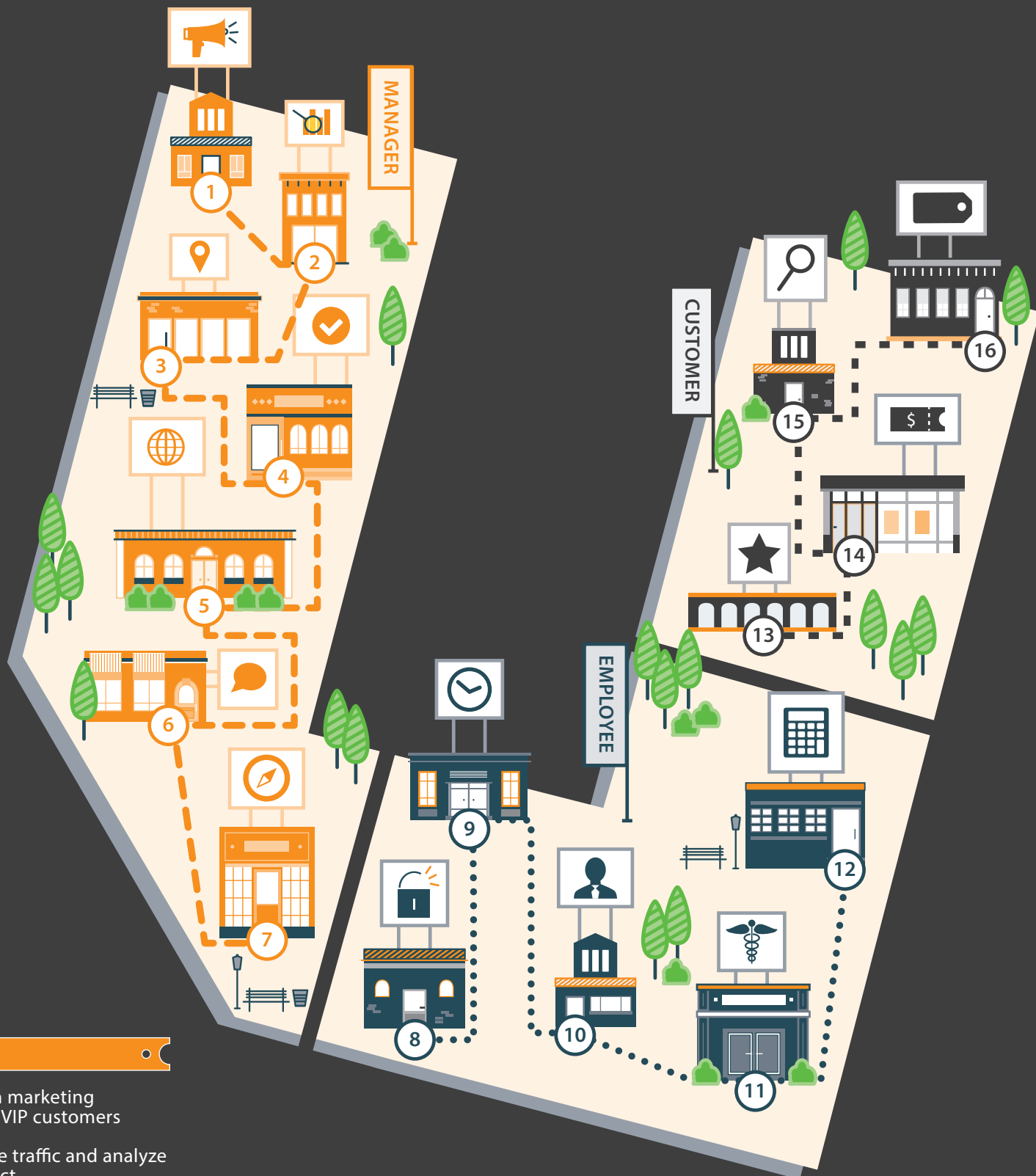


SMART



RETAIL



MANAGER

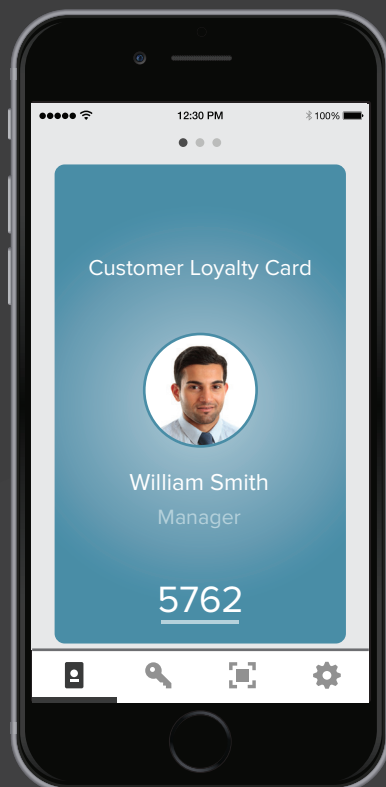
- 1 Send custom marketing messages to VIP customers
- 2 Monitor store traffic and analyze display impact
- 3 View location of employees and determine staffing gaps
- 4 Grant vendors access to facilities and portals
- 5 Monitor access to online resources to spot fraud patterns
- 6 Communicate with employees in satellite stores
- 7 Map location of delivery trucks

EMPLOYEE

- 8 Check in and out of work
- 9 Access warehouse facility
- 10 Recognize VIP customer and assist them based on profile
- 11 Log into employee benefits system
- 12 Unlock POS terminal

CUSTOMER

- 13 Log into loyalty rewards program site
- 14 Receive special vouchers based on location in store
- 15 See your location and items location on store map
- 16 Log into online shopping site



CUSTOMER ENGAGEMENT, TRANSFORMED.

In order to optimize engagement across multiple channels, retailers need to be able to get a 360-degree view of their customers. Usher makes this possible by capturing the critical identity intelligence data generated when customers interact with applications, portals, and retail locations. Usher's authentication technology can be integrated into a retailer's customer-facing applications to verify identities, secure transactions, and send users personalized messages, loyalty rewards, and coupons. The power and flexibility of the Usher platform makes it easy for retailers to create and execute omni-channel strategies that leverage every customer touch point.