TOSHIBA VisualStore Suite V5.3

Better access to better service for an omni-channel ready retail

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To satisfy the demands of this economy's savvy, well-informed shopper, retailers—especially those with multi-format departments or chains of stores—are looking for ways to attract new customers and grow existing customers into advocates. Toshiba VisualStore Suite V5.3 provides a set of modular selling and promotions tools that extend feature-rich, front-end checkout capabilities to POS and self-service devices through every corner of every store—all while controlling costs and improving operations.

Moreover, Toshiba VisualStore Suite V5.3, with the support of mobile shopping in the stores and the provision of sales transaction functions as a service to external applications, is now enabled to support omni-channel operations.

Drive a smarter customer experience

With Toshiba VisualStore Suite V5.3, retailers can engage and energize customers to shop by delivering better service and better access to information through smarter sales associates and a variety of touch-points in the store. VisualStore integrates sales, services and promotions into the customer relationship management (CRM) process so that shoppers receive a personalized experience. The versatile, modular solution provides a unified platform that now includes also the support of mobile shopping in the store, e.g. with Toshiba TCxAmplify, and the interaction with external ecommerce sites and other retail applications. It allows new marketing strategies to reach stores rapidly and makes cross selling opportunities more visible. As a result, sales opportunities are maximized, checkouts are simpler and faster, customers are satisfied and their loyalty to your brand grows.

Build a smarter retail operation

Toshiba VisualStore is a single core POS platform that can be tailored for diverse retail segments—including grocery, supermarkets, electronics and media, department stores, specialty stores, multi-store chains and store-in-store

Highlights

- Sales application support for a variety of devices and store touch-points

- Flexible rule-based promotion engine and campaign management

- Central control capability across stores

- Ready for mobile and omni-channel

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operations. It offers central management and control to enable retailers to create promotions and manage processes, items and services from one single location. In addition, POS terminals, PC scales, Self Scanning, Self Checkout, and Self Payment can be configured and managed from a remote location, including graphical user interface design and updates.

The built-in, flexible, rules-based promotion engine is designed to allow retailers to create new promotions quickly and easily, without the need of software changes.

Toshiba VisualStore Suite V5.3 is available in both fiscal and non-fiscal versions. The standard configuration can be extended with software development kits, for example, to connect new EFTs and POS printers and for integration of external loyalty systems. It has minimal requirements for both system memory and processor speed on devices, so it can be installed using existing hardware and peripherals, protecting and optimizing your hardware and software investment.

Toshiba VisualStore Suite V5.3 supports highly accurate, intuitive and easy to use touchscreen technology that helps improve transaction efficiency and accuracy. In addition, customizable GUI's help employees learn and manage store processes with minimal training time and cost.

New functionality with VisualStore Suite V5.3

The retail industry is dynamic. New capabilities of VisualStore Suite V5.3 demonstrates the commitment of Toshiba to providing innovative, retail-optimized and sustainable solutions to our new and existing clients. VisualStore allows clients to adjust to customer trends, as well as to fundamental shifts in consumer behavior, with a flexible point-of-sale solution that yields a low total cost of ownership. In particular, the newly introduced integration with mobile shopping solutions and virtualized execution of transaction and promotion functions enable the implementation of VisualStore in support of omni-channel retail scenarios.

Now VisualStore (VS) Suite V5.3 includes:

- A Virtualized Sales Service engine, to be installed in the stores or centrally, that provides sales transaction functions (basket management, price and promotion calculations, etc.) as a service for other applications, such as mobile apps or e-commerce sites.
- An interface to Toshiba TCxAmplify consumer mobile application, integrated with the already existing VS Self Scanning solution environment.
- A new Central Reporting component, that allows the design and production of VS store operation reports at the head-office for the entire store network.
- A new web-based interface for the VS Admin component.
- The availability of VS Self Scanning as an independent system
- Functional enhancement to existing components
  — Invoice printing at POS
  — Centralized coupons and refunds management
- Security enhancements
  — Multiple manager security codes

Product Overview

VisualStore Suite V5.3 at a glance*	
Hardware supported	
VS Server†	Servers running Microsoft Windows or SUSE Linux Enterprise Point of Service 11
VS POS‡	Toshiba SurePOS 700 Series Toshiba SurePOS 500 Series Toshiba SurePOS 300 Series Toshiba TCxWave Wincor-Nixdorf Beetle/ i8
VS Scale	Select models of Bizerba and Mettler-Toledo scales
VS Self Scanning	Motorola MC17 (Windows CE V5) Datalogic Joya
VS Self Checkout	Toshiba SCS System 6 ITAB MoveFlow
VS central modules‡	Intel servers
Operating systems supported	
VS Server‡	Microsoft Windows 2000, Microsoft Windows 2003, Microsoft Windows 2008, Microsoft Windows XP Professional, Microsoft Windows 7 (32 bit), SUSE Linux Enterprise Point of Service 11
VS POS‡	Microsoft Windows XP Professional, Microsoft Windows Embedded for Point of Service, Microsoft Windows Embedded POSReady 2009, Microsoft Windows 7 (32 bit), SUSE Linux Enterprise Point of Service 11
VS central modules‡	Windows 2003/2008 Server
Other software prerequisites	
For VS Server‡	Database DB2® Express V9 or Oracle 11g
For VS central modules‡	Database DB2 Express V9 and WebSphere® Application Server Express V7, Oracle Database Enterprise 11g and Bea WebLogic 11g
For VS Virtual Sales Service	GlassFish 4.0 Application Sever
Peripherals (optional)	
Displays‡	TOSHIBA SurePoint™ touch displays 2x20 Alphanumeric displays (LCD/VFD) PC displays
Scanners‡	Handheld scanners Scanners and scanner/scales
Keyboards‡	TOSHIBA POS 67-key keyboards Keypad on TOSHIBA SurePoint display
Printers‡	Selected models of TOSHIBA SureMark™ Printers
Additional options‡	Cash drawer (dual support) Magnetic strip reader (MSR)

Why Toshiba?

Toshiba provides total retail store solutions that are innovative by design, optimized for retailing and sustainable for the future to help retailers differentiate, grow profitably and enhance customer engagement.

Toshiba retailing solutions:

Save you money—Designed specifically for retail to drive fast ROI and reduce Total Cost of Ownership (TCO).

Deliver better functionality—Empower your staff to become more effective and facilitate better customer experiences.

Drive innovation—Enable your business—through the insight, knowledge and experience of 30 years of retail leadership—to embrace new opportunities with agility and speed.

Adapt, extend and grow—Prepare your business, securely and non-disruptively, for the social and technological changes in retail's future.

For more information

To learn more about Toshiba VisualStore Suite V5.3, please contact your Toshiba representative or Toshiba Business Partner, or visit the following website: **www.toshibacommerce.com**

Additionally, Toshiba Global Commerce Solutions can help credit-qualified clients acquire the IT solutions that your business needs in the most cost-effective and strategic way possible through our global financing partner.

References

[*] For VisualStore to function properly, customers are responsible for obtaining certain open source programs and necessary licenses which Toshiba does not distribute. A complete list of required open source programs is available in the VisualStore Installation and Setup Guides

[†] Minimum recommendation is 2 x SCSI 9 GB hard drives and 1 GB memory

[‡] For further details, please, refer to the VisualStore Installation Guide

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