

# Sun™ Retail - Event Driven Marketing Solution

Connect with your customers



Interact with your customers with RFID and streaming video.

## Highlights

- Sense and respond – event driven marketing
- Streaming video on demand
- Touch screen display interaction
- Radio frequency identification
- Sun Retail Integration Architecture
- Sun Retail Store Processor
- Partnered with Downstream
- Interacts with your customers in the store

### Respond when your customers show interest

Retailers today are focused on creating a great customer experience. Nowhere is that more crucial than the store, where the customer is at the point of deciding whether or not to buy. But how do you know if a customer is interested in buying? And how can you give that customer an experience that will influence their decision? Use event driven marketing.

With our partner, Downstream, we've built a retail display fixture that uses two technologies, RFID and interactive digital media including streaming video, to enhance the consumer experience. The solution utilizes RFID tagged products to change the digital media content that is being displayed on the touchscreen kiosk. This allows the retailer to know when a customer has shown interest by picking up a product from the shelf, and then respond by delivering one-to-one marketing content that is relevant to the product that the customer picked up.

### Technology at your fingertips

This solution can be deployed as an endcap in a store. It features a video screen that plays a promotional message. It piques a customer's interest, and encourages interaction with the particular product on display. Then, when the product is picked up, a unique message is displayed about the product. The consumer is then prompted to touch the screen in specific areas to get further targeted information. If the consumer picks up a different product in the same endcap, the screen displays information relevant to the newly chosen brand.

The customer has several methods to interact with the endcap, providing a host of benefits. Customer loyalty is established by providing a sense of service at the endcap. Helpful information such as recipes and products tips are part of the content. Cross selling and up-selling messages are displayed to attain a larger share of the customer wallet leading to a larger average basket size. For example, a

coffee endcap suggests the purchase of premium grinders, filters, coffee makers, cream, etc. Customer insight can be obtained by collecting information on how often certain products are picked up, or what type of content is interacted with on the touch screen. Further insight and loyalty are created by collecting personal information if the customer chooses to share.

### Powered by Sun™

This type of next generation customer experience will help innovative retailers stand out from the crowd. Sun Microsystems has the right products, partnerships and expertise to help retailers deliver shareholder value by attracting and retaining the right customers.

### Featured components:

The Sun Retail Integration Architecture: The Java System RFID Software is Sun's unique RFID infrastructure software that connects the edge of the RFID network with application and business systems. The Sun Java System Application Server provides a Java 2 Platform, Enterprise Edition (J2EE platform) 1.4 compatible platform for developing and delivering Java™ applications and Web services. These are part of Sun's Retail Integration Architecture—a design approach along with a recommended implementation for retail information technology.

The Sun Retail Store Processor: Retailers insist on choice. That is why Sun Retail Store Processor is based on x64 technology. It is a completely standards based platform that allows you to run the operating system, applications and peripherals of your choice. Windows, Linux and the powerful Solaris™ 10 are all certified. Sun Retail Store Processor has the horsepower to support the ever-expanding

array of store applications like this interactive endcap, but with minimal maintenance overhead. Sun Retail Store Processor also enables automated application updates. New endcap promotions can be rolled out automatically over the network from a central location, removing the reliance on in-store personnel, reducing risk and cutting management overhead.

### Act now

The retail landscape is changing. Sun has the right products, partnerships and expertise to help you deploy the right infrastructure and stay ahead of competition.

Learn More  
For more information about the Sun Retail Event Driven Marketing Solution go to: [sun.com/retail](http://sun.com/retail)