

UNIQUE EBUSINESS SOLUTION BENEFITS RETAIL OUTLETS IN NORTH AMERICA



Background

TrueCommerce has joined forces with Lakeshore Data Management (LDM) of Montreal to deliver a unique ebusiness solution that will benefit as many as 3000 retail outlets, once a two year roll out programme has been completed.

The solution uses a unique combination of LDM and TrueCommerce technology embedded in a hand held device that enables ordinary electronic cash registers from Sharp, TEC, Samsung and Uniwell to function as ePOS devices.

More Supported

As each transaction is completed, real time sales information from the retailer is digitally signed, encrypted and transmitted by TrueCommerce's Exchange network back to the manufacturer, providing invaluable information on buying patterns, in particular local trends and preferences. This opens up the potential for highly targeted sales and marketing campaigns.

"There is great potential for our ebusiness solutions in North America and our partnership with LDM is an excellent example of the way complementary technologies can be combined for the benefit of customers." Said Warren Keane, Vice President of TrueCommerce North America.

"TrueCommerce Exchange streamlines business processes and provides the management information essential to drive efficiencies, all within a totally secure environment. This solution can be applied to a diverse range of trading scenarios promoting informed management decisions."

TrueCommerce Exchange is the result of a \$6 million investment and has been operating uninterrupted since 2004. Hosted in a 24/7 fault tolerant, multiredundancy, state of the art facility, there is virtually no chance of system interruption.

More Connected

Lakeshore Data Management is an information services and retail technology company, providing a range of consulting and data-related business services to manufacturers, retailers and information providers. Working with partners like TrueCommerce it helps customers fine-tune their marketing and sales strategies and optimize consumers' use of their brands.

Adds Terry Buckley: "Our Data Management Suite is an integrated package of hardware and software designed to securely capture, transmit, process, store and analyse transaction data in realtime (or as required) from geographically distributed point-of-service devices, such as electronic cash registers, PC-based POS terminals, kiosks, vending machines and so on.

"The suite consists of a POS component - the LDM Data Collector, and a back-office component - the LDM Data Manager. Our partnership with TrueCommerce brings the very best of our respective technologies together in a solution that can deliver major business benefits for retailers worldwide."

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next. Thousands of companies across various industries rely on us.

TrueCommerce: Do business in every direction



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