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“IP Multiservisna mreža u maloprodaji”

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Agenda

Poslovni izazovi u maloprodaji

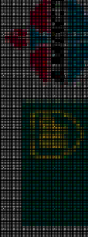
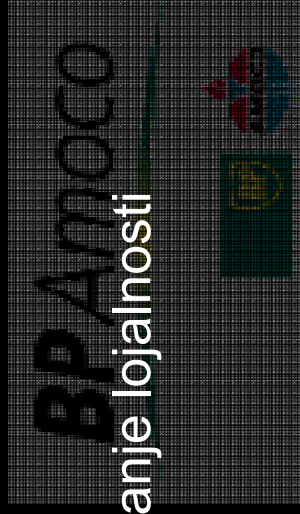
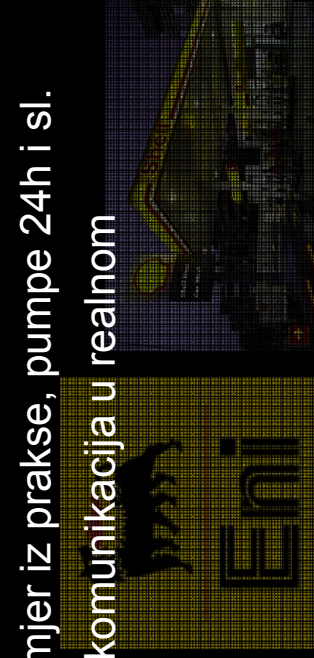
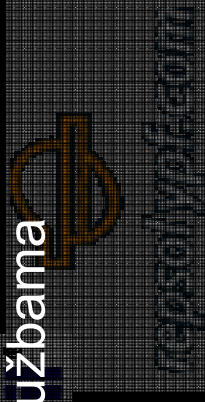
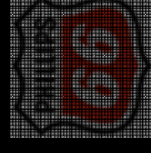
Glavni benefiti

Integrirana mrežna platforma za postizanje zadanih ciljeva

Poslovni izazovi

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- Povećanje efikasnosti i racionalizacija mrežne arhitekture na maloprodajnim lokacijama i “backoffice” službama
- Smanjenje operativnih troškova
- Povećanje prihoda i porfitabilnosti
 - Veće profitne marže za iste proizvode... Primjer iz prakse, pumpe 24h i sl.
 - Optimizacija logistike i procesa nabave.... “komunikacija u realnom vremenu”
- Povećanje lojalnosti kupaca
 - Kartice za lojalnost i nagrade
 - Podaci o kupcima i pohrana na Data centru-(CRM)
 - Motivacija kupca da ponovno dolaze
- Produktivnost zaposlenih u maloprodaji / Povećanje lojalnosti



Koje su to poslovne mogućnosti IP multiservisne platforme?

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Neke od solucija- “zgrada sa više etaža”

- “IP poslovnica” IP- benzijске pumpe i IP-trgovine, IP kolodvori I sl.
- Wifi mreža za povezivanje uređaja PDA, mobilnost, video nadzor
- Optimizacija nabave robe – usklađenje sa ponudom i potražnjom
- Privlačenje pažnje kupaca koji se nalaze u dućanima, na benzijским postajama, željezničkim kolodvorima i sl.- lojalnost kupaca, zabava- DMS
- IPCC- za interne i eksterne potrebe- lojalnost.
- CCRE

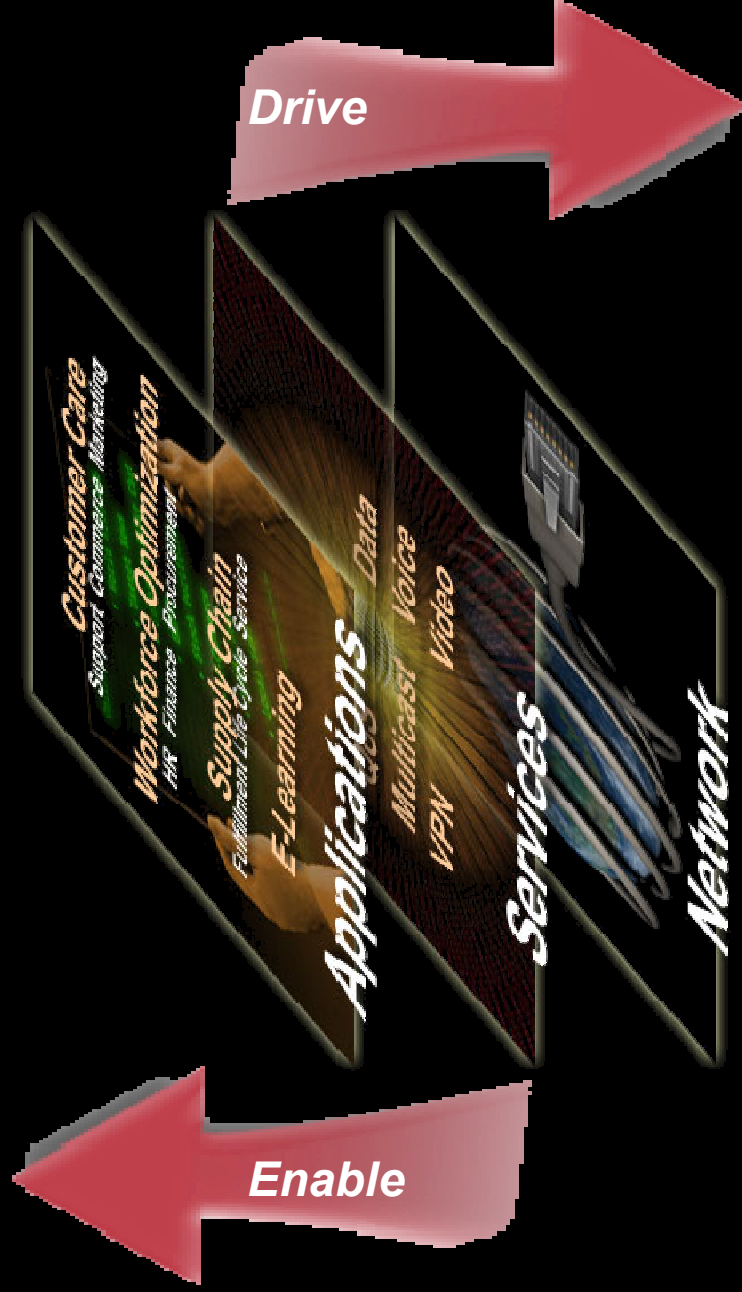
Benefiti

- **Za prodavatelje**, doznati što kupci traže, edukacija zaposlenih, (Web, Webex) konvergencije, interna kolaboracija,
- **Za kupce**: HOT spot, nagredne igre, video sadržaji, filmovi na benzijским pumpama, wireless mreža u vlakovima i na kolodvorima zračnim lukama i sl.

