retailware
the ultimate retail platform

MARKETING DEPARTMENT

STORE

THIRD–PARTY SUPPLIERS

CONSUMERS

RETAILWARE
THE GLOBAL MARKETING PLATFORM FOR BRAND OWNERS AND RETAILERS

Around the world, the digital revolution is accelerating at a rate never seen before, affecting almost every industry. In the retail sector, the need for organizations to digitalize is also growing, which is especially true for marketing activities. New technologies follow each other in rapid succession, making the possibilities of personalized marketing and artificial intelligence (AI) endless.

Organizations benefit from digitalization
There are undeniably significant benefits to integrating new technologies into the retail marketing process. Using real-time data, your organization can respond more quickly to the needs of consumers, marketing activities can be optimized, and marketing materials can be adapted faster, all of which substantially improve the customer experience.

How can you ensure that marketing digitalization is integrated into your organization in a sustainable and cost-efficient way? It requires a specialized strategic partner with the knowledge and tools to make sure that every part of the digitalization process works properly, resulting in optimal performance within the customer journey.

Linx IT Solutions, a global partner in marketing digitalization
Linx IT Solutions helps companies around the world successfully digitalize their marketing activities. We are specialists in digital marketing transformations and know better than anyone what is happening in the global world of retail. Our innovative digital technologies enable companies to grow sustainably and create a substantial competitive advantage. We effectively respond to the latest developments in generative AI and personalized marketing. Linx IT Solutions offers retailers worldwide a unique and integrated online marketing platform, **Retailware.**

Retailware, a must-have for retailers of the future
Retailware lets you digitize your marketing production process at all levels, allowing you to optimize the entire marketing chain, from concept to distribution. Linx IT Solutions' Retailware enables your organization to respond in a targeted manner to the changing dynamic of the retail market with online customized solutions for development, production, management, and use of digital marketing materials.

Our specialized support team guarantees a smooth implementation and an optimal, globally functioning platform around-the-clock.

Retailware increases the efficiency and effectiveness of your marketing communications in the three most important phases of the marketing production process: the creating and developing phase, the producing phase and the distributing phase. This results in structural cost savings, a reduction in time-to-market and a substantial improvement in customer journeys.

retail**ware**
the ultimate retail platform

PHASE 1: CREATING AND DEVELOPING MARKETING MATERIALS

Increase your organization's creative capacity

When creating and developing marketing materials, organizations strive for the highest quality, maximum synergy between the marketing production chain components and perfect, central coordination of communication. This results in a cost-efficient creation process, a consistent brand image and error-free communication. As global players, we notice that retailers often find it challenging to sustain the structural development of marketing materials at the appropriate level.

Linx IT Solutions believes that digitalizing the creation of marketing materials is not about replacing people. Our retail experience has shown that digitalization gives a boost to streamlining and improving the development process as well as the creative ability of organizations. Retailware allows you to purposefully and efficiently connect the unique talents and creative skills of the people in your organization with the latest digital technology.

RETAILWARE OPTIMIZES THE FOLLOWING ASPECTS OF THE CREATION PROCESS:

- Development of digital brochures, catalogues and other marketing materials;
- Graphic design of marketing materials such as banners, posters, packaging and displays;
- Development of digital assets such as website graphics, e-mail templates and social media posts;
- Optimization of digital assets for various platforms (mobile, desktop, tablet)

Retailware ensures a cost-effective creative process

Retailware makes creating marketing materials more efficient by automatically compiling data-driven marketing communications and point of sale (POS) materials. This speeds up the creation process, reduces the chance of errors and delivers significant cost benefits of up to 40%. It automatically frees up valuable time and space for the marketing people in your organization to use their unique skills, such as coming up with innovative and creative marketing solutions.

Linx IT Solutions' Retailware retailers worldwide are assured of recognizable and high-quality marketing communication throughout the entire marketing production chain. Retailware automates and simplifies the creative development of all retail communications, including the graphic design of marketing materials, the development of digital assets and text processing. This ensures that communication remains consistent with the brand identity and attractive to your target groups, wherever you are active as a retailer in the world.

retail**ware**
the ultimate retail platform

LOCAL AND CENTRALISED MARKETING CAMPAIGNS

Effective local marketing communication: pure profit

Globally, local branch managers have invaluable knowledge about local customers and relevant current developments in the region. Retailware lets them quickly and easily convert this knowledge into effective local communication based on real-time data. Retailers are then better able to respond to consumer needs with their range than through national campaigns and special offers. This results in increased sales, sustainable local customer loyalty and an optimal customer journey.

