

**TOSHIBA**

# Toshiba retail price management

Quick & easy product price adjustment.

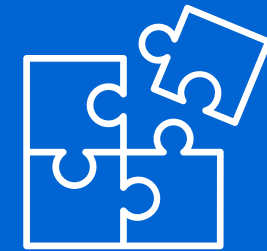
- Mobile printers for instant price changes
- Process & productivity improvement
- Better waste management



# 1. Target

## Toshiba retail price management

- **Market:** Fashion & food retail
- **Use Case:** Changing product pricing
  - **Fashion retail:**
    - Local item price adjustment due to **sales** or **competitive** situation.
    - Overstock or price by store locations, etc.
  - **Food retail:**
    - Local price markdown due to approaching expiry dates.
    - Overstock
    - Local competition or instant sales promotion, etc.





# 2. Solution

## Toshiba retail price management

- Flexible process to **easily change product pricing** while maintaining overall traceability and control.
- Business can instantly adapt to local changes.
- Toshiba mobile printers support **ESC/POS & OPOS** drivers to easily integrate in any **retail platform**.
- Corporate or local price changes on-product information.
- Connected service capabilities via device management using SNMP and MQTT like SOTI Connect.



# 3. Benefits & Results

## Toshiba retail price management

- **Increase store sales** with pricing flexibility enabling **local competitiveness** and greater **customer satisfaction**.
- **Quick ROI due to time savings from 25% to 40%** vs. manual price changing.
- **Easy integration** with existing retail platforms.
- **Very quick application development** thanks to iOS/Android/JAVA SDKs.
- **Eliminate human errors**. Maintain pricing accuracy.
- Labelling a marked-down product with a new barcode label enables **faster processing at checkout** and **improves waste/stock management**.
- Same Toshiba printers can be used for price mark-down, Mobile POS, waste management and other use cases.

