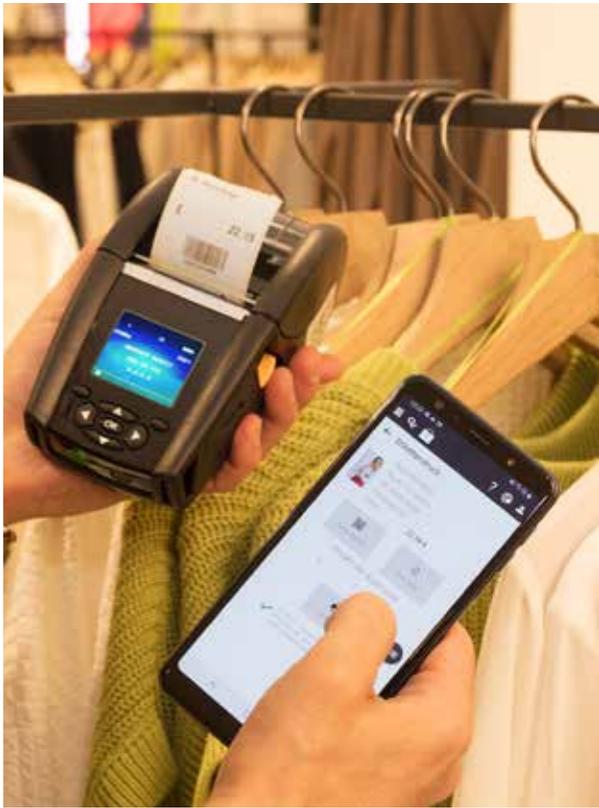


# MOBILE ERP

## Quality, efficiency and safety for your branch processes.

In order for everything to function smoothly in sales advice and customer contact, processes are required that perfectly control the movement of goods. We provide the solution to all processes that employees need for their daily work: incoming and outgoing goods, stock-taking, inventory correction, markdown control and mobile label printing. Bulk collecting entire deliveries are also possible, making the task more efficient. All processes run directly on the InStore Assistant app. Your sales staff will remain present on the sales floor for the customer.

Store operations are carried out on the InStore Assistant and are therefore available on smartphones and tablets.





## OMNICHANNEL

### More customer frequency through channel linking

Omnichannel processes are an integral part of our InStore solutions. They increase customer satisfaction and customer frequency in stationary retail.

With Click & Collect, Click & Reserve, Return-to-Retail, Ship from Store and InStore Order, we offer everything your customers ask for - and strengthen your reputation as a customer-oriented company. Items ordered from Click & Reserve or Click & Collect can be conveniently viewed in the InStore Assistant app before being given over to the customer. Displayed cross-selling items offer valuable opportunities for additional sales.

The in-store order can be carried out at self-service terminals or even in the interactive fitting room and offers a great opportunity to generate additional sales. The structure of sovia Retail enables easy connection to all common merchandise management systems. Payment at the terminal or in the InStore Assistant app is made via online payment, debit, credit or gift card. A leading payment provider is already integrated into soviaRetail to process the payment.





## DIGITAL SIGNAGE

### Emotion und information on the sales floor

Digital signage is an agile advertising medium that raises the shopping experience in stationary retail to a new level. Digital signage promotions can be created intuitively via the centrally managed content management system and transmitted to all screens worldwide with one click.

A large number of templates for different types of applications are already available in the standard product: In addition to images, videos, music, PDFs and social media content, a product mix can also be created in which individual products are only displayed as long as they are in stock. Rule-based sub-promotions enable the automatic display of tagged articles based on defined rules, such as weather data. Also new are zone promotions, which allow screen areas to be divided up as desired and each area to be assigned its own promotion.

Our development team is constantly expanding the digital signage backstore with new features and solutions. Numerous filter, statistical and diagnostic tools were added, which simplify the planning, monitoring and evaluation of a wide variety of content.



## NEWS INTEGRATION

### Implementation and Control directly via the digital signage software

In partnership with spot on news AG, we enable our customers to play out news from a wide variety of resorts via our digital signage software.

The news feed is set up once by our developers. The user can then select the feed as a promotional item. This is as easy as adding a picture or a video. You can also set the type of news to be broadcast in the item settings. Available are for example: sports, politics, people, lifestyle, travel, digital, economy, and many more.

You can also choose whether the message is to be displayed with or without an image, as static or scrolling text.

By default, our player checks once every hour for new messages. However, if the „Breaking News“ button is activated, the latest news will be displayed immediately.

## Absolute Mehrheit für S Saarland - CDU auf Rek



Das Saarland steht nach 23 J  
CDU-geführter Regierungen  
Machtwechsel: Bei der Landt  
am Sonntag verzeichnete die  
Spitzenkandidatin Anke Rehl  
vorläufigen amtlichen Enderg  
zufolge einen Erdrutschsieg.  
stürzte auf ein historisches T



## MICRO APPS

### Interactive applications designed by you

The Micro Apps Designer is a module within our Digital Signage software specifically made for interactive multi-touch applications. This means that configurable solutions can be designed by the user themselves - without any programming knowledge.

Infopoints, product checkers, interactive signposts, the display of websites or navigation solutions via interactive maps or menus can be created directly in the digital signage backend.