Efficient production of central marketing campaigns

Retailware provides tailor-made solutions for specific local promotions. Your organization's central marketing campaigns (narrowcasting, in-store/POS material) can also be efficiently produced and shared with local and regional departments. An online approval process ensures the smooth and uniform creation of national and international campaigns.

### Quality assurance using an online approval system
Using an online request form, marketing requests are sent to your central organization or, if desired, directly to an affiliated studio. The application is then processed and uploaded to the system. The customer within your organization can provide feedback via an online approval request. After approval, the correct artwork is then immediately made available for download or sent to a selected supplier. In the background, Retailware can generate the correct files for print and/or online, if desired, with special print profiles if the supplier is in the US, Australia or Japan.

International deployment of your campaigns
Of course, you also want to be able to share your central marketing campaigns internationally. Retailware ensures that you can deploy your central campaigns internationally in a simple and structured manner, either as an end product or as a toolkit that country organizations can use themselves to achieve the most effective national deployment.

Share corporate identity elements globally
If external design or DTP studios or marketing departments in other countries are involved in decentralized production, it is important that the corporate identity of your organization be readily shared. Retailware has its own DAM system, AssetFlow, for this purpose. All corporate identity elements, such as guidelines, logos, fonts, and other design elements, can easily be shared globally.

retailware
the ultimate retail platform
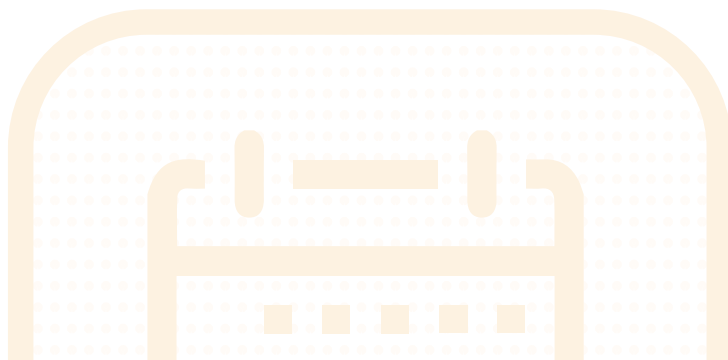
PHASE 2:
PRODUCING MARKETING MATERIALS

Linx IT Solutions is familiar with the dilemmas that retailers face regarding the internal and external management of production processes. As a technology partner, we understand the digitalization drive that retailers are facing and what investments are required for it. We offer customized digital solutions that take into account the specific needs of various retail organizations.

One-stop shop for retailers
Linx IT Solutions works with its own integrated marketing cloud platform that combines all marketing functionalities. Retailware offers retailers a one-stop shop so that they no longer have to use different systems for creating standalone productions. As well, data transfers from one system to another are a thing of the past.

Optimal integration of internal and external expertise
Our tailor-made technology infrastructure is supplemented with services that are internally coordinated or developed, as well as external services. Existing suppliers can be connected to the online marketing platform as process partners, which ensures online customized solutions for production, management and use of digital marketing materials.

High-quality production of marketing materials
All marketing materials for retailers are finalized during the production phase. A tight organization that streamlines the quality control of your marketing materials is crucial in this phase. With Retailware, you can rest assured that all marketing materials produced meet the high-quality standards of your organization.

Retailware automates the generation of the right files for various types of media, such as print and online, and creates special printing profiles if necessary. This saves time and provides your organization with significant cost benefits. Formula materials can easily be reordered through the retail order system, including shop-specific content using online templates.

Retail Order System

Retailware has an integrated Retail Order System with which local branches can easily (re)order various communication materials, such as:

- Formula materials with template-driven layout (e.g., opening hour signs with shop-specific content)
- Local special offers (communication about opening's, reopening's, renovations, relocations, holidays, and local activities)
- Shop interior

retail**ware**
the ultimate retail platform

PHASE 3:
DISTRIBUTING MARKETING MATERIALS

Quick and efficient distribution

Retailware offers clients an innovative and efficient worldwide distribution platform that can be flexibly integrated into your organization's existing systems. With Retailware technology, you can optimize the entire distribution chain of your organization using an integrated omni-channel approach that reaches customers better than ever before.

