New in-store technology holds the key to meeting heightened shopper expectations, which are being shaped across online, in-store and mobile channels. It can also help your teams improve operational efficiencies in-store.

Electronic Shelf labels (ESLs) are one such technology. In a recent Planet Retail research study, 77 percent of retailers said that deploying ESLs would help to improve margins and in-store efficiencies. But in today’s pressurized retail environments finding the resource in stretched IT teams to learn, deploy and test new solutions can be challenging.

With this in mind we’ve developed our Dynamic Cloud solution.

**KEY BENEFITS OF A CLOUD-BASED SOLUTION**

As it’s vital for our customers to prove ROI, validate use cases, measure performance gains and act on big data insight our cloud-based offering accelerates the deployment and management of an enterprise-class ESL solution. It frees your IT team from the burden of managing technical tasks. It also allows you to concentrate on deploying your pricing and promotional strategies with speed, agility and consistency across all channels. This in turn can help to boost sales and protect margins, while also improving the use of associates’ time.

1. **Deploy with speed and simplicity**
   Quickly and easily deploy and maintain an enterprise-class ESL solution without burdening your IT team - there’s no need for your IT team to learn a new system, set up a server or manage databases.

2. **Focus where it matters most**
   Free your team from focusing on the technical aspects of managing an ESL solution, to instead concentrate on ROI, the validation of use cases and business benefits.

3. **View real-time monitoring and alerting**
   View vital system visualisations that clearly show all activity and receive alerts if critical issues are detected.

4. **Compliance reports for price and promo changes**
   Receive reports on requested price and promo changes to ensure 100% accuracy across your ESL estate.

5. **Reduce IT costs and fully managed service**
   Reduce the operating costs of managing and maintaining an ESL solution. Fully managed by Displaydata’s support team 24/7 with operations across the US and Europe.

6. **Scale your deployment with speed and ease**
   Dynamic Cloud is highly scalable. This allows you to expand your ESL deployment from a few stores to hundreds or thousands – with visibility, management and control over every single label provided via the secure web interface. You may wish to take over the hosting of our ESL solution if you have the resource to do this, or we can continue to host for you. This is easily done, and we will support you through the transition.
HIGHEST QUALITY, LOWEST TOTAL COST OF OWNERSHIP (TCO) SOLUTION

Our world leading ESL solution is hosted on Google’s cloud platform (GCP) and is fully managed by our support team 24/7. Our highly skilled pre-sales team will assist with the setup and deployment to get you up and running quickly and easily.

Just one instance of our Dynamic Central software is needed to centrally manage millions of IoT-enabled ESLs, across thousands of stores, anywhere, in seconds.

Our solution is the most advanced and only centralised, enterprise class, offering the lowest cost of ownership. Within each store there’s no need for excessive cabling, servers, switches, domes or core appliances. Instead, simple wireless Dynamic Communicators are installed. Powered over Ethernet (PoE) and remotely configured, each one communicates with 200,000 labels across 50,000 square feet. If you’ve more space, or more labels, you just add more communicators to easily scale up to a system running millions of labels. Additional handheld devices can be used in-store to manage and assign the labels.

HIGHEST QUALITY, BEST PERFORMING ESLS

Our Electronic Shelf Labels are the highest quality and best performing available using our exclusive DisplaydataLUT™ technology. We were the first ESL provider to use Sub-1 GHz in our enterprise-class solution and the world’s leading experts. Our solution is highly secure with end-to-end connectivity and unparalleled industry coverage, over-the-air (OTA) updates and zero interference with Wi-Fi networks.

THE BEST OPTION FOR YOU

Running ESLs in one store is a different proposition to running them in 10, 100 or 1000 stores. Fully aware of this we’ve designed the only true enterprise-class ESL solution. By this we mean a solution that’s the easiest for you to install (it requires the least amount of hardware in-store and at your headquarters), to own, to maintain and run.

But as with any IT system, deploying and running it will require time and expertise from your IT team. If you wish to reduce this burden you have the option of using our Dynamic Cloud solution to remotely oversee your ESL platform. What’s more, as it’s infinitely scalable you can accelerate the roll out of new stores.

And, should you wish to further reduce the workload on your IT team you can use our service and support organisation to configure - and run - your cloud solution for you.