



The Print and Digital Signage Solution Delivered in the Cloud

The connection between you and your customer is the core of your growth and success. But every day, that connection is stretched by the challenge to do more with less. When it comes to your strategy for shelf-edge signs and labels, that doesn't have to be the case. Our Publishing Platform for Retail delivered in a Software-as-a-Service (SaaS) model provides the full power of our industry-leading shelf-edge signage software without having to operate the technology.

The Publishing Platform for Retail is the industry-leading solution for shelf-edge signs, labels, digital signs and electronic shelf labels (ESLs). Our solution handles all aspects of the signage process—from design and distribution to management and measurement—so you don't have to.

With a cloud-based solution, system installation and configuration, server operation and maintenance, data integration, template development—all of the tasks related to setting up and running your retail sign system—are handled by our team of experts. The result? Your teams are free to focus on what's most important for you: growing your business and strengthening the connection between you and your customers.

"It's the best decision we've made in a long time. It's been phenomenal."

Mitchell Modell
CEO at Modell's Sporting Goods

Why choose our Publishing Platform for Retail in the cloud?

Leading retailers are quickly adopting our Publishing Platform delivered in the cloud. Why? It's scalable, it's simple, it's effective.

- ▶ Installation, setup and configuration taken care of by our cloud services team
- ▶ Around-the-clock application support from our cloud support team
- ▶ Reduced maintenance burdens associated with the application, servers and databases
- ▶ Reduced requirements for training and application-specific expertise Increased application reliability

Faster roll out, faster changes, faster impact

Take advantage of the cloud to get up and running faster. Our industry-leading solution delivers the best of both worlds to retailers: a sophisticated and scalable signage system run by at team of our experts, not yours.

An enterprise-class cloud platform

We print and publish millions of signs each week from the cloud. Our scalable enterprise-class cloud platform has been proven to handle the volume of top retailers. Our cloud solution offers a hybrid approach that lets you decide on the architecture that is best for you. It is built to address your infrastructure needs of today and is flexible enough to handle your needs of tomorrow as they continue to evolve.

A system that works precisely for your enterprise

Print in the stores, print centrally, publish to digital signs and ESLs, and even run in-aisle handheld devices to manage signage tasks—all from the cloud and all managed by our team. Designed with industry best practices, we integrate as tightly with your enterprise as an on-premise solution.

Our cloud-based system connects to your core applications to create a complete signage system that works the way you need—including integration with store-specific pricing and planogram systems.

Faster and easier implementation

Our cloud services team handles your customized setup and configuration, and collaborates with you to understand exactly how you need your publishing platform to work. We'll team up with your merchandising and marketing departments to design and implement smart templates that operate based on your business rules. Our system integrates with all backend enterprise retail systems and our integration services are delivered at a fixed fee.

There's no hardware to setup or software to install. It's ready to go—all your stores need is an Internet connection and a computer. It's seamless and easy, and gets your organization publishing great-looking signs in weeks rather than months.

Reduced maintenance and IT burden

The traditional time needed to train your IT department to maintain and support the applications is eliminated. You'll no longer have to dedicate your team to becoming experts in our system. Instead, our team will be there for around-the-clock maintenance and support—letting you focus your people elsewhere.

Streamline every step with less training

Our retail tools are designed with easy-to-use and intuitive user interfaces to streamline every step of the signage process. Most retailers require little-to-no training when rolling out the solution. Our application interface is adaptable, giving simple, easy options to store associates and showing fuller features to store managers or sign coordinators.

It's the best out there

Our solution is the industry-leading solution for retail signs and labels. You won't find a better platform for your publishing needs, nor will you find a more supportive and collaborative team. We'll work with you to improve how you communicate with your shoppers so you can start lifting sales and cutting costs immediately.