Une enseigne du groupe Metro se lance dans le couponing mobile avec IBM

Paris, France - 30 juil. 2012: L'enseigne de supermarchés allemande REAL, propriété du Metro Group, a travaillé avec IBM (NYSE : IBM) pour mettre en place un nouveau système de coupons électroniques dans ses 320 magasins allemands. Unique en son genre et développé par les scientifiques d'IBM Research, ce nouveau système de coupons digitaux permet aux consommateurs d'utiliser leurs téléphones portables pour trouver des e-coupons et les utiliser lors de leur passage en magasin. Il permet ainsi de proposer aux clients un service à la fois personnalisé et pratique puisque ceux-ci n'auront plus à craindre d'avoir oublié leur coupon papier.

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IBM Helps Germany's REAL Hypermarkets Personalize Online Coupons for In-Store Shopper

Armonk, N.Y. - 30 Jul 2012: Major retail hypermarket chain REAL, part of Metro Group, worked with IBM (NYSE: IBM) to launch a new electronic coupon system throughout its 320 German stores. This first-of-a-kind digital coupon system, developed with IBM Research scientists, enables consumers to use their mobile phones to find and redeem e-coupons as they shop in stores. This delivers a convenient and personalized service to shoppers, even if they left their paper coupons at home.

REAL hypermarkets, which sell about 80,000 items, from food to electrical appliances to clothing, already conducts the largest coupon program in Germany through the company's "Payback" program. REAL cites customer loyalty programs such as Payback as an important part of their business strategy in the highly competitive retail market.

REAL's coupon program enables in-store Payback members to use their mobile phones to browse online coupons as they walk through the aisles. Shoppers can choose their favorite coupons from the REAL homepage or a Payback app on their smartphones. In a maximum of 500 milliseconds, the system confirms their choice and transfers an eCoupon to the store's "3V - Value Voucher Validation" coupon system in real time. To redeem the eCoupon, customers display their Payback membership card upon check-out and the transaction is processed automatically.

Flexible, personalized service for consumers

For REAL, the electronic system offers a more personalized view of customers and the option to change coupon distribution in real time. Promotions can respond more flexibly to seasonal changes or fashion fads to appeal to ever-changing consumer tastes.

"In essence, we are simplifying and improving the coupon redemption process," explains Bernd Hasenbank, Head of Point of Sale Solutions at REAL.

"In the era of Big Data, consumers expect a superior retail experience – which puts pressure on retailers to deliver hyper-personalized services," says Falk Nieder, consultant at IBM Global Business Services. "REAL's e-couponing system demonstrates that retailers can deliver timely and customized coupons so that marketing feels more like a welcomed service."

REAL expects that it will be receiving several hundred thousand eCoupon queries and eCoupon redemptions per day at the cash registers of it 320 stores. That is not an easy task for the underlying information technology (IT) architecture with a central server.

The new 3V coupon system at REAL is based on existing IBM solutions at METRO Group, which are compliant with the EPC Information Services Standard (EPCIS) of EPCglobal. The system is based on IBM InfoSphere Traceability Server, a high-performance data storage device, that is able to manage and analyze large amounts of data, integrate master data systems and provide data in real-time for internal and external applications.

About REAL

REAL - Germany is known for its comprehensive range of brand-name and private-label products that are always fresh and good value for money. In these large-format hypermarkets, customers can find products to cover all of their daily needs quickly and easily, from food to electrical appliances to clothing. real,- hypermarkets are conveniently located, large and with a clear layout.

URL: www.real-hypermarket.com