Kako izgraditi sustav? - “etažiranje”

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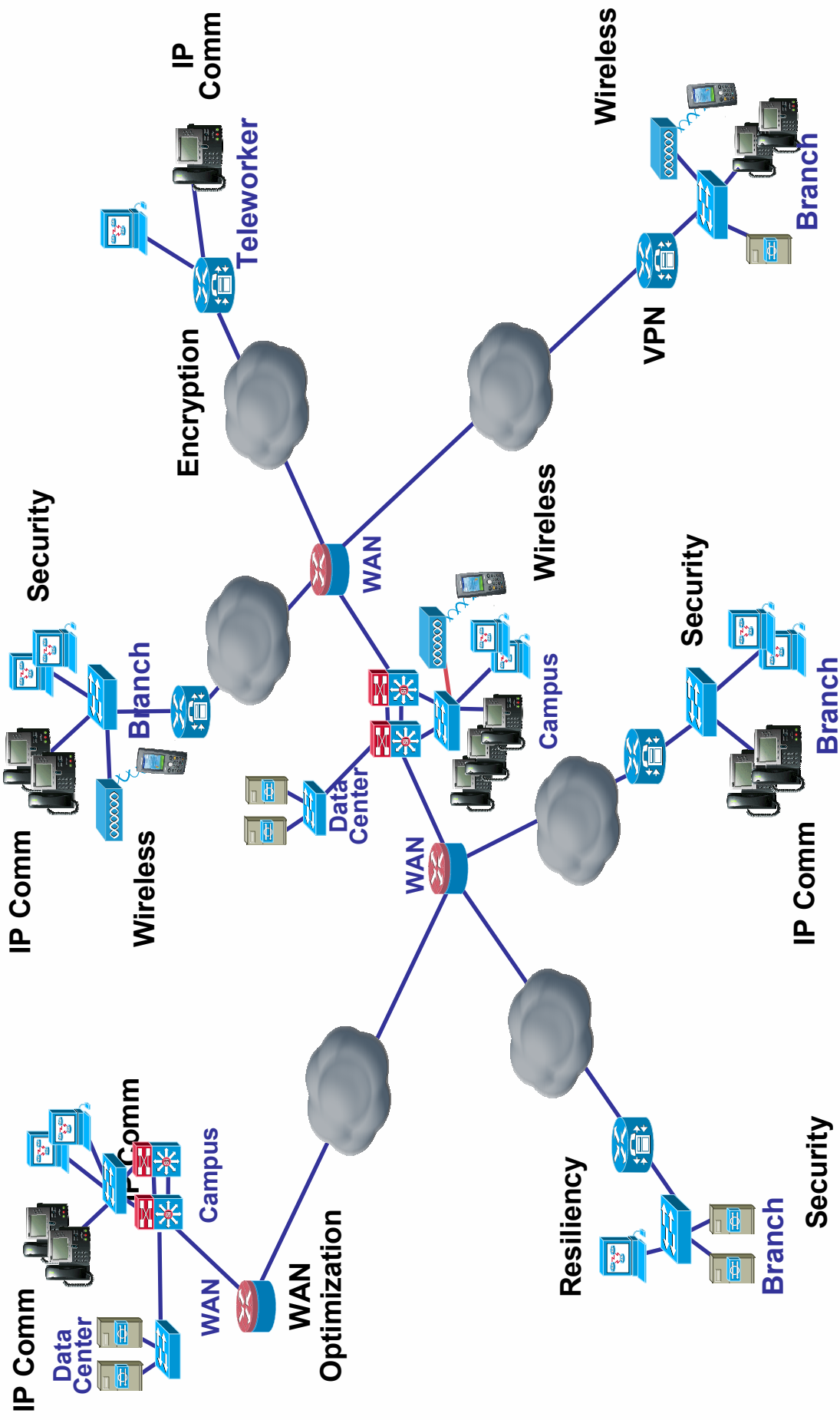
Poslovna strategija



