



Compliant pricing and promotional messages  
down all channels in real time.



## **Contents**

- 2 The iRexM3 System**
- 3 Why iRexM3 is right for your business**
- 4 Shelf Edge Labels**
  - Printed Point Of Sale**
- 5 Digital Signage**
  - Electronic Shelf Edge Labels**
- 6 Brochure Production**
  - Reporting**
- 7 Summary**

## **The iRexM3 System**

iRexM3 is the easy way to publish consistent and compliant price and promotion content to all customer touch points, print and digital, in store and online.

Built around our industry leading Templating Engine (ICE), iRexM3 delivers a single master copy of your product images and data appropriately rendered for each channel:

- Large format posters, shelf strips & tickets printed centrally
- In-store printed labels and tickets
- Digital signage content
- Electronic Shelf Edge Labels (ESLs)
- Brochures and Flyers
- eCommerce



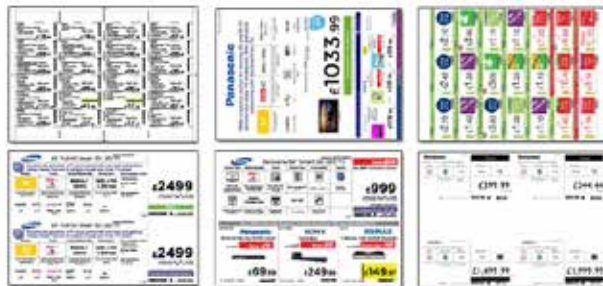
## Ten reasons why iRexM3 is right for your business

- ✓ **Drives Sales:** Add-ons & Cross-sells. Well designed feature-rich tickets, making it easy to buy.
- ✓ **Improved Compliance:** Built in regulatory monitoring & alerting.
- ✓ **Improved Productivity:** Run significantly more promotions without increasing headcount.
- ✓ **Improved Responsiveness:** React immediately to your competitor's promotions.
- ✓ **Data Integrity:** One copy of your data. Not a copy down each channel.
- ✓ **Simple Support:** One point reporting and one point fix for all channels.
- ✓ **Secure Infrastructure:** Hosted in our Tier 1 Cloud, or your own data centre.
- ✓ **Flexible:** Mix and match your media across your estate or in a single store.
- ✓ **Environmentally Friendly:** Reduce paper. Reduce fresh food waste. Reduce merchandising.
- ✓ **Simple Integration:** Powerful API delivers one point integration to back office systems.

## Shelf Edge Tickets

*Our iRexM3 Print Direct module delivers price changes direct to store and across your estate. Bespoke, content rich shelf edge tickets delivering real-time pricing and promotional messages.*

- Reprints and emergency updates available throughout the working day via iRexM3 Studio & front end.
- The only restriction to what can be delivered is the size & colour limitations of your in-store printer.
- Allows your staff to up-sell with rich content including credit options and connectivity.
- Brand standout for suppliers with the facility to display colour, brand specific logos and icons.



## Printed Point of Sale

*Hanging messages, shelf strips, sheets of colour tickets, printed, cut, collated and delivered to your store in record time.*

- Our Print & Deliver system creates large format printed Point of Sale or compiled ticket sheets.
- Capture last minute deals from your supplier, or change products based on available stock at the very last moment before going to print.
- Delivered direct to an external print source for print, collate and distribution.
- Utilises the same automated and pre-approved content as your other iRexM3 channels.



## Digital Signage

*iRexM3 creates & delivers dynamic digital signage content to screens including TVs, tablets and laptops. Delivers real-time, product specific content along with add-ons and rich messaging.*

- The assets can be embedded in video for a visually compelling overall impression.
- Constantly changing, product specific content. Dynamic digital signage keeps your audience engaged and interested.
- iRexM3 is display hardware agnostic.
- Creates and delivers vouchers to your customers phones.
- Does not suffer from 'same old info' syndrome as do most other CMSs.



## Electronic Shelf Edge Labels

*iRexM3 gives you the best of both worlds, with support for electronic shelf edge labels (ESLs) and paper labels, thereby not compromising on either the rich customer information of print or the real-time price publishing afforded by ESLs.*

- Respond in real-time to stock analytics to optimise product highlighting and mark downs – particularly important for fresh food and FMCG.
- Change your prices across a whole range without impacting the store staff.
- Rich reporting including battery life and signal strength by device.
- ESL hardware agnostic.



## iRexM3 Publisher - Brochure Production

*With the iRexM3 Publisher module, your brochures and flyers are created directly from the master content in iRexM3 before being delivered to your preferred external print resource, saving an enormous amount of manual production time and improving your compliance.*

- Use your quality data to produce automated pages for your brochure and print requirements.
- Capture all those last minute deals from your supplier or change products based on available stock at the very last moment from going to print.



## iRexM3 Link - Reporting

*Comprehensive and secure management reporting across all channels. Our iRexM3 Link module makes all your multi-channel content available back to your corporate teams via rich APIs for use across your estate.*

- Unified, integrated, comprehensive and secure management reporting across all channels.
- One view of product/content data updates across the estate on all channels.
- Full set of status reports including system status metrics (e.g. battery power for ESLs etc.)
- Reports available from reporting web services layer.
- Global Monitoring: We can monitor the system for you, down to individual components & raise alerts on your behalf.





## Not all ticketing systems are the same

Many ticketing systems today claim to be multi-channel, but in reality simply deliver an amalgamation of single channel applications through a common user interface.

The inspiration for iRexM3 was based on the many years of experience Integrated Retail Limited has gained from working in Retail, and struggling with the same “last century” ticketing technology as nearly all retailers are still using today. With iRexM3 we simply ingest your pricing & messaging information and deliver consistent content across all media. As simple as that.

iRexM3 at its very core is designed to meet and exceed the most complicated set of functional and design requirements, providing the maximum benefit at shelf-edge with the minimum staff effort, saving money and reducing exposure to human error.

iRexM3 is designed to scale for the largest retailers. It is built to provide the capacity, resilience, reporting and responsiveness required to ensure prices, product information and marketing messages are correct, delivered and displayed even under the heaviest of loads.

## Testimonials

*“I have always been very happy with the work iRex has delivered for Dixons Retail, whether design or development for new initiatives or supporting the business to make best use of their existing facilities. They demonstrate an outstanding sense of ownership for the overall ticketing solution, and always deliver quality solutions to agreed timescales. When any ticketing issues or new requirements are raised, I am always confident that iRex will find a solution. I would be happy to recommend them to others.”*  
IS Programme Manager, Dixons Retail

*“Your tickets make me a better salesman”*  
Currys Salesman



M3 is a trade mark of Integrated Retail Limited

