MOBILE DEVICE MANAGEMENT (MDM)

AB&R Managed Devices

AB&R
identify. track. manage.

"The ability to generate coupons on-demand while in store has not only increased the redemption by double digits, it helps create an environment that drives both education and branding for my customers."   *- Matt deNicola, Beverage Promotions*

BACKGROUND

Beverage Promotions selected American Barcode and RFID (AB&R) to provide a solution for an enhanced customer experience.

AB&R introduced a system to produce a rebate coupon that can be redeemed at the cash register while shopping. Beverage Promotions could monitor and change the offerings dynamically from one central control location. Plus, the consumer can print drink recipes, food pairing suggestions, and discounts for local events.

BENEFITS

- Increase in redemptions from low single digits to over 55%
- Product driven decisions at the Point-Of-Sale
- Increase in add-on revenue opportunities
- Gets your message to your end-user on their terms.

SOLUTION

There is a convergence of several technologies that needed to come together to make this offering a success. This solution includes a touch screen computer enabled with Touch Coupon Software, a Zebra Technologies KR203 kiosk printer, and an M2M modem for real-time communication with each of the remote locations.

As a hosting service, AB&R was able to create a single point of contact for the entire solution offering that included creation, configuration, deployment, trouble shooting, repair, and cellular data hosting through a nationwide carrier.

SOFTWARE FEATURES

- Screens are easily configurable for unique designs and messaging
- Creative file hierarchy design makes it very easy to guide the consumer to the right offering (s)
- Software can enable images, movies, and interactive functionality

**For more information
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