- **Customized distribution of in-store and POS materials**
  Retailware generates DIY templates for in-store and POS materials. They can be printed locally and/or sent to a connected supplier for production.

- **Quick online communication of offerings**
  Retailware facilitates the quick communication of local offerings via online media, such as social media, through which customers are always informed of the current shop offerings. This allows your organization to quickly and adequately respond to current shop situations, for example, a surplus or even a shortage of certain products.

- **The benefits of optimally making use of narrowcasting**
  Studies show that displaying local special offers using narrowcasting is the most effective way to influence purchasing behavior. Retailware supports the creation of narrowcasting slides that can be locally or centrally driven, as a result of which local messages and offers can be effectively shown to the right customers at the right time.

Flexible and efficient integration with existing systems

Retailware offers flexible integration options with existing systems, such as ERP, PIM, DAM, cash register systems, and inventory systems. If desired, Retailware can be set up in such a way that the platform itself retrieves product information with images from external suppliers such as GS1, NielsenIQ Brandbank, PS in Foodservice, Syndy/Icecat. This works very efficiently, saving your organization precious time.

Automated management of product information
Retailware has various modules running in the background, such as the Product Control Center (product information and image management) and the Offer Control Center (special offer management). These systems help with the data-driven, automated publishing of marketing materials such as promotional folders and product catalogues. E-commerce platforms can also easily be provided with the right information at the right time.

retailware
the ultimate retail platform

GENERAL INTEGRATION AND SUPPORT OF RETAILWARE

Cloud-based platform

Retailware is a cloud-computing platform that runs on Microsoft Azure, offering flexible storage options and easy access for multiple users. As a retailer, you can enjoy various distribution benefits:

- Centrally storing content (files) with all major cloud providers, such as Azure Blob Storage, Google Cloud Storage and AWS Cloud Storage.

- Access to the system for users can easily be done via Single Sign-On based on OpenID or Microsoft Entra.

- Retailware supports multiple languages, both in terms of user interface as well as metadata.

- Retailware can easily be provided with your organization's own branding.

Operational support
After setting up Retailware, Linx IT Solutions ensures that the system remains up-to-date. On behalf of your organization, our operational Retailware team is ready to perform tasks on the platform, ensuring a continuously optimized environment with current content. Of course, the platform also offers retailers all the tools to organize this through their own marketing organization.

