

# PiCoConnect



## Delight your customers with a more personalised in-store experience.

PiCoConnect works with PiCoHub to provide you with real time data, flexible pricing and tailored promotions at your fingertips. Unlock valuable insights and create a real-time engagement with your customer at the cash register.



**Remote control your register.** Centrally control dynamic pricing and promotion across all your stores from any browser in real time.



**Make your customers feel special.** Provide real time, tailored offers and rewards at the register.

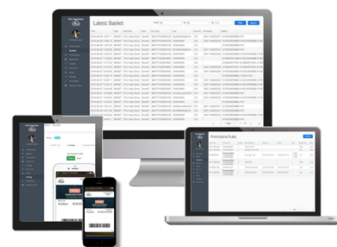


**Loyalty programs with a difference.** Improve your existing loyalty program or create a new one with personalised offers and experiences.

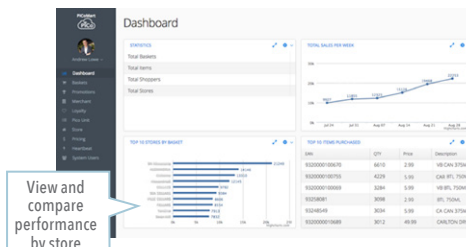
## How it works

Data is collected in real-time and can be adjusted via the PiCoConnect platform. PiCoConnect is a SaaS solution running in the Microsoft Azure™ cloud that allows a retailer to control all data and promotions from any device. When a product is scanned, the barcode is intercepted and replaced with a new code that varies the offer or price based on the shoppers' status and preferences.

Retailers can also export data directly to their own CRM or data warehouse and PiCo integrates beautifully with the world's leading marketing automation tools via RESTful API.



Manage pricing and promotions anywhere from any device.



View and compare performance by store

Dashboard view provides total sales performance at a glance.

Track and compare total sales week to week

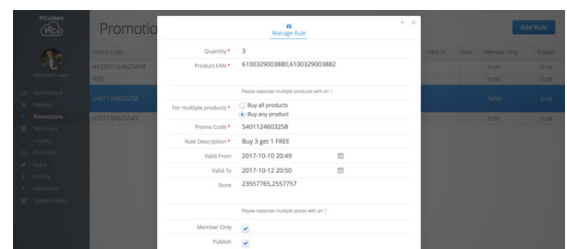
Track performance of individual products

### FEATURES

- ✓ Dynamic and instant pricing
- ✓ Real-time tailored offers for any P.O.S at any store
- ✓ Easy to use browser interface
- ✓ Integrate with existing loyalty programs
- ✓ API for leading marketing automation tools

Time & date	Store	Lane ID	Promotion	Basket contents by SKU
2016-08-26 13:56:40	PiCoMart	PopUp store	866771029050100	6100329003880-FN1
2016-08-26 13:55:35	PiCoMart	PopUp store	866771029050100	6100329003882-FN1
2016-08-26 13:55:20	PiCoMart	PopUp store	866771029050100	6100329003882-FN1
2016-08-26 13:42:44	PiCoMart	PopUp store	866771029050100	6100329003880-FN1
2016-08-26 13:42:27	PiCoMart	PopUp store	866771029050100	6100329003880-FN1
2016-08-26 13:41:21	PiCoMart	PopUp store	866771029050100	6100329003880-FN1
2016-08-26 13:41:05	PiCoMart	PopUp store	866771029050100	6100329003880-FN1
2016-08-26 13:38:08	PiCoMart	PopUp store	866771029050100	6100329003880-FN1
2016-08-26 13:36:08	PiCoMart	PopUp store	866771029050100	6100329003880-FN1
2016-08-26 13:35:47	PiCoMart	PopUp store	866771029050100	6100329003880-FN1
2016-08-26 13:19:31	PiCoMart	PopUp store	866771029050100	6100329003882-FN1
2016-08-26 13:19:00	PiCoMart	PopUp store	866771029050100	6100329003882-FN1
2016-08-26 13:18:35	PiCoMart	PopUp store	866771029050100	6100329003882-FN1

Basket view shows standard data points collected. Other custom fields may be collected as specified.



Remote control dynamic pricing and promotions easy to implement.



Visit [www.picolabs.co](http://www.picolabs.co) to learn more and find your nearest PiCo Partner.