**HowMuch!**

# Consumer Driven Engagement Retailing

## Product Overview

**HowMuch!**

## Product Concept

**HowMuch!** *powered by* **MOBILeTY** was designed as an engagement-retailing application. Software products designed as engagement-retailing are applications developed in full recognition of the prevalence of smart devices, social networking, and consumers search for a personalized experience.

Engagement-retailing applications anticipate the crowd-sourcing and the viral nature of social networking to increase the effectiveness of promotional activities. Applications in this genre empower the user to opt-in when they are ready and to use their smart device as a tool to achieve a personalized interaction with the retailer. However, the best engagement-retailing applications still provide a tangible sales result for the retailer as their ROI.

**HowMuch!** provides results on all of these points.

**HowMuch!** starts out as the ability for the consumer to perform two distinct in-store tasks as an anonymous participant.

1. Price check the item using their smart devices.
2. Record interest in the item via their smart devices.

**HowMuch!** rewards the retailer on this level by providing reports and analytics on what products are garnering interest and trends of items found interesting by a user. **HowMuch!** also allows for frequency of use review as tabulated by the users.

**HowMuch!** then offers the anonymous participant to opt-in to the system by providing their email address to **HowMuch!**.

**HowMuch!** offers a tangible reward to the participant for this decision. As a result of opting in, the now known user will be notified by email when the specific items they have an interest in are subject to an "event" -  marked down, offered on promo, eligible for coupons or discounts, etc.

The retailer gains not just another list of email addresses, but a defined interest group who have voluntarily offered up what they are interested in.

When the data from **HowMuch!** is combined with sales data from the POS, the retailer can now accurately review the success of the markdown at a truly granular level.

The retailer has insight into sales preferences and the effect of markdowns, coupons, etc., against known and identifiable participants.

Ultimately, the participant sees a personalized dialogue with the retailer about their preferences and "best buys."

**HowMuch!** is engagement-retailing.

## Product Summary

**HowMuch!** is a smart phone cloud application designed to provide the retailer with and Engagement-Centric retailing application combining consumer and technology to create a new method for highly personalized interaction between the retailer and the customer.

It is designed to operate on a segment of smart phones providing the customer with a price self-service price change notification process **HowMuch!** supports either a wireless 802.11G secure deployment or a broadband deployment.

The system uses a single, simple file interface to your ERP system and provides evaluation tools, operational reporting, and customer opt-in email and demographic information.

**HowMuch!** operates as an SaaS cloud process providing web based access for the retailer for system interface and reporting.

Reporting is provided to establish:

- Opt-In Rate
- Consumer/User Detail
- SKU/PLU/Item Inquiry Frequency
- Engagement to Sale Ratio
- Operational Real Time Reporting

Data can be imported from the user's ERP system or manually entered.

Data can be exported from the system to provide external analysis.

**HowMuch!** provides the customer with a shopping cart for collecting the items they are interested in.  The system then creates a connection between the retailer and the consumer via the items that the consumer has selected.  The consumer is then contacted via email when significant events regarding the item occur (price change, sale, markdown, low stock, reorders in new colors or sizes).

**HowMuch!** is implemented with a simple set of information to establish the splash screen/logo, locations, SKU/PLU, informational display, and messaging.

## System Summary

**HowMuch!** is a smart phone SaaS retail system to promote engagement-centric retailing.  **HowMuch!** is designed for fast deployment, customer ease of use, and provides both hard and soft ROI to the retailer.

System Features

The system consists of a downloadable application for smart phones that is provided free of charge to the retailer.  This widget is connected via the cloud to the **HowMuch!** server farm which supports the item selection and records the "items of interest."

The user is then provided the option to record the item selected and to register with the **HowMuch!** system their email address and other demographic information optionally requested by the retailer.

The reward for opting in to the **HowMuch!** system is that the user will be notified at the point of a change in the selected item's price or a sale of that item is announced.