Strategija razvoja IP multiservisne infrastrukture

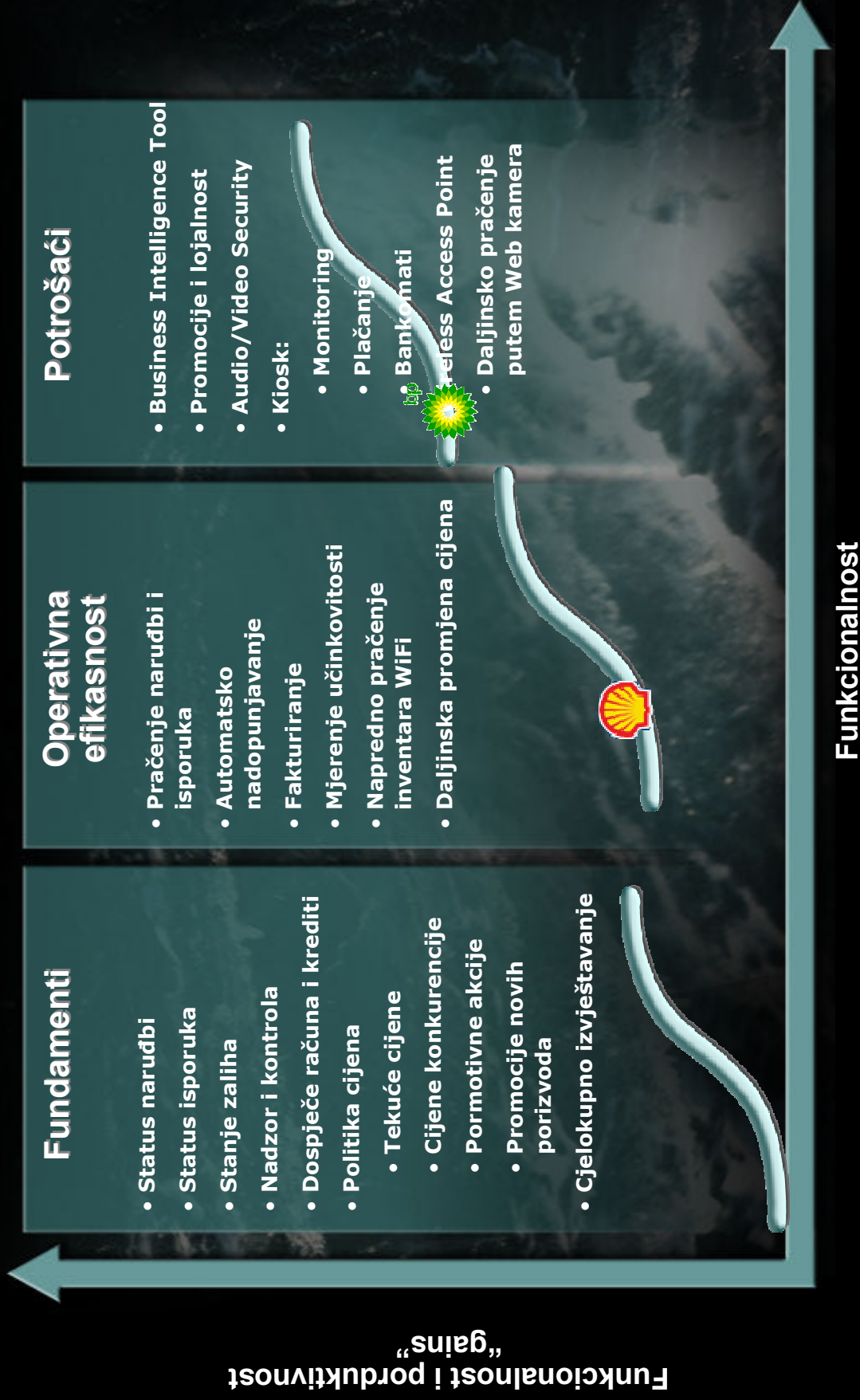
IP- jedinstvena Multiservisna Mreža

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Krivulja razvoja Menađmenta u maloprodaji

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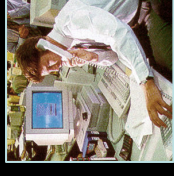


DMS- Distribucija video sadržaja-Digital Media Signage.

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Razvoj zatvorene TV mreže u
130 million people watch
WAL-MART TV every month



*Maloprodaja traži
nove načine za
osvajanje tržišta i
povećanje tržišnog
udjela*

Integracija
video i POS
uređaja u
svrhu bolje
edukacije
zaposlenika



McDonald's pokreće **"hotspot"** u svoje lance

CASE STUDY : "Norwegian state lottery with 4200 retail locations spread across Norway"

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"Norsk Tipping"

Weekly Cost of Traditional, Paper-based Marketing

Estimates of "Lost" Marketing

Time to Deliver Materials to Stores

Onsite Support Required

Ability to Track Results of Marketing

Weekly and instant offerings for

	Without Digital Signage	With Digital Signage
Weekly Cost of Traditional, Paper-based Marketing	\$\$\$\$	\$
Estimates of "Lost" Marketing	60%	0%
Time to Deliver Materials to Stores	5 Days	Instant
Onsite Support Required	Reliant on Local Retailers	No Local Support Needed
Ability to Track Results of Marketing	None	Exact Sales Data Correlated
Weekly and instant offerings for	5 product	12+ products

Agenda

Poslovni izazovi u maloprodaji
Glavni benefiti
Integrirana mrežna platforma za postizanje zadanih
ciljeva

Poslovni benefiti : “stvaranje dodatne vrijednosti i uštede”

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- **Produktivnost**
 - Edukacije zaposlenika u cilju poboljšanja profesionalnih vještina prema kupcima.
- **Efikasnost i kontrola / Upravljanje**
 - Informacija u realnom vremenu-stanje prodaje i novca u blagajni
 - logistika : Kontrola stanja robe na skladištu / u cilju smanjenja gubitka prihoda
 - Optimizacija dostave robe : stanje skladišta, logistika i naručivanje
 - Intergrirani logistički management
- **Optimizacija troškova održavanja**
 - Kontrola u realnom vremenu, dojave
- **Smanjenje operativnih troškova**
 - Telekomunikacije
 - Integracija Aplikacija



Benefiti kod jedinstvene IP infrastrukture

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Povezivanje poslovnica sa
upravnom zgradom -
racionalizacija interkonekcijske
arhitekture.

Međusobno povezivanje svih
uredaja i sistema

Komunikacija u realnom vremenu
–status i kontrola svih uredaja i
imovine kod maloprodajnih
lanaca

Integrirano daljinsko upravljanje i
kontrola



RFID, WIFI-

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- (WIFI)-Smanjenje broja papirnatih transakcija u poslovanju (WIFI), PDA, Laptop, itd.
- (RFID, CCTV) –Identifikacija povredivosti,
- (RFID, Mobility) – Pojednostavljenje poslovnih procesa.
- (Real time Data)- Smanjenje praznog hoda kod isporuka robe.
- (WIFI, Real Time Data, IPT, IPCC, Security, E-Learning) – Smanjenje negativnih učinaka zbog kašnjenja informacija.
- (E-Learning, Asset Tracing and tracing) Standardizacija – informacija, procesa I imovine.
- Novi servisi i usluge



Agenda

Poslovni izazovi u maloprodaji
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ciljeva

IP maloprodajni prostor – Funkcijska shema

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Periferni uređaji

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Postojeći Periferni uređaji koriste različite tehnologije za povezivanje sa kontrolnim sistemom. Trenutno s ethernet odnosno serijski portovima.

Uređaji su limitirani sa sljedećim ograničenjima:

- Tehnološkim
- Metrika/pravnim i sigurnosnim normama
- Protokolima za intergraciju

Postojeće uređaji su bazirani na peer-to-peer serijskim konekcijama

Forecourt



RS-232/449



Proprietary



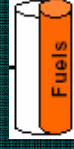
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RS-232/449



