

C³ Customer Centric ComputingSM

the fundamentals have changed



Today's retailers are being offered one of the most dramatic opportunities for growth ever faced in the history of the industry – a fundamental change in the way customers shop. For decades the key to a retailer's success was location, location, location, but that first changed with the invention of the automobile. Customers were no longer restricted by distance and could choose where to shop. Now the Internet has taken that customer independence to a new level. In order to attract customers, retailers must use technology to provide new ways to differentiate themselves from their competition. Retailers have begun recognizing that the key to success is to implement new technology to build customer loyalty by focusing on what customers want. Retailers have to work to retain existing customers, while constantly attracting new customers, by finding new ways to strengthen customer loyalty and providing a shopping experience that consistently differentiates their brand from the competition.

Today's consumers are continuously connected to the world around them through cell phones, mobile devices, and the Internet. The ability to shop anywhere, at any time has skyrocketed customers' expectations for

C³ Customer Centric Computing

service, price, and selection – and intensified the fierce competition to win their business. At the same time, customers' endless mobility via cars, planes, the Internet, and wireless technology, coupled with a rapidly growing population has resulted in an explosion of potential new customers for technology savvy retailers. In 1960 there were 3 billion consumers in the world, but retailers really only had access to the select few that lived within a short distance of their store. In 2010 there are almost 7 billion consumers in the world, and most are available to retailers who continue to invest in the right technology to reach this ever-expanding market. Retailers have never had a greater opportunity to expand their market share and improve customer loyalty to drive repeat sales.

C³ Customer Centric ComputingSM moves beyond the traditional concept of using technology to track inventory and customer sales, by putting the customer at the center of your retail universe. C³ Customer Centric Computing creates an unprecedented real-time connection to customers in addition to inventory, pricing and promotions, supply chain, and more, which enables the creation of dynamic shopping avenues inside and outside of the store – avenues that offer

more convenience for time-strapped customers and dramatically increase sales opportunities for the retailer. With C³ Customer Centric Computing, customers have the ability to make buying decisions with the click of a button – a button that can be located on a mobile phone, an interactive kiosk, a computer, or a mobile POS terminal both in and out of the store.

Retailers have successfully used technology to improve the customer experience for many years. The invention of the cash register, and later computerized point-of-sale systems, allowed retailers to secure cash and provide a more accurate sales transaction for the customer. The invention of barcodes automated customer transactions, allowed customers to quickly and easily make a purchase, and dramatically increased employee efficiency. In today's complex retail environment, technology is more important than ever. In order to provide a unique shopping experience that appeals to connected customers, retailers need revolutionary technology that tightly connects them to their customers and provides the customers with what they want, when they want it, and where they want it.

With C³ Customer Centric Computing, customers are empowered with information at their fingertips. By giving

customers new ways to interact with your store, you can increase sales opportunities and provide a differentiating value-added customer experience. For example, one customer may decide to research products and pricing online before visiting a brick and mortar store to touch, feel, or smell a product, while another may use their mobile phone while in a store to research product information, compare specifications, or check pricing. In one scenario, a customer walks into their favorite clothing store to buy a new outfit for their son or daughter. As they step inside they use their mobile phone to review previous purchases and instantly find the right size, style, and color of the item they want. If the store does not have the right item in-stock, they can use their mobile phone to quickly check the store's global inventory. Then with only a few keystrokes, they can order the item for free in-store delivery the next day or have it shipped to their home. As they continue to browse in the store, the store loyalty program could deliver a 20% off coupon through a text message to their phone. The customer could then decide to take advantage of the discount and scan their loyalty card, driver's license, or credit/debit card as a secure ID to login to an interactive kiosk to view their wish list. As the customer walks over to try on the jacket, a store clerk could walk up with a small, mobile device such

as an enhanced iTouch to scan the item's barcode and the customer's credit card, and then e-mail the receipt to the customer for their records, freeing up the customer to continue shopping.

C³ Customer Centric Computing saves customers valuable time, improves their overall satisfaction, and increases your revenue by putting the primary focus on using technology to improve customer loyalty. Real-time technology gives continuously-connected customers anywhere in the world full access to the information they need to make them more connected, more informed, and more regular customers. Retailers have never had a greater opportunity to reach an ever expanding market. C³ Customer Centric Computing is truly a revolutionary concept in retail computing that transforms a retailer's IT infrastructure into customer information, customer loyalty, customer empowerment, and customer-perceived differentiating value!

C³ Customer Centric Computing

About Alpha Bay

Alpha Bay is a global technologies and services provider, delivering innovative C³ Customer Centric Computing solutions. The AIRS[®] suite of applications and services gives retailers real-time BI, perpetual inventory, mobile POS, and personal kiosks, and is supported through a unique Hybrid IS platform that incorporates SaaS/Cloud infrastructure and service. To see how Alpha Bay's C³ Customer Centric Computing can improve customer satisfaction and loyalty while saving you 50% in IT costs in 12 months, call us at 801-838-7600 or visit our website www.alphabay.com.

ALPHA BAY CORPORATION



6415 South 3000 East, Suite 210 | Salt Lake City, UT 84121 | (801) 838-7600

© 2010 Alpha Bay Corporation. All rights reserved. All names and logos are trademarks of their respective owners.