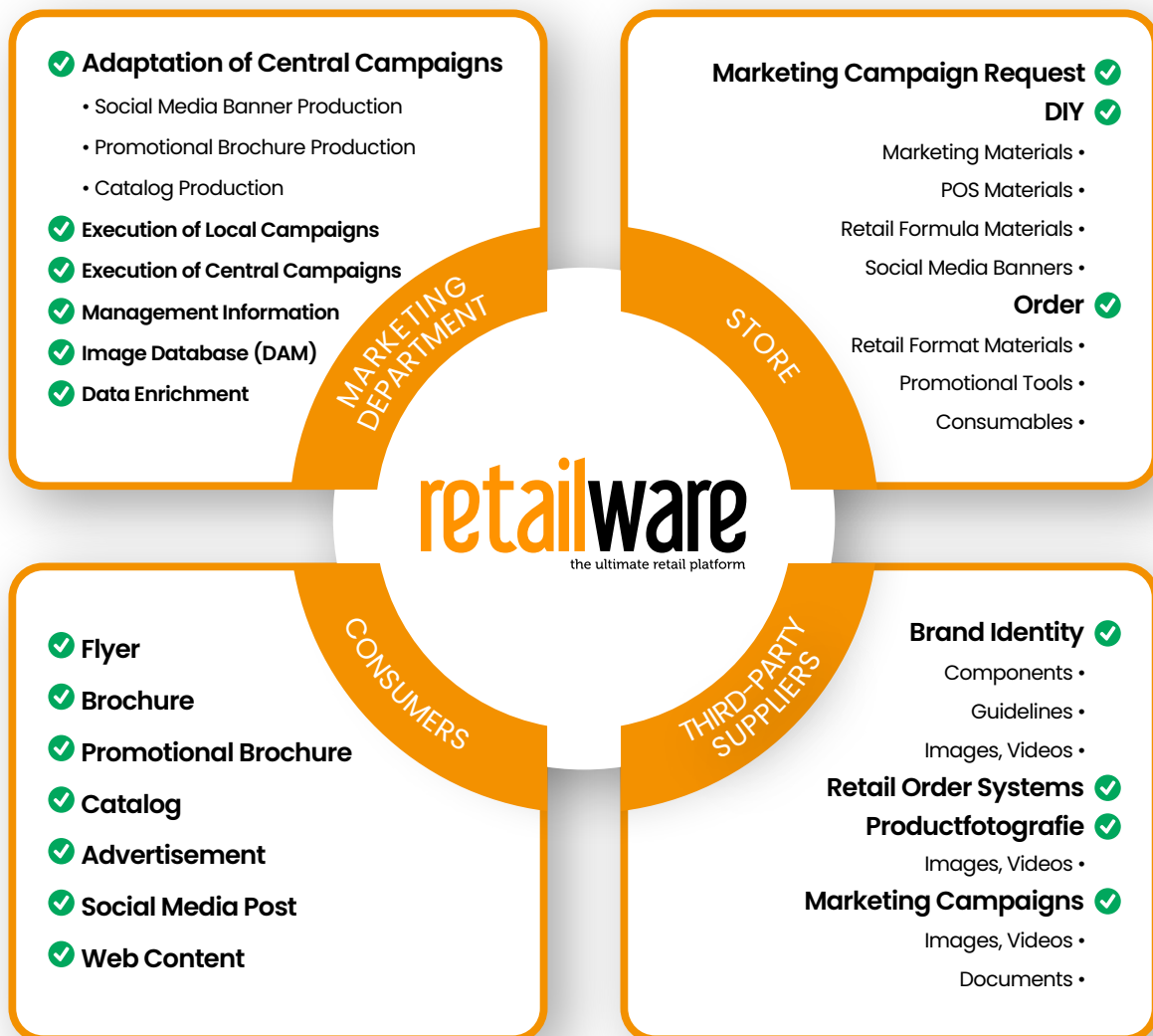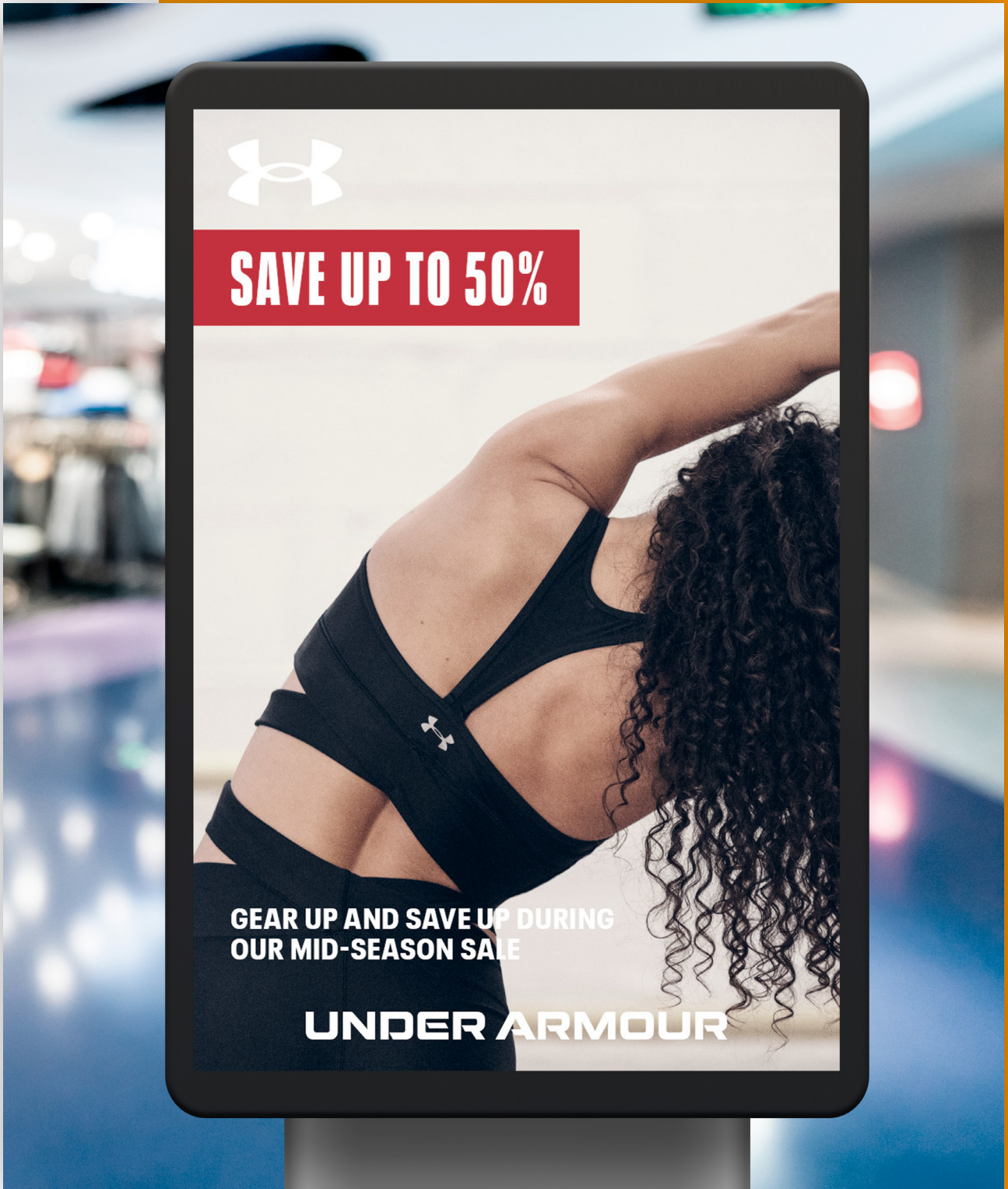retailware
the ultimate retail platform