System Requirements

**HowMuch!** *powered by* **MOBILeTY** operates in, Android, Windows Phone, Blackberry, and iPhone.

System Components

**HowMuch!** *powered by* **MOBILeTY ~ Application**:  A smart phone application.

**HowMuch!** *powered by* **MOBILeTY ~ MOBILeVE:**  Cloud connected server farm providing:

A set of reports to provide analysis of SKU selection (email association, email by location listing, price notification).

**HowMuch!** *powered by* **MOBILeTY ~ Analytics**  An interface for importing SKU/PLU/items and data and "event" occurrence.

An interface to support updating the retailer's ERP system with item selection and email.
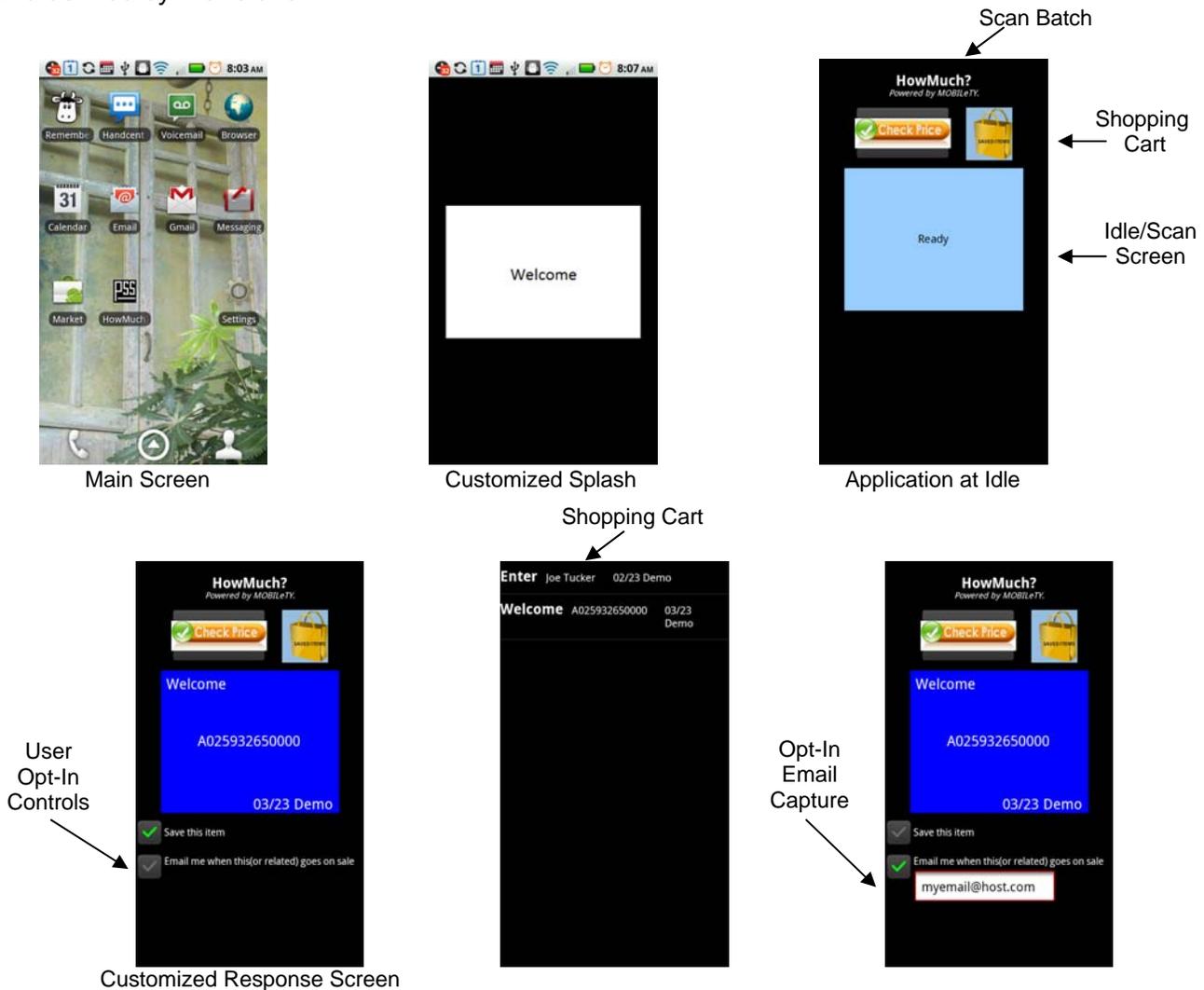
## Application

