

Media Markt presents
the **biggest revolution**
in **electronics**



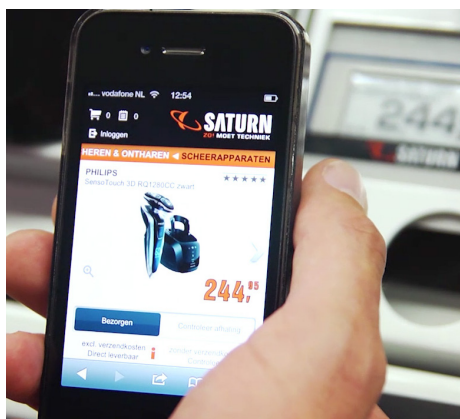
PRICER 
Creating smart stores



Electronics stores

Media Markt – Saturn Omnichannel Retailing with Pricer ESLs

Media-Saturn-Holding GmbH, headquartered in Ingolstadt, Germany, is a holding company which comprises of three independently managed retail brands – Media Markt, Saturn, and redcoon. With net revenues of €21 billion, approximately 65,000 employees, and operating in 17 countries throughout Europe and Asia; the Media-Saturn Group is a true retail giant.



Each of the Group's three brands sells a vast range of consumer electronics – household appliances, telecommunications products, computers and cameras to name but a few – through multiple channels. In 2012 alone, approximately 320 million customers were served via Media-Saturn Group's offline, online and smartphone-accessible stores.

As part of this offering, Media-Saturn is dedicated to operating an omnichannel environment. This is based on a dynamic and flexible pricing policy, whilst ensuring that the prices of goods are exactly the same in the Group's brick-

and-mortar shops as they are in their online stores, at all times – meaning one, seamless experience for customers, whichever channel they choose to use.

Operating an omnichannel environment

With the internet, shopping has become an increasingly transparent experience. Today's consumers are accustomed to the many benefits of online shopping – including access to customer reviews, complete product information, and the option to compare prices across different channels and between different stores.

Furthermore, the vast majority of consumers now carry a smartphone with them at all times, and are therefore able to access the internet anytime, anywhere. Shoppers in a brick-and-mortar store can, using their mobile phone, immediately compare the price of a good on display to its price in many different online stores. The rise of the 'showrooming effect' is testament to this – whereby customers visit an offline store to view and inspect merchandise, and then purchase at a later time online or at another shop elsewhere.

In order to succeed in such a price-competitive industry as consumer electronics, and when faced by the new generation of smartphone-enabled consumers, Media Markt – Saturn needed to ensure they were able to instantly respond to competitor prices, making certain that a sale is made.

CLIENT PROFILE

Name:

Media Markt-Saturn
Holding Netherlands,

Place:

The Netherlands

Number of stores:

45

Number of employees:

2,500

Average Annual Turnover:

€1,401 million

Number of ESLs:

240,000

Press campaign:

<http://youtu.be/2nXCJGIVowo>



“The ability to respond instantly to price changes, particularly those of our Internet competitors, is an important part of our multichannel strategy,” confirmed Gordon Scholz, CEO of Media Markt – Saturn Holding Netherlands.

With this proactive pricing strategy in place, Media Markt – Saturