



# iPAL *at a Glance*

Product  
Location  
Management  
Solutions

“I know what I want... *I just can't find it!*”

In an industry with a traditionally high rate of turnover, a growing use of part-time help and thousands of items in big stores, it's little wonder that a fairly significant number of shoppers get irritated when they can't find what they came in to buy... or can't find a store employee who knows either.

*At the very least, they have a poor shopping experience;  
at worst, they not only leave without buying,  
but head directly to the competition.*

And it happens all the time. In fact, consumer studies indicate that the inability to find what they're looking for is one of the major frustrations among shoppers today, and nearly *two-thirds* said problems like these caused them to stop shopping or to shop less frequently at a store.

At TreoSystems, we apply innovative, customer-centric approaches with the latest technologies to deliver *point-of-activity* software solutions to help our clients provide the highest levels of personalized service and drive new revenue opportunities, starting with our innovative iPAL Product Locator system.

## What is **iPAL**?

iPAL – for **immediate Product Availability & Location** – is an integrated set of software tools developed specifically to help both customers and employees find products faster and easier in large retail operations. We combine key elements of merchandising, operational process and leading technologies to provide two major capabilities not available before now to:

- **Communicate** immediate *real-time* product data and location information for store employees and customers, and
- **Capture, update and track** all product placements, stock moves and location changes *instantaneously*.

Whether it's finding wood putty at a home improvement center, mint jelly at the supermarket, or stain remover at a discount store, retailers can have a positive impact on a shopper's store experience by immediately providing the **exact location** of any product in the store, along with other helpful information such as suggested **related items** they may need.

The iPAL System Suite is a state-of-the-art software tool designed and developed using the latest methodologies available, with an open architecture and location management infrastructure that lays the foundation to fully exploit emerging new technologies. The result is an easily supportable, expandable and scalable technology solution today for tomorrow's successful customer-centric retailers.



The iPAL System Suite  
combines real-time inventory  
tracking with our powerful  
search manager to make it fast  
and easy for both customers  
and associates to find what  
they're looking for, and  
enabling a truly effective and  
comprehensive item-level  
location management solution  
for your stores.

## Highlights

- Shoppers find what they came in for and leave as a satisfied customer likely to return
- Convert *non-buyers* to *buyers* with higher levels of customer service
- Enhanced consumer *perception* of both the associates and of the store
- Employees work with customers more *effectively*
- Reduce inventories by better product tracking
- Stocking and replenishment process is simpler and more efficient
- Reduce training costs for new and part-time associates

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# iPAL in the Store

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We consider any time, place or situation that can positively impact a purchase decision as a crucial opportunity not to be missed - whether it's helping to find a product quickly, delivering information about an item, or eliminating wasted time.

Our strategy is to empower both shoppers and store staff with technologies that can deliver useful information at this critical *point-of-activity* by the most effective method available.

That's why we built iPAL with an open architecture that leverages popular industry standards and scales to support a variety of devices such as kiosks, workstations, 'smart carts', handheld PDAs, mobile computers, and even cell phones.

The iPAL System Suite's integrated modules are designed to both communicate and track all product locations in *real-time*, all tied together with the flexibility of the iPAL Interface Framework to work seamlessly with your company's existing store systems.



## Find it...

At the core of our solution is our unique technology that quickly and efficiently helps the user find products with a simple and intuitive approach.



- Interactive search capabilities that filter by generic product group or specific item name, brand or product attribute.
- Keyword searches utilizing our powerful **WordSearch** software that displays consumer-friendly item descriptions.
- Alternative search descriptions based upon terms that *your customers* use
- A general product directory for immediate item location.
- Designed to display additional product information, brand advertising or store promotions, and up-sell suggestions.

iPAL can enhance the value and leverage the investment of your other kiosk systems. Imagine adding the location of ingredients for recipes, tools and materials for home projects, items for gift ideas and registry, contractor pick lists, online shopping lists, store promotions & specials, and new store items.

You can even maximize your advertising dollars by displaying relevant messages targeted specifically to customers actually looking for your products.

Providing the  
Right Information  
at the  
Right Time...  
and at the  
Right Place

iPAL can provide the  
exact location of any  
product from anywhere  
in the store,  
whether it's on the sales  
floor, top-stock, back  
stock, layaway or  
receiving



**"The iPAL product locator fits in perfectly with our principle of providing a store experience based on convenience and hassle-free shopping. Our customers can immediately find exactly what they're looking for from anywhere in the store, and the positive feedback we're getting has exceeded our expectations."**

Susie McIntosh-Hinson  
Concept Creator, Technology



# iPAL in the Store

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## and Track it...

A key element of the iPAL system is its ability to capture product moves immediately as they happen in the store so *everyone* knows where *everything* is at all times.

Our *SmartScan* method and software employs a *user-defined* strategy for mapping every physical location that can hold merchandise, including end caps, wing-stacks, outside promotions, receiving, RTV, top stock, back stock, special orders and lay-a-ways.



- iPAL can easily integrate with your store's workflow process such as receiving or price audits, with a configurable program launch that requires no user intervention.
- Flexible interface to your current category management, space optimization, and planogram systems.
- An "elegantly simple" yet powerful approach that lays the foundation for promising technologies such as RFID.

iPAL can also be customized to the way inventory is managed according to current store standards, and retailers can include different types of locations used in any specific store. No more lost or orphaned products, and you can now have the ability to know not only where inventory was moved to, but also when it was done and who moved it.

Our *Import Engine* can also automatically translate store-specific planogram data to update product locations on a store map for use by the iPAL system,

## Benefiting Your Entire Organization

The underlying foundation and vision of the iPAL System Suite is to help retailers leverage technology tools to deliver superior service to their customers, resulting in increased sales, improved productivity for employees and bottom-line profitability for their stores.

The iPAL business proposition reflects a significant financial return measured in *months* rather than years, with features that can benefit your entire store organization.

We can help ensure your success by providing professional design, development and integration services depending upon the needs of your business. Our team of consultants will deliver everything from a project plan to fully functional, tested, and ready-to-use applications that can be used in conjunction with your in-store systems.

For more information on how TreoSystems can help you implement a product location system for your stores, contact us today!

Locations can be designated as either customer-accessible or stock, and any product can have multiple locations.

The iPAL System automatically and instantly updates its database to reflect the changes in each product's location, and makes this available to all iPAL-enabled users.



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