The **HowMuch!** application is simple and intuitive.  It requires only for the user to select the store, select a product of interest, and, using the smart phone camera, scan the item.  The user is rewarded with a price response and any additional information the retailer wishes to provide as part of **HowMuch!**.

**HowMuch!** is customized for each retailer to provide a retailer specific presentation.

The user is greeted upon starting the application with the retailer's designed splash screen.  The splash screen can consist of a logo or OS acceptable animation or picture.  Once into the application, the user is presented with a list of stores to identify the location they are in.  This list is a retailer provided selection.

The details of the response to an item scan are retailer defined and can be unique by SKU.

Along with the capture of the consumer email, the optional demographic information can be requested and defined by the retailer.

Scan Batch



Main Screen

Customized Splash

Shopping Cart

Idle/Scan Screen

Application at Idle

Shopping Cart

User Opt-In Controls

Opt-In Email Capture

Customized Response Screen

**HowMuch!** *powered by* **MOBIL*e*TY** has a common look and feel for all supported smart phones.

## System

**HowMuch! ~ MOBIL*e*VE** is your management web portal to administer **HowMuch!**.  It provides the tools you need to run reports, maintain item and item event information, and export system analytics.

# Reports

**HowMuch!** reports provide analysis of SKU selection - email association, email by location listing, and event notification.

Reports

| Time: | 11:00:00 | Scans By SKU | | |
|---|---|---|---|---|
| Date: | 05-Oct-2010 | | | |
| SKU/PLU/ITEM | Terminal | Scans | Price | Tran % |
| 846629000591 | Droid Glare Protector | 7 | $9.99 | 46.67 |
| 070049077378 | Mens Shoe Lace 36" | 5 | $3.99 | 33.33 |
| 070982010625 | Lint Pic Up Roller | 2 | $4.99 | 123.33 |
| 04010401 | MikyWay Midnight Dark | 1 | $0.99 | 6.67 |
| | | | | |
| Totals | | 15 | | 100 |

| Time: | 23:00:00 | Scans By Terminal | |
|---|---|---|---|
| Date: | 05-Oct-2010 | | |
| Location | Terminal | Scan Count | Scan % |
| | | | |
| | | | |
| Mens | 192.168.1.222 | 55 | 27.50 |
| Womens | 192.168.1.225 | 35 | 17.50 |
| Childrens | 192.168.1.227 | 75 | 37.50 |
| Cosmetics | 192.168.1.229 | 35 | 17.50 |
| | | | |
| Totals | | 200 | 100.0 |

| Time: | 13:30:30 | Scans By Time | |
|---|---|---|---|
| Date: | 05-Oct-2010 | | |
| Period | Terminal | Scans | Tran % |
| Ending | | | |
| 10:00-10:30 | 192.168.1.222 | 5 | 9.09 |
| 10:30-11:00 | 192.168.1.222 | 10 | 18.18 |
| 11:00-11:30 | 192.168.1.222 | 3 | 5.45 |
| 11:30-11:30 | 192.168.1.222 | 2 | 3.64 |
| 11:00-112:00 | 192.168.1.222 | 7 | 12.73 |
| 12:00-12:30 | 192.168.1.222 | 13 | 23.64 |
| 12:30-13:00 | 192.168.1.222 | 0 | 0 |
| 13:00-13:30 | 192.168.1.222 | 15 | 27.27 |
| Totals | | 55 | 100.0 |

**HowMuch!** reports are to be initiated from the **HowMuch!** ~ **MOBIL*e*VE** portal.

**Analytics**

**HowMuch!** *powered by* **MOBIL*e*TY ~ Analytics**

<u>Import</u>

**HowMuch!** provides a template for importing the SKU/PLU/item file.

The format template allows for the export of the file from the user's ERP system in a standard .CSV format and can be imported automatically or manually from the **MOBIL*e*VE** console.  Below is the outline of the template for importing.

Example of File Template for Import

| Master Price & Alternate Price field definitions | | | | | |
|---|---|---|---|---|---|
| **Field #** | **Field Name** | **Format** | **Max Length** | **SBF's Description** | **Delimiter** |
| 1 | Sku number | ASCII | 14 var. | SBF Item # | , |
| 2 | Tax/Price Type 1 | ASCII | 2 | 80 = Alternate Tax - user price in regular price field<br>20 = No tax and Prompt for Price<br>A0 = Alternate tax and Prompt for Price | , |
| 3 | Regular price | ASCII | 6.2 | Price | , |
| 4 | Description | ASCII | 38 | Description | , |
| 5 | Promo Flags | ASCII | 1 | 0 =  No discount<br>4 = Default CAWSE discount<br>5 = Alternate discount | , |
| 6 | Non Merch<br>Merch<br>Flag | ASCII | 6 | Flags data as:<br>1 = non mdse<br>0 = mdse | , |
| 7 | Gift Certificate Prompt | ASCII | 6 | Applies only to Gift Certificates and  One 4  Books:<br>1 = Prompt for Gift Certificate #<br>0 = Do not prompt for any additional information | , |
| 8 | Item # | ASCII | 20 var. | Item # - used ito link to Merchandise Report | \| |

Export

This can be used for external analysis of the **HowMuch!** system usage.

The export template allows for the creation of a file in a standard .CSV structure.  Export is manually initiated from the **HowMuch! MOBILeVE** console.  Below is an example of the export file and the file values.

## Example of an 02 File

```
 1               2                               3                 4 5      6   7
02,0099031234567800998765430 00424,5/28/2009 10:03:00  AM,1,1,001005,,
  8         9             10  11    12    13        16      19
198979,BT1111610001,00,19.99,,TIN CAN,,,1.00,,,NO,
                                        14-15      17-18
```

| # | 02 Record - Merchandise | Description |
|---|---|---|
| 1 | Record ID | Number to identify the type of record. |
| 2 | Transactional Key | Concatonation of CompanyID, StoreNumber, TerminalNumber. TransactionNumber. |
| 3 | Tran Date/Time | The date and time the transaction occurred. |
| 4 | Store # | The store number the transaction occurred. |
| 5 | Terminal # | The terminal number the transaction occurred. |
| 6 | Transaction # | A unique transaction number for the current device. |
| 7 | Employee# | The employee number. |
| 8 | Link ID | An autogenerated database number that is used to link all the corresponding records for one transaction together. |
| 9 | SKU | Item purchased. |
| 10 | Tax Type | Tax Type.  0 = No tax, 1 = Standard Tax, 5 = Alternate tax |
| 11 | Unit Price | Item price. |
| 12 | Dept/Class | Department number associated with the item. |
| 13 | Description | Item description |
| 14 | Option 1 | Memo data |
| 15 | Option 2 | Memo data |
| 16 | Quantity Sold | Quantity |
| 17 | Scan vs Keyed | 0 = keyed, 1 = scanned, null = keyed |
| 18 | Non-Mdse Flag | 1 = Non merchandise item, Null = standard item |
| 19 | Void Item Flag | Yes = Item has been voided.  No = Item is valid |

## Overview

**HowMuch!** communicates through wireless RF or broadband. The system consists of a downloadable application for smart phones that is provided free of charge to the retailer. This widget is connected via the cloud to the **HowMuch!** server farm which supports the price request, records the "items of interest," and sends out the price change notifications.



Price File

FTP

Analytics File

**HowMuch!** – Server Farm

**Retailer** – Server Farm

Internet

Reports