Etherneth



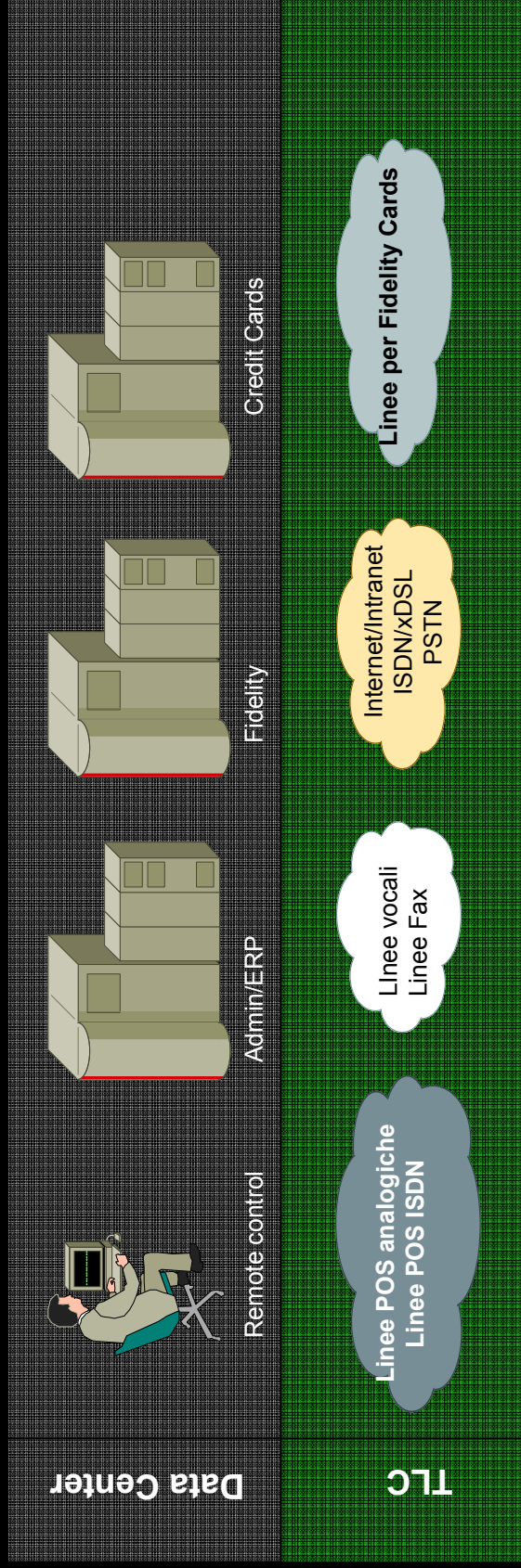
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Integrirani Transport

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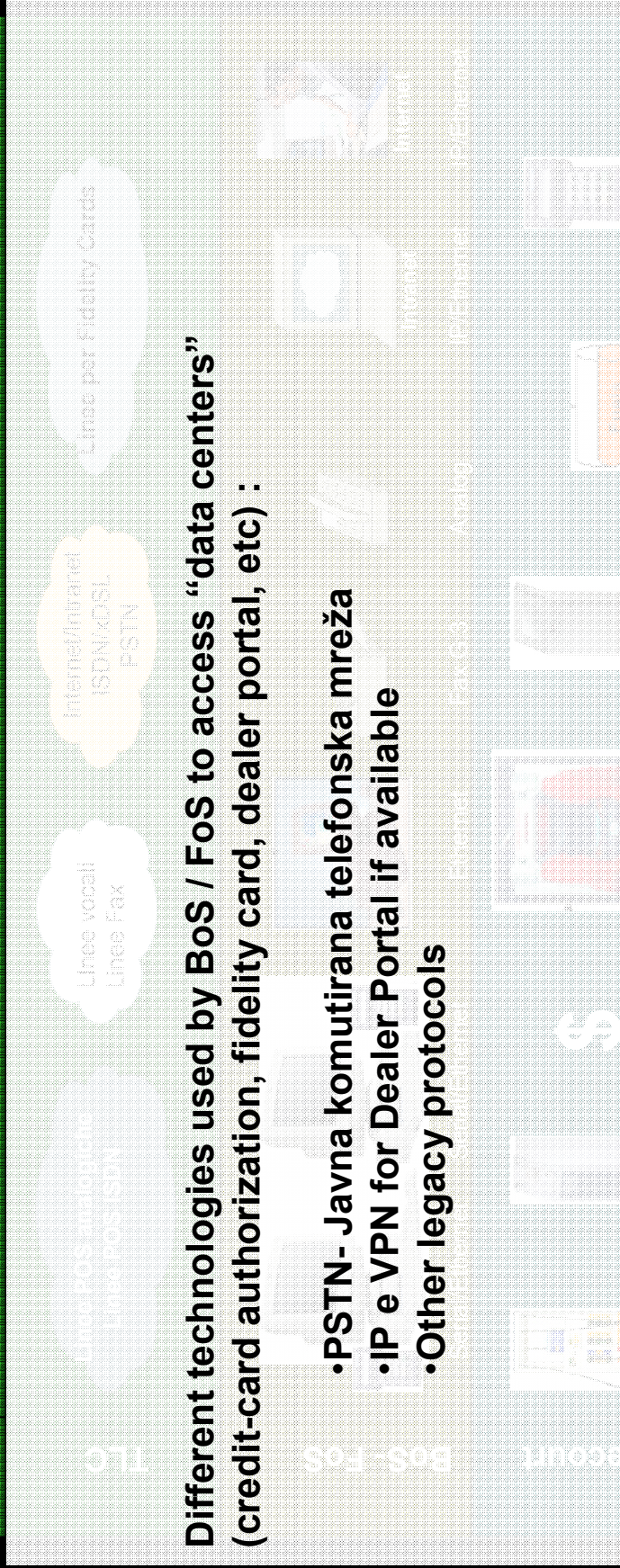
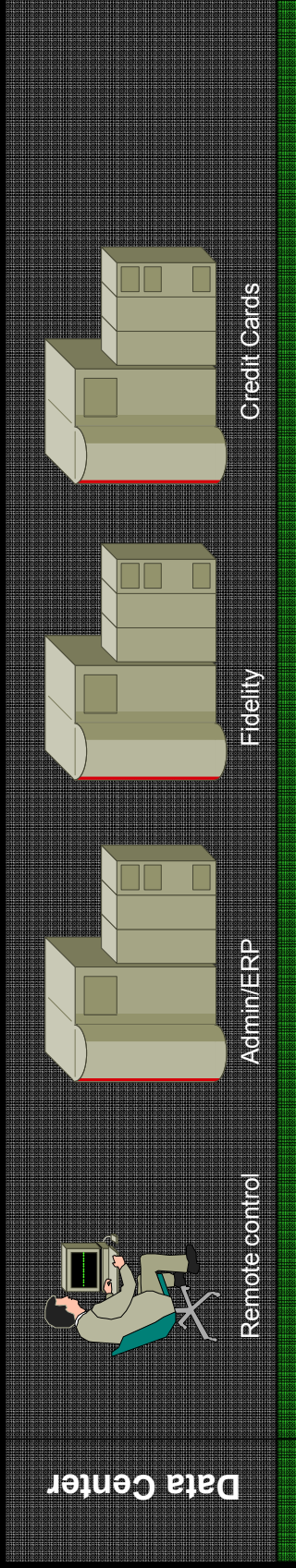


Komunikacija sa "retail" dućanima reflektirana je na istoj shemi **BoS i FoS**
Systems i svi operiraju posebno :

- Posebne linije za svaki POS/Phone/Fax
- Posebni modemi za Internet PC and Telemanagement PC
- Posebne ADSL linije za "Dealer Portal"

Pristup "DATA CENTRU"

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Different technologies used by BoS / FoS to access "data centers"
(credit-card authorization, fidelity card, dealer portal, etc) :

- PSTN- Javna komutirana telefonska mreža
- IP e VPN for Dealer Portal if available
- Other legacy protocols

Optimizacija perifernih sustava

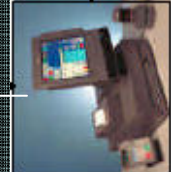
TLC



Ethernet/IP communication between BoS-FoS and TLC



S.I.G.