RETAILWARE: A WORLD OF DIFFERENCE

Retailware offers you an invaluable platform to optimize your marketing production process at a time when the need for digital transformation in the retail sector is increasingly urgent. Retailware makes this process more efficient across the board and ensures substantial cost savings. The platform offers diverse, flexible local communication options, ensures a substantial improvement in the customer journey and also guarantees the quality and consistency of your overall brand.

Find out more
If you want to know more about Retailware and what this innovative platform can do for your organization, please contact sales@linx-it.nl or call + 31 294 465 000. We like to help you.

MARKETING DEPARTMENT

- ✅ **Adaptation of Central Campaigns**
  - • Social Media Banner Production
  - • Promotional Brochure Production
  - • Catalog Production
- ✅ **Execution of Local Campaigns**
- ✅ **Execution of Central Campaigns**
- ✅ **Management Information**
- ✅ **Image Database (DAM)**
- ✅ **Data Enrichment**

STORE

- **Marketing Campaign Request** ✅
- **DIY** ✅
  - • Marketing Materials
  - • POS Materials
  - • Retail Formula Materials
  - • Social Media Banners
- **Order** ✅
  - • Retail Format Materials
  - • Promotional Tools
  - • Consumables

CONSUMERS

- ✅ **Flyer**
- ✅ **Brochure**
- ✅ **Promotional Brochure**
- ✅ **Catalog**
- ✅ **Advertisement**
- ✅ **Social Media Post**
- ✅ **Web Content**

THIRD-PARTY SUPPLIERS

- **Brand Identity** ✅
  - • Components
  - • Guidelines
  - • Images, Videos
- **Retail Order Systems** ✅
- **Productfotografie** ✅
  - • Images, Videos
- **Marketing Campaigns** ✅
  - • Images, Videos
  - • Documents

retail**ware**
the ultimate retail platform

retail**ware**
the ultimate retail platform

ABOUT LINX IT SOLUTIONS

Linx IT Solutions is a worldwide pioneer in automated marketing- and ecommerce solutions. We work with our own marketing cloud platform that combines all functionalities. Our one-stop shop avoids the need to use various systems for creating standalone productions, as no data needs to be transferred from one system to another.

This tailor-made technology infrastructure is supplemented by services that best match the internal structure of your organization. Existing suppliers can be connected as process partners to the online marketing platform. Linx IT Solutions offers a digital highway to online customized solutions for the development, production, management, and use of digital marketing materials. Various global brands and retailers successfully use our software solutions.

As a process partner, we are often directly involved in the project teams that have internal responsibility and formulate objectives. Where operational commitment is required to create content or to manage content, our operational support team is available. In this way, Linx delivers end-to-end solutions and ensures optimal use of the automation solutions within the total solution.