Multimedia areas are played out in combination with a promotion assigned to the corresponding digital signage device. Interactive areas are defined by so-called shapes (polygon, rectangle or circle). An action is then assigned to a shape, which is carried out once the user touches the corresponding area on the display.





# LED

## Digital signage hardware of the future

Choosing the right hardware is just as important for a successful project as the right software. In addition to LCD displays, we also offer LED displays for digital signage solutions.

In contrast to conventional LCD displays, LED displays have the following advantages:

- Very high brightness, so content is visible even in direct sunlight
- Content is also perfectly visible at a viewing angle of <math><10^\circ</math>
- Easy front access for maintenance and repair
- Smaller pixel pitch, which shortens the viewing distance
- Long service life with 70,000-100,000 operating hours
- In the event of repairs, individual panels can be exchanged
- The individual panels can be assembled to any size and shape



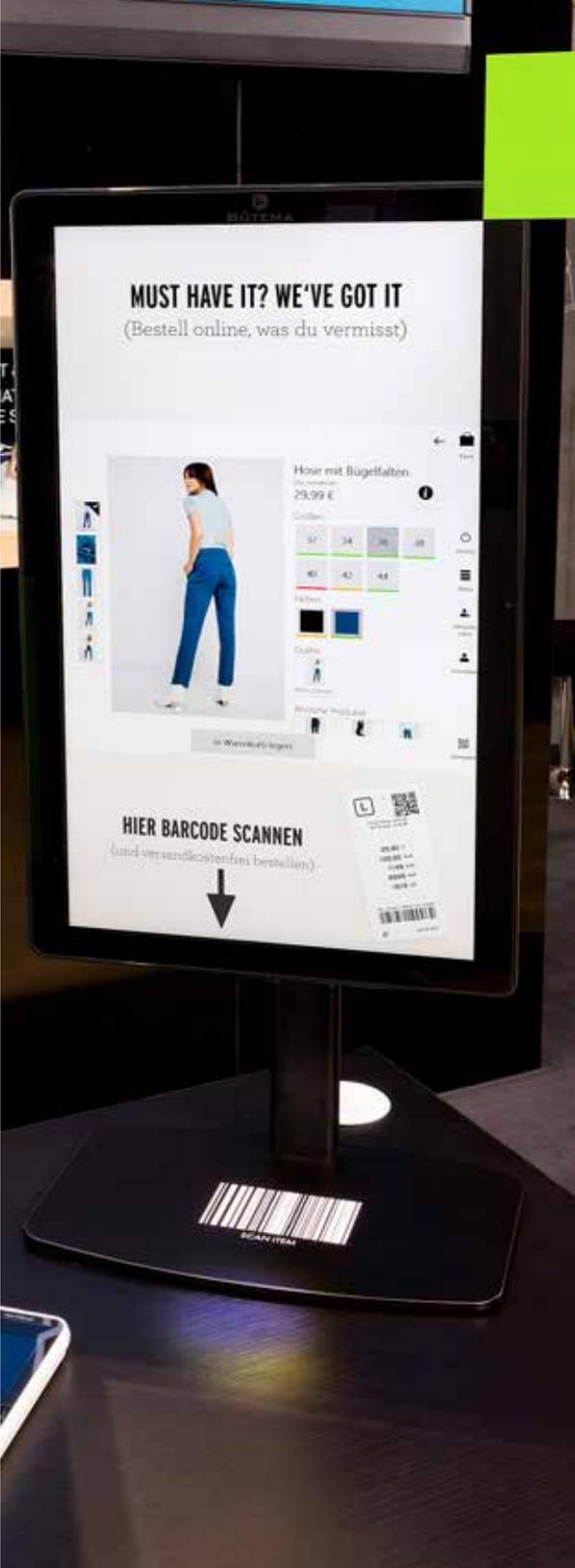


## DIGITAL COUNTER CARD

### The connection between InStore Assistant and Digital Signage

The digital counter card has been invented to simplify the work processes in visual merchandising. Displays are placed on a product carrier to serve as digital price tags. The products on the carrier are assigned to the display by scanning their tags. Details advertising the goods are then automatically played out. Customers can also use barcode scanners to learn more or trigger an in-store order. The counter card can be used either at the branch by the employees on site or maintained by the head office.

The Digital Counter Card is available as 15" and 22" displays. The displays are touch-enabled, rotatable and automatically play promotions in portrait or landscape format depending on the orientation.





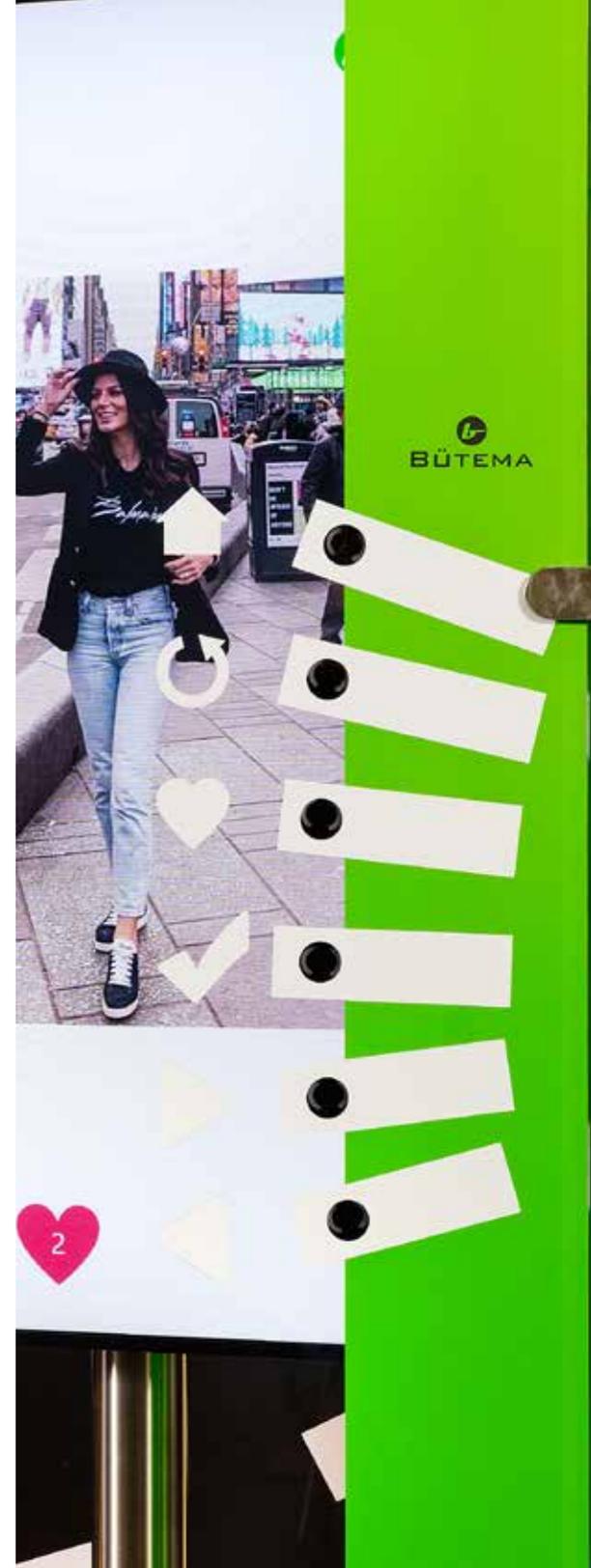
## INTERACTIVE SHOP WINDOW

### Use customer frequency outside of opening hours

The Interactive Shop Window is a great way to leverage off-hours traffic and engage with customers.

A digital signage screen in the shop window attracts the attention of passers-by and inspires them with images, videos or social media content. But the interactive shop window can do even more. Using infrared buttons attached to the inside of the shop window, customers can navigate through digital signage content, browse looks and articles, like and scan QR codes - 24/7.

Digital signage displays are available in all common inch formats, as steles and video walls. Up to 8 touch keys can be placed individually behind almost all types of glass. Even with triple glazing up to 40mm thick, touch capability is guaranteed.





## LIFT & LEARN

### Interaction and digital signage

A special highlight in digital signage is the Lift & Learn solution. Selected products are placed in front of a screen that displays the associated promotion when the product is lifted. For example, an item that requires detailed explanation can be supported by product videos, image images or additional text. By displaying the products prominently and showing the appropriate content, articles are particularly highlighted and advertised.

Lift & Learn works with a hidden RFID antenna and RFID labels that are stuck onto the products. Changes in distance are automatically recognized and the promotion assigned in the content management system starts playing.

A touch-enabled screen can also be used to display the promotion, via which the item can be ordered directly using the self-service function.

When idle, the Lift & Learn solution plays digital signage content and thus contributes to the advertising effect on the area.





## INTERACTIVE FITTING ROOM

### Inspiration and information in the fitting room

At the place where purchasing decisions are made, the Interactive Fitting Room ensures the right mood and the right service. There, a self-service system for article information and inspiration is available to customers with the interactive mirror. Products can be scanned via their barcode or RFID, looks and product details are displayed as well as available sizes and colors. A recommendation engine displays similar products. Customers can also notify employees using a call button in the cabin. A push message is automatically sent to the InStore Assistant app. Customers can order items directly on the interactive mirror or transfer shopping baskets to their own smartphone using a QR code.

With the automatic light and sound ambience, you also have the option of positioning your brand in a sensory way. Cheering fans in the football stadium, the relaxing sound of the sea or stimulating party music - with the right light and sound effects, customers can be put in the right mood during the fitting. This is done by pressing a button on the interactive mirror.



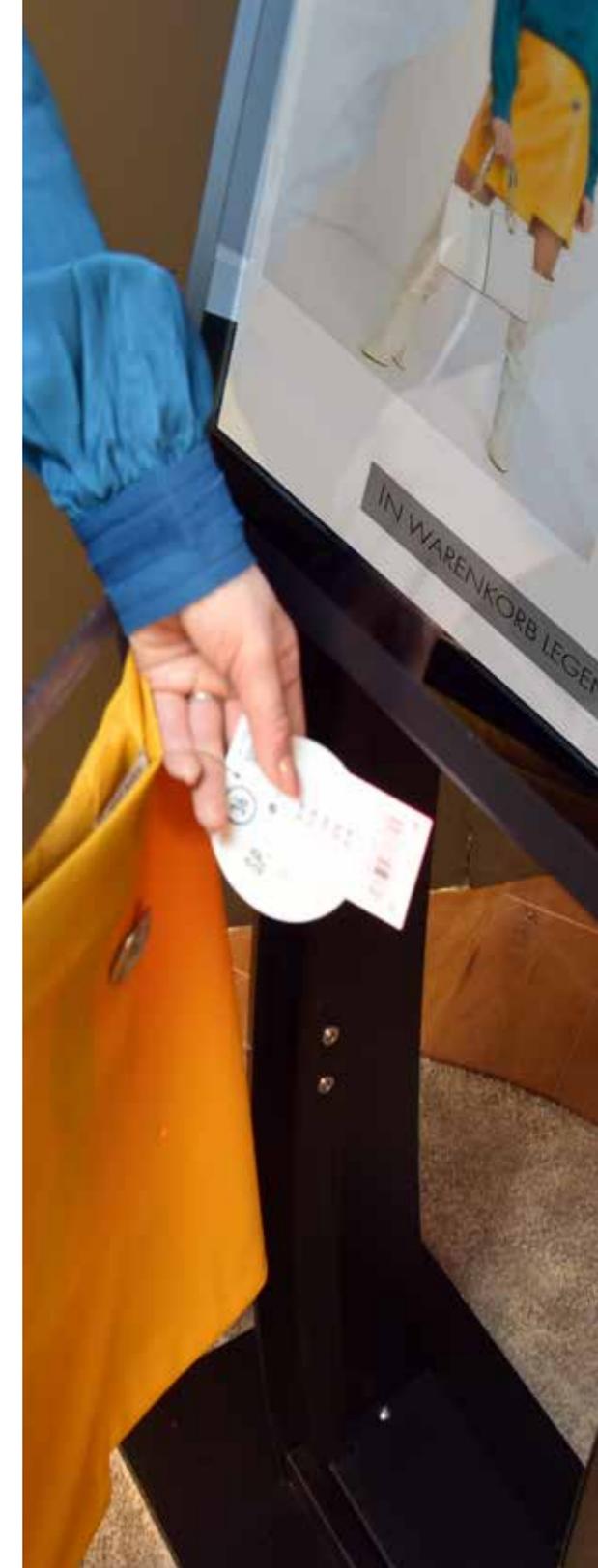
## SELF SERVICE TERMINAL

### Finding the right item conveniently and quickly

Customers can use self-service terminals to query prices themselves, check whether items are in stock and even order them directly.

The article is scanned via its barcode or by entering the article number. Information such as product descriptions, prices, sizes, more colours, outfit pictures and similar products are displayed. Goods availability in the branch and in other branches or the online shop can be viewed as well. The connection to omnichannel processes gives customers the opportunity to order the desired item, either at home or in the branch. Dealers have the opportunity to generate additional sales through these out-of-stock sales. When idle, the self-service terminal displays digital signage content, thereby increasing the advertising impact on the floor.

Self Service Terminals are available on 15", 22" and 32" displays, free-standing or with wall brackets.





## DIGITAL SIGNAGE BOOK

### The scrollable, digital catalogue

Digital signage can also be used interactively - even without a data connection.

The digital signage book is an excellent way to make product catalogues, look books and information brochures accessible interactively at the point of sale. Standard formats such as .pdf or .jpg files are loaded into the content management system and can then be leafed through on the screen like a book.

This solution can be used without much effort, for example in waiting areas, to emotionalize customers.



# KASSE



## FLIC BUTTONS

### One button - 1000 possibilities

Flic Buttons are small, light buttons that can be freely programmed for a number of different functions and thus offer a wide range of possibilities.

With one „click“, sales staff can switch the displayed content from digital signage to digital admission control. This is useful if the specified maximum number of people in the store has not yet been reached, but employees notice that there are too many people in a certain area of the store at the same time.

When comparing products, a button is placed in front of the items that are to be compared with each other. If a customer presses one or more buttons, detailed information appears on the digital signage screen.

If a customer has a question or wants advice, they can press the button that is installed, for example, in the changing room or at an info point. The store employees receive a corresponding push message with the request via the InStore Assistant app and can then seek out the customer.





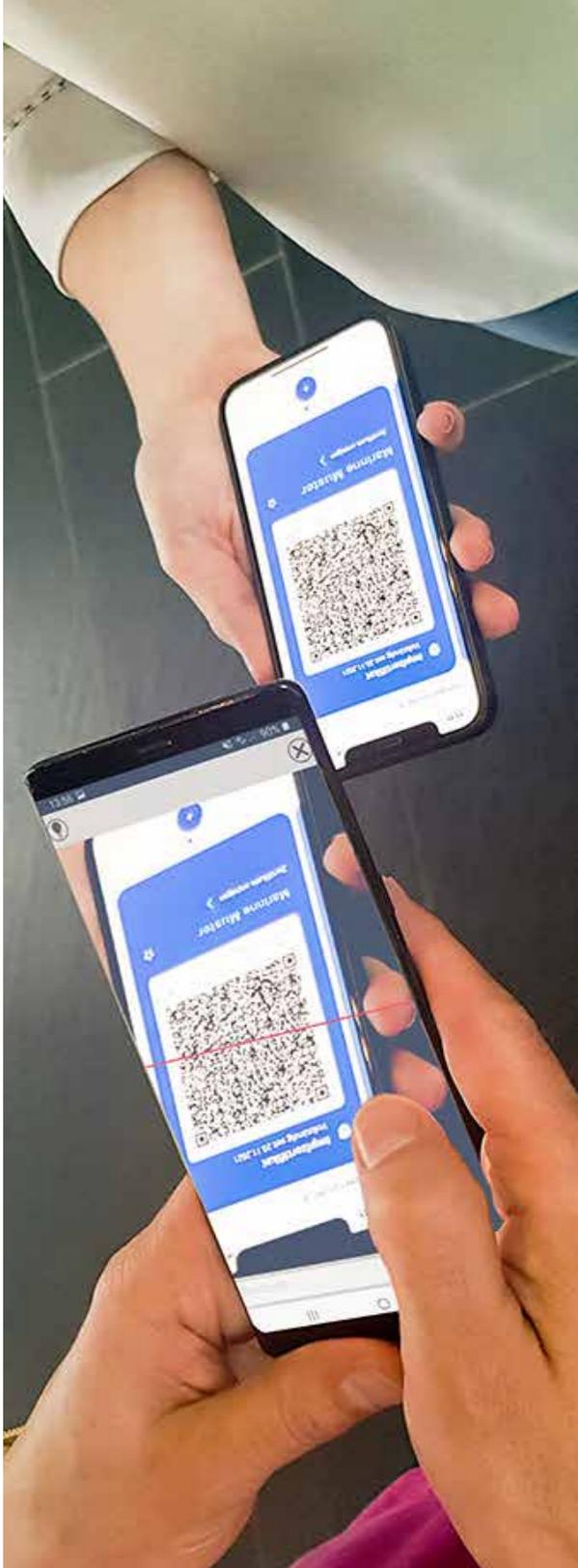
# DIGITAL ADMISSION CONTROL

## Coordinate visitor flows - keep customers informed

With digital admission control, you can coordinate visitor flows and inform your customers whether the maximum number of people allowed in the area has been reached. Hygiene regulations in the branch can thus be met without employee intervention.

3D sensors installed on the ceiling in the entrance area of the store or floor automatically record the number of customers. Customers are counted when entering or leaving the relevant area. If the maximum number of people allowed is reached, the digital admission control automatically switches to „STOP“ and asks customers to wait.

The sovia Retail Solutions app can optionally be equipped with a Corona certificate checker. It first checks the validity of all the certificates stored in the code - both the valid vaccination/convalescence certificate and all the mandator security certificates. German and European Union certificates can be validated. A check determines whether the customer may be granted entry according to the nationally applicable rules. The application will also indicate if any documents for entry are missing.



## DIGITAL SIGNPOST

### Flexible guidance

Digital signposts are mainly found in large department stores at escalators and entrances to offer customers quick orientation. They are a new addition to our service portfolio to replace printed signs with digital solutions. Assortment changes, additional information such as Click & Collect terminals and weekly promotions can be shown quickly and easily.

The content of the signpost can be easily adjusted in the soviaRetail backend, for example with your own templates and pictograms as well as scrolling text for promotions and special information. Customers can choose between up to 7 languages and change them with a tap or scan the QR code to choose your language on your phone and carry your signpost with you.





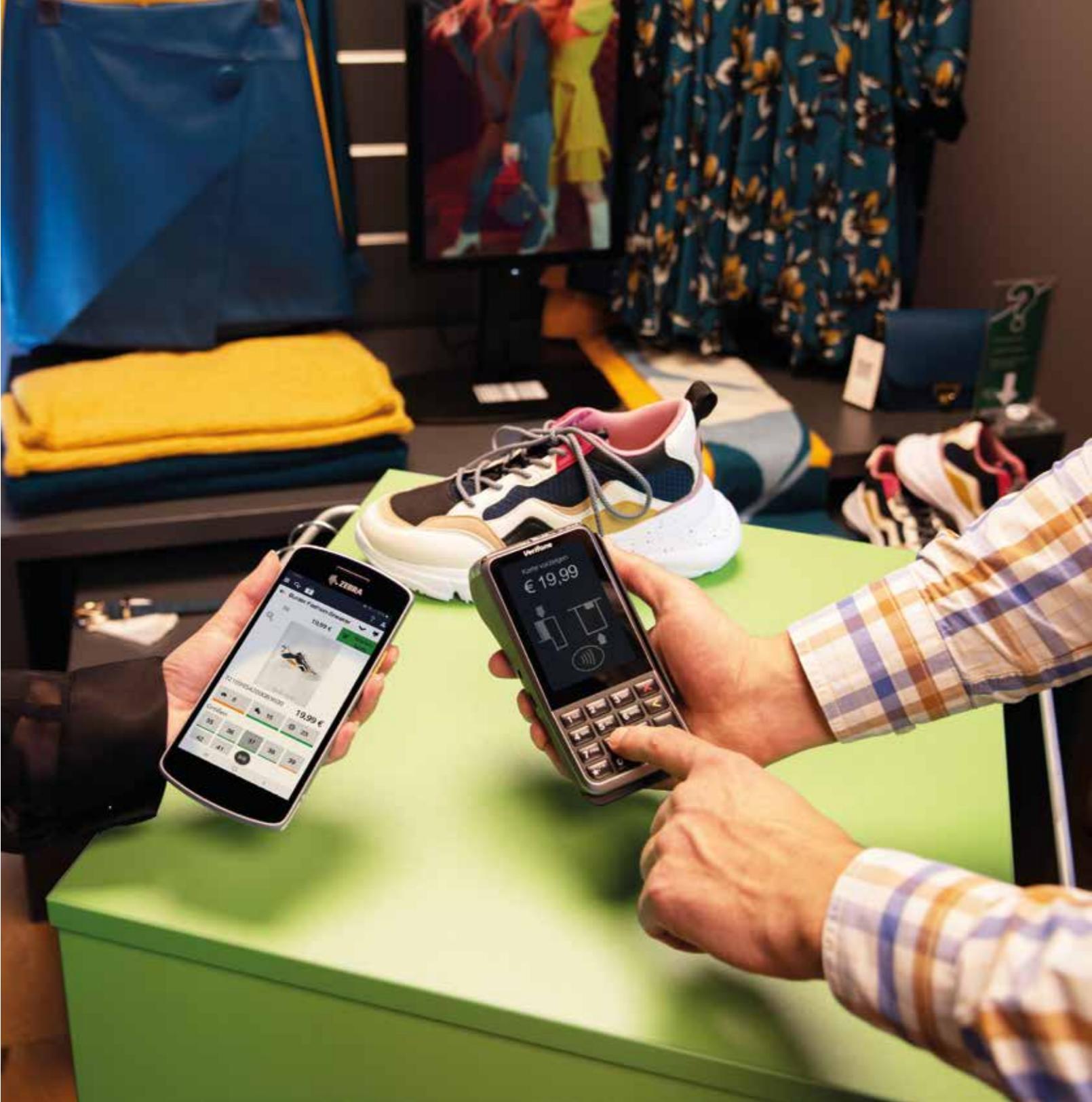
## SELF CHECKOUT

### The self-service checkout for fashion and lifestyle retail

With the self checkout terminal, customers have the option of registering goods with a scanner and paying cashless via a card terminal. The intuitive system guides the customer through the checkout process. Employees can monitor several terminals at the same time and are available to answer questions. After the successful completion of the purchase, the employee accepts the goods to remove the security devices and clothes hangers and bags them.

Article-related discounts are stored in the system and automatically taken into account when entering the article or payment method at the terminal. In addition, a customer card can be scanned. To complete the purchase, the customer selects the desired cashless payment method such as card or online payment, vouchers, invoice, etc. The purchase process can be completed using an external card reader. An employee can be requested with a help button.



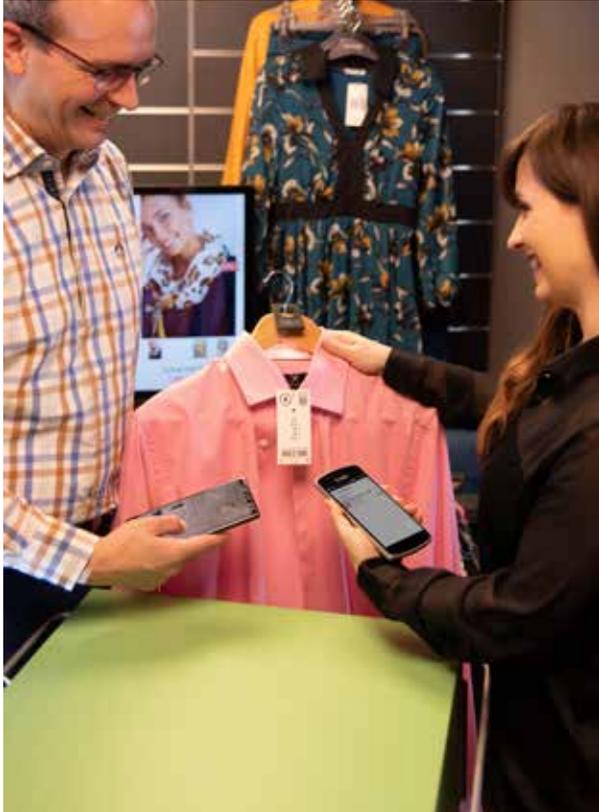


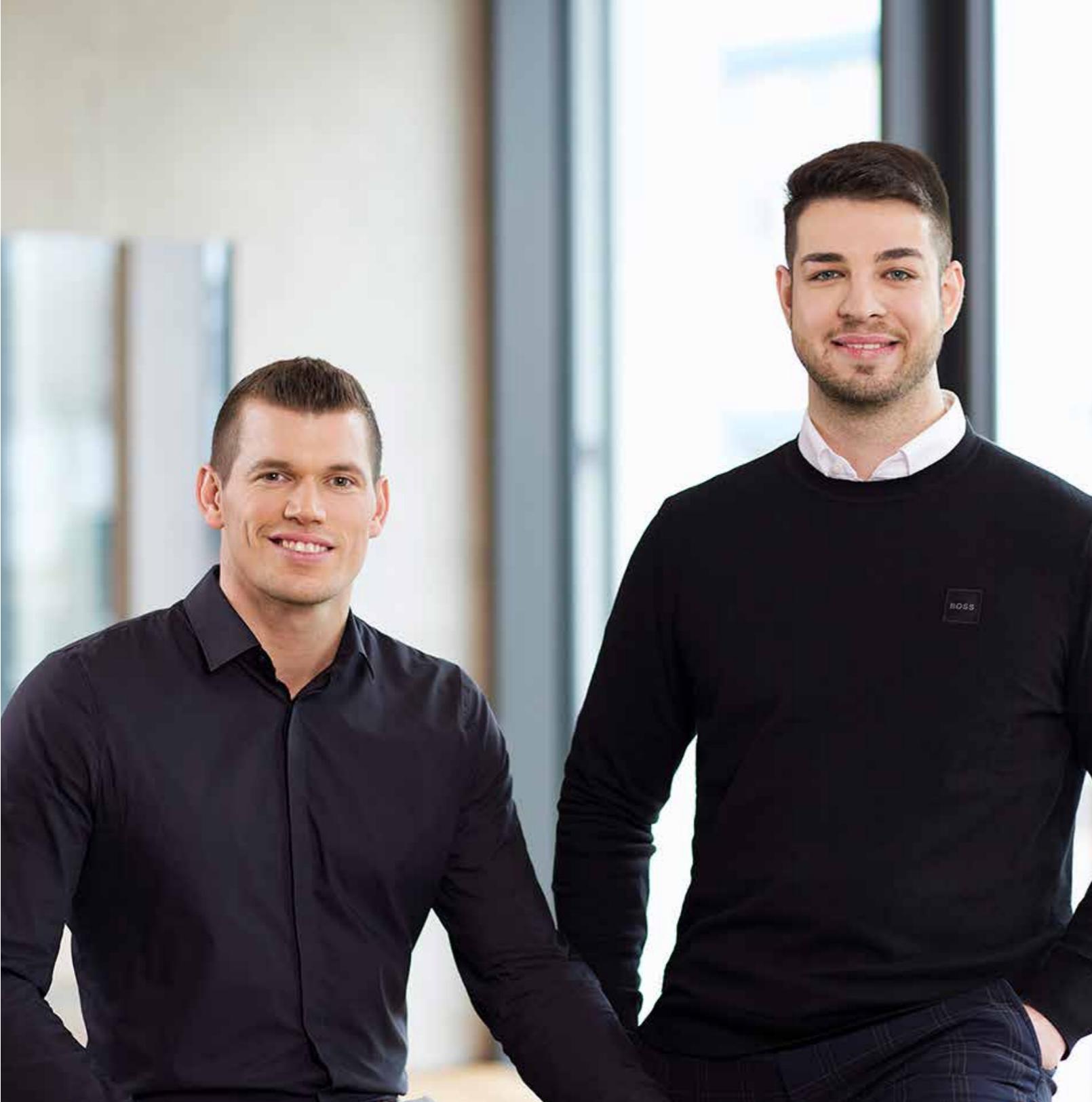
## MOBILE CHECKOUT

### An unbeatable pair – the ISA and the mobile payment terminal

Orders made with the InStore Assistant app (ISA) in the store can be conveniently processed with the mobile payment terminal. The amount due can be paid with all cashless payment methods such as debit and credit cards, gift vouchers, etc. Mobile packing tables allow the goods to be unlocked and bagged.

The mobile checkout in connection with the Service Point Packing Desk guarantees a perfect, personal shopping experience: from the sales pitch to the payment process, the entire shopping experience can be handled by a single customer advisor. Customers also no longer have to wait in line at the checkout.





## SOFTWARE CONSULTING

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### The link between customer, development and sales

Although we speak the same language, it is not always a given that all parties understand each other. This is where our software consultants come into play.

They are the link between customers, the development team and sales. They ensure that specific requirements are implemented and advise customers when it comes to mapping their process. They are the dedicated contact person for the customer and act as a ,translator' so that all customer-specific formulations are implemented as intended.

The consultant takes over the customer from sales as soon as it comes to detailing the project. Specifications are analyzed together with the customer and existing processes are dismantled and even questioned, often also redesigned. The consultant suggests modules from our portfolio to the customer that can most effectively reflect their requirements and discusses options for special implementation with the development team to then give the customer feedback.





## BÜTEMA INSTORE CONSULTING

### For the perfect integration in your marketing plan

The digitization of retail, the change in consumer behavior, the technical advancement of digital solutions - we deal with them every day. In numerous projects, we were able to experience the hurdles and challenges retailers encounter when implementing digitization projects and at which points know-how and manpower may have been missing.

We train you and your sales staff to use and operate the solutions. On request, we can also take over the administration of the backstore.

That's why we created the Bütema InStore Consulting package. We support you in choosing digital solutions tailored to your company. We accompany you during the introduction and practical implementation at the point of sale. We advise you on content design and provide professionals for content creation.





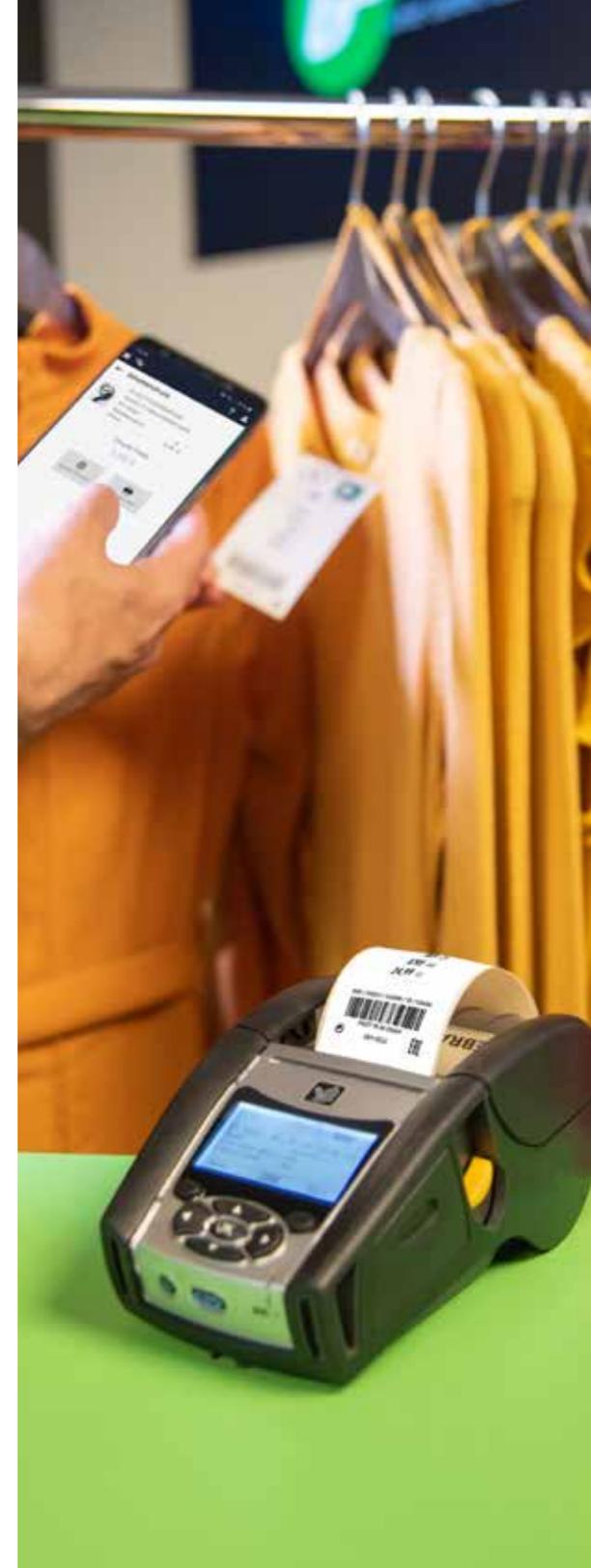
## OUTPUT PROCESSING

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### The silver bullet of automation

By output processing (OPS) we understand the creation of tasks or documents, which are then automatically sent to a specific destination. This can, for example, be a printed label, but also a PDF document that is generated and then sent by email. The decisive factor is the automation of a "job", once it has been defined.

Our workflow, developed in-house, first transfers a job created by a hardware device to the Azure Cloud, where it's processed in a database and only then „played back“ to the device. This allows asynchronous job processing, which favors the so-called „fire and forget“ model. „Fire and forget“ means that a job is processed and executed within a predefined time. If this does not happen, the user can assume that their job has failed and has to be repeated (the „printer queue“ does not exist in this case - if the document does not come out of the printer within e.g. 2 seconds, the job has failed and can simply be restarted). In addition, this also reduces the maintenance effort considerably.





## RETAIL AS A SERVICE

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### **You decide – we take care of the rest**

In order to ensure the uncomplicated introduction and smooth operation of the digital solutions, we offer the Retail as a Service concept.

Retail as a Service includes a 48-hour on-site replacement if service is required. If, contrary to expectations, a digital device fails, we will exchange it immediately - because nothing is worse than a black screen. Of course, we also take care of software problems immediately. Our software creates automatic tickets if a device cannot be reached by the time something is supposed to be played - and recognizes problems itself. But the Retail as a Service concept offers even more; the investment costs for digitization projects can be enormously high due to hardware purchases and often present retailers with financial challenges. We therefore provide you with the hardware on a rental basis for 36 to 60 months. In this way, digitization projects can be started, tested and rolled out quickly and easily at low cost.





## RETAIL AS A SERVICE

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### Stocktaking - made easy and uncomplicated

In addition to the delivery of devices, our inventory service offers the entire package for processing an inventory. We take care of the storage and picking of the devices, the configuration and loading the devices with item master data, shipping and collection. The advantage for you lies in the gain of efficiency. Your team can start stocktaking out of the box.



## ABOUT US

Bütema AG, based in Bietigheim-Bissingen, creates software, processes and workflows for the emotionalisation, sales and optimal handling of shopping experiences in retail.

The focus lies on the perfect consumer experience and the best possible integration into modern omnichannel environments, as well as the provision of all relevant product information in the backend.

This way, Bütema achieves a contemporary shopping experience for consumers as well as optimally tailored retail processes to improve frequency, sales and merchandise management.