Non Oil EPSOD



B.o.S.

BOS- FOS

Communication between "end-devices" (o terminals) and Back Office control systems can evolve
 On a step-by-step as soon as standards and technologies becomes available.
 Ethernet standardizacija ce poticati optimizaciju perifernih uredaja .

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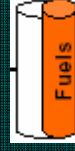
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RS-232/449



Ethernet



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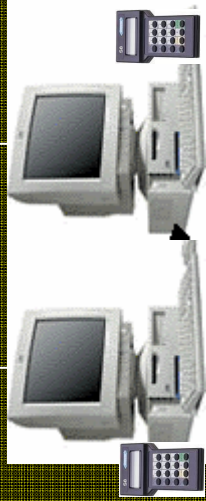
BOS/FOS Optimizacija "Convergence"

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TLC

BOS - FOS

Comunicazione Ethernet/IP tra BoS-FoS e TLC



S.I.G.



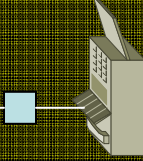
B.o.S.



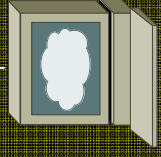
Wireless



Telefoni



Fax



Internet Gestori



Internet clienti

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RS-232/449 Proprietary



Proprietary



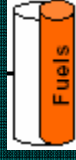
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RS-232/449



Ethernet



RS-232/449

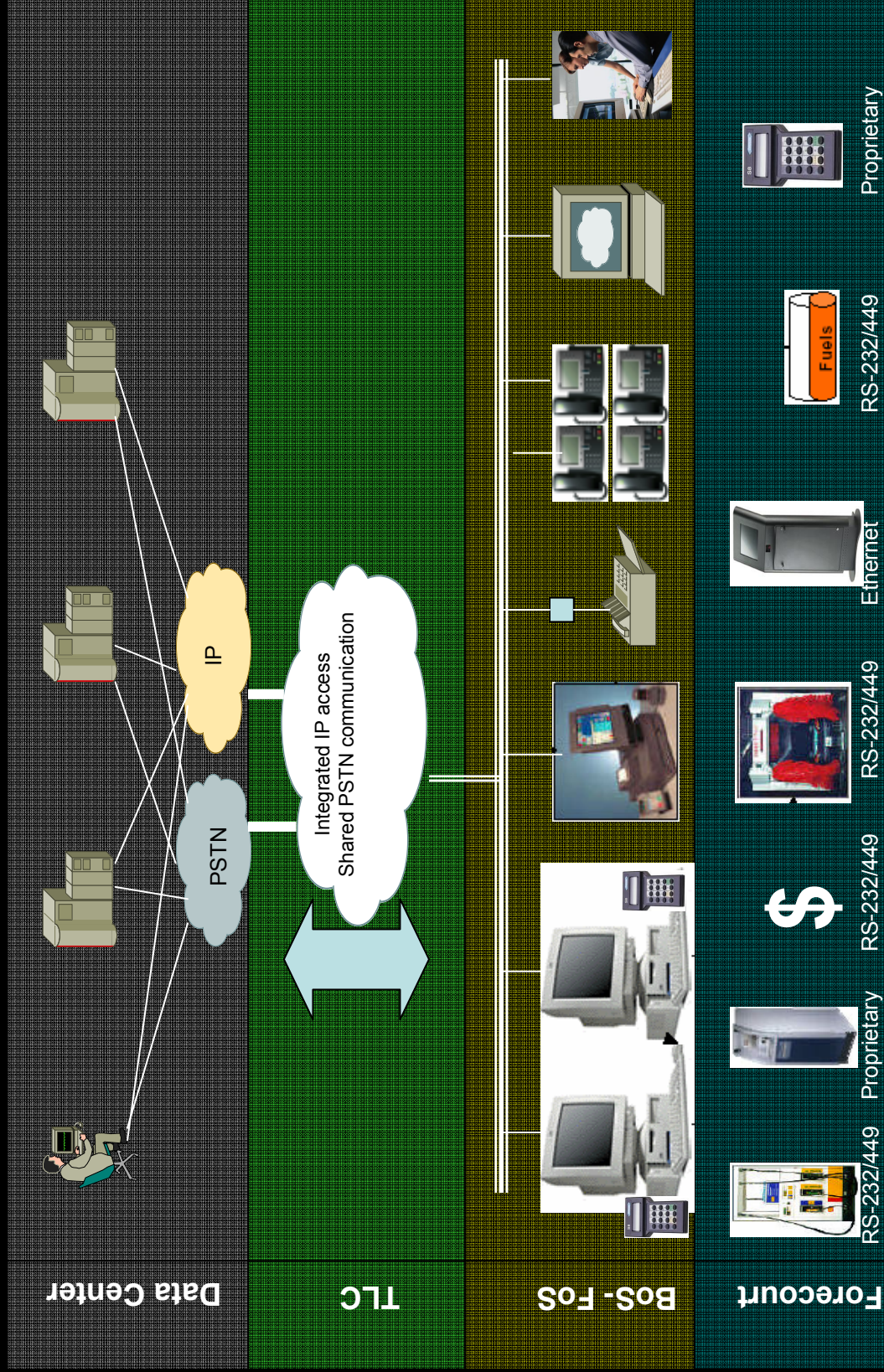


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Functionalities

Integrated IP Communication

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Data Center

TLC

BOS-Fos

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Ethernet

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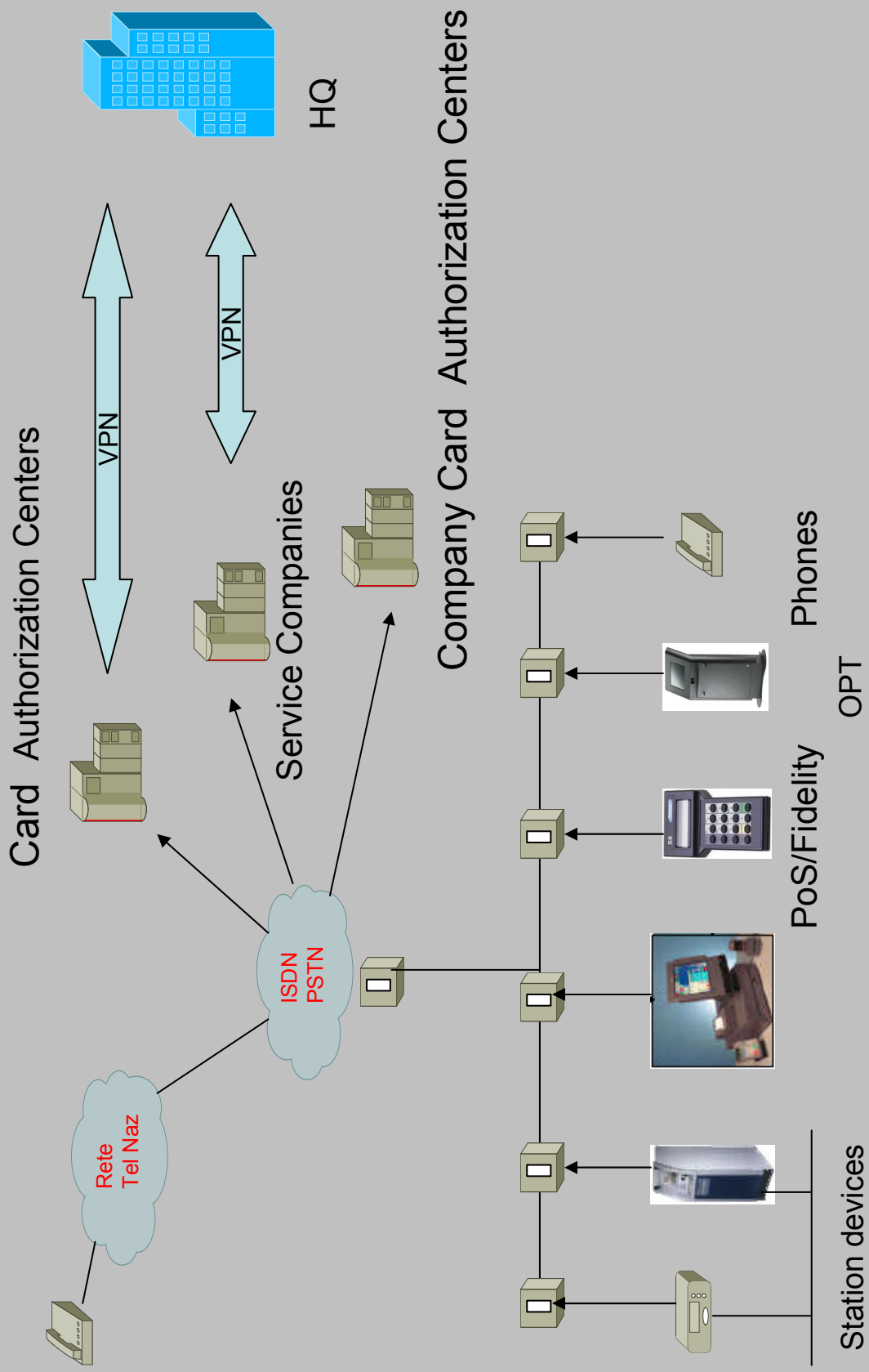
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Proprietary

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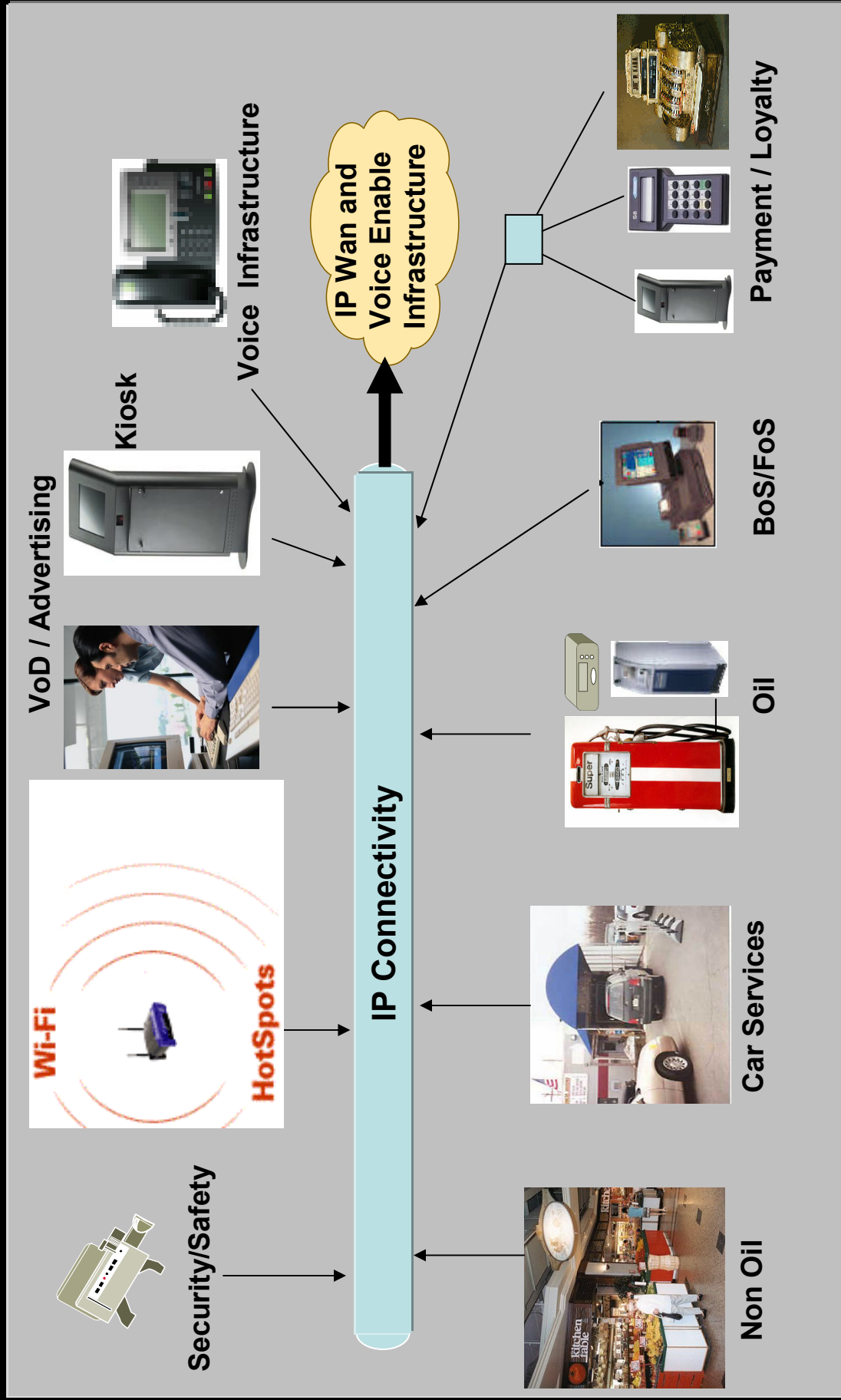


Trenutno stanje



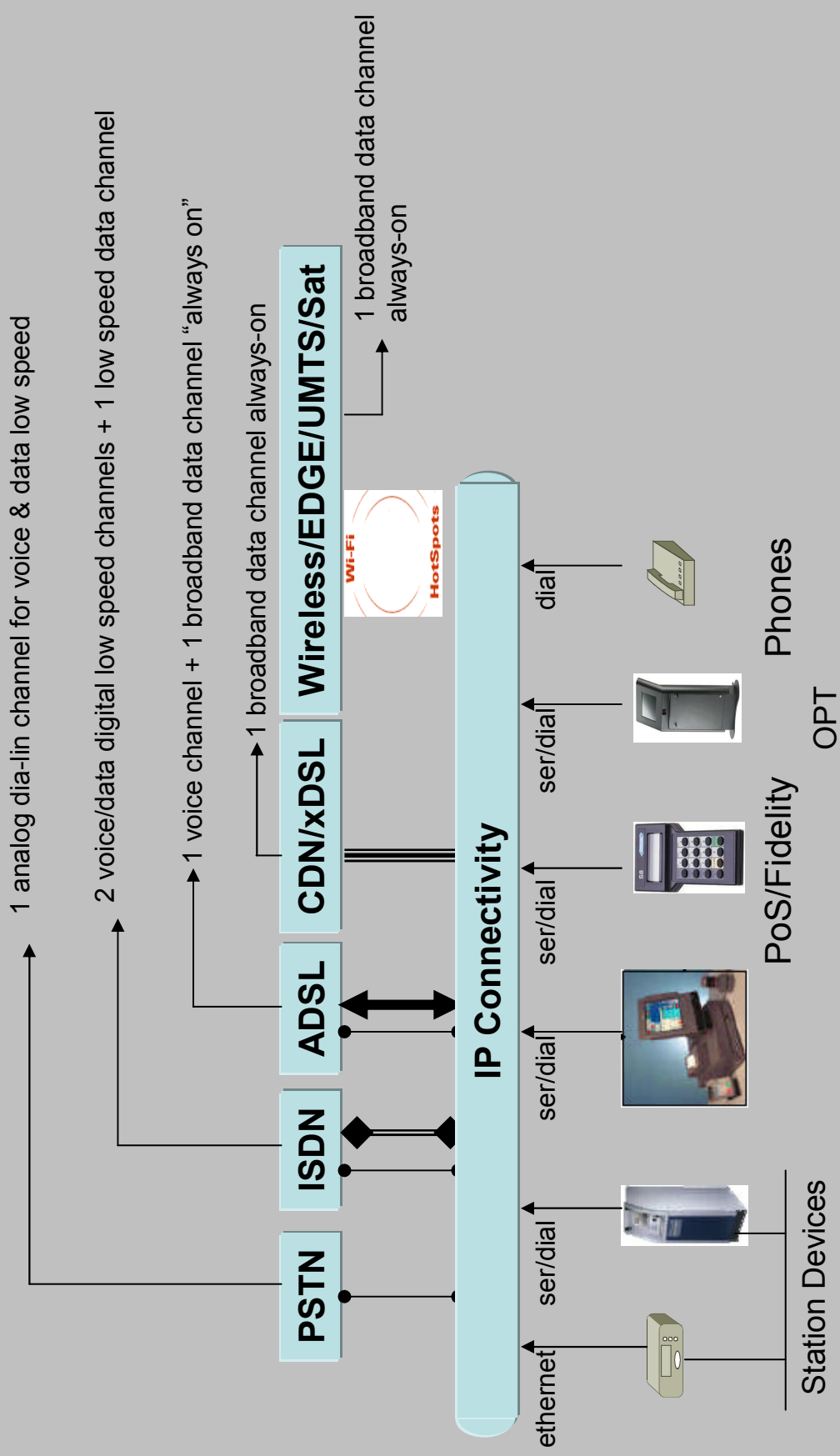
Ip Integration

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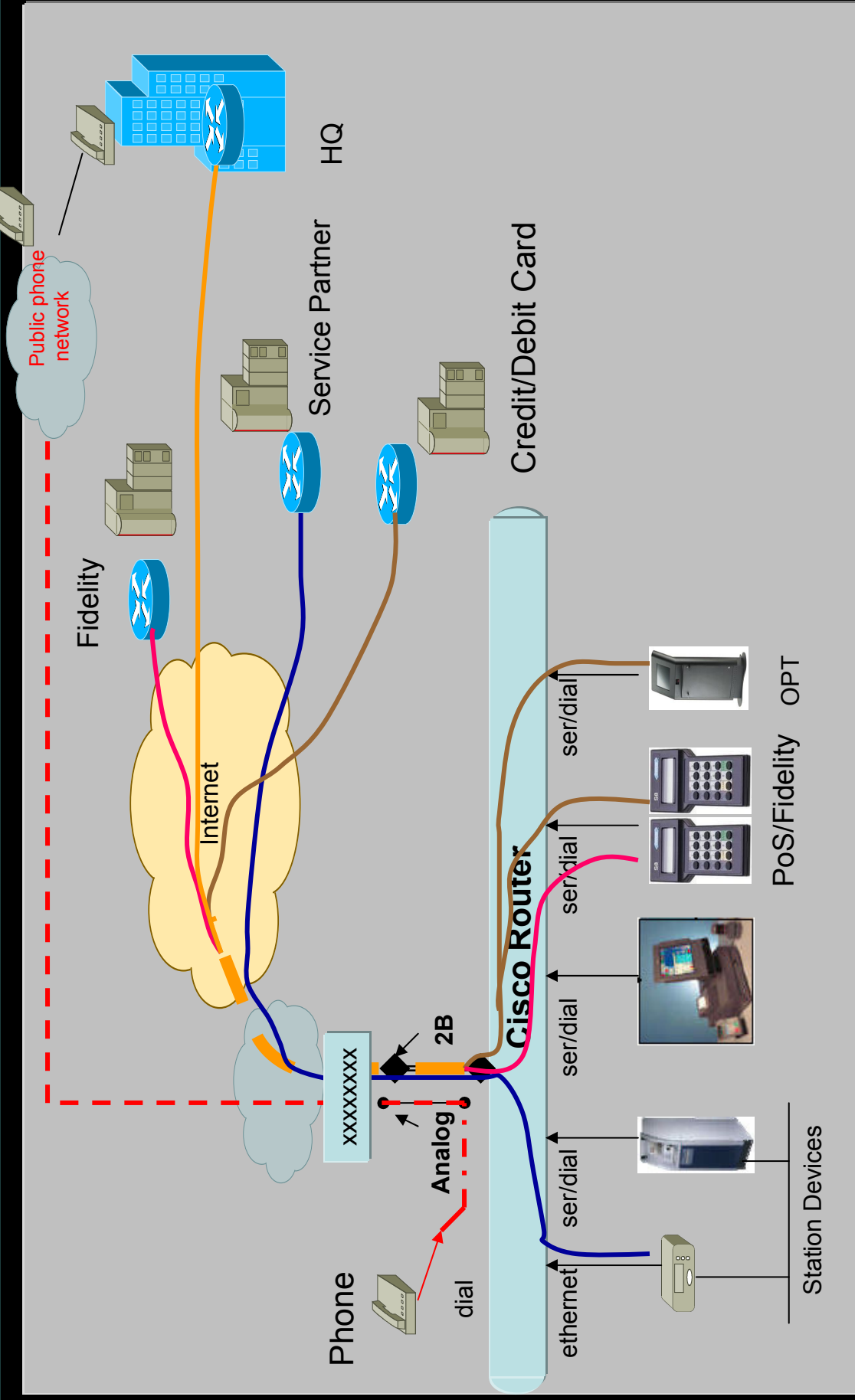
Generic Connectivity Solution

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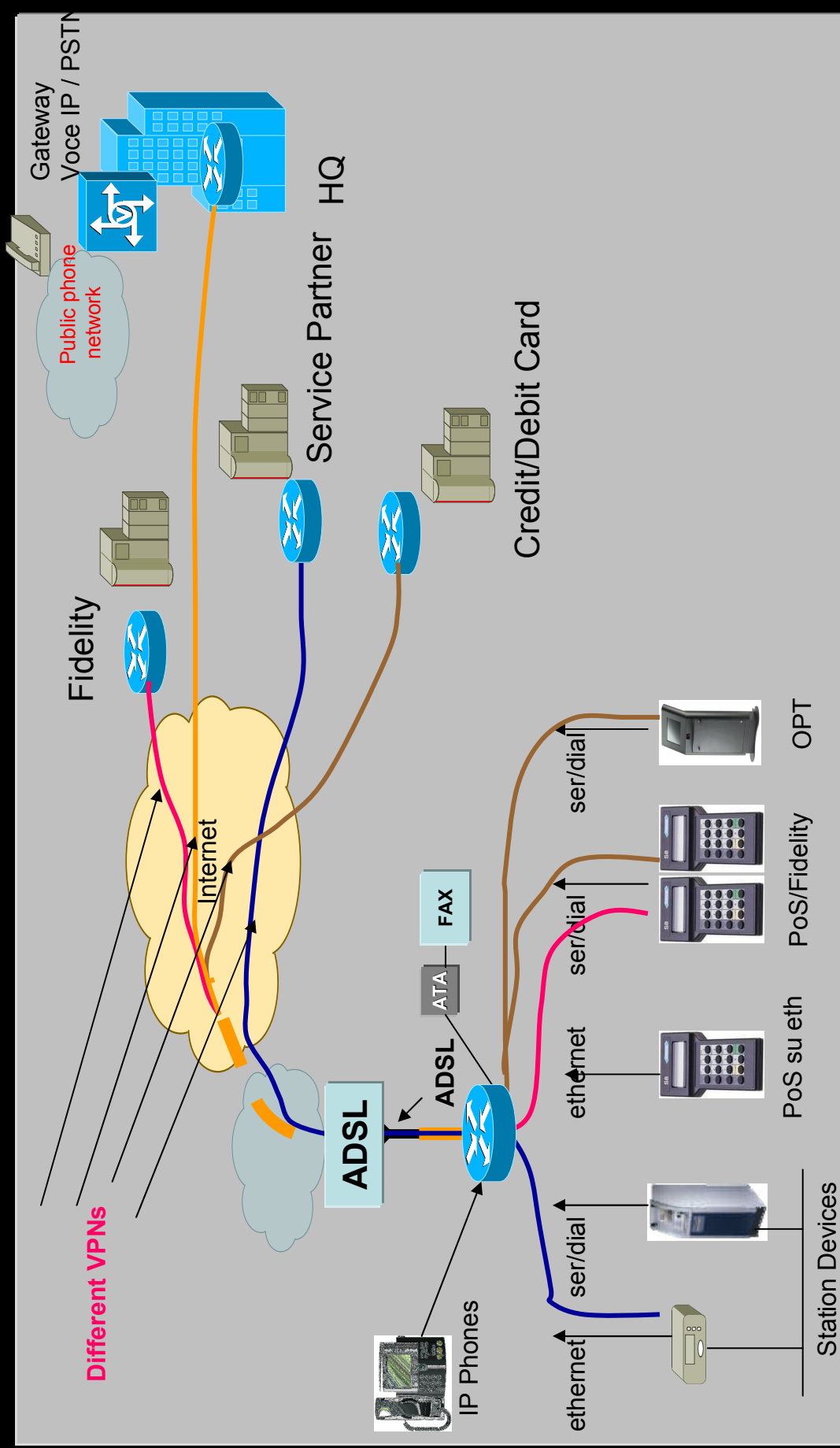
Generic Solution for XXX Customer

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Solution for TOP Gas Stations/ Store: Integrated always on Ip communication for IP voice and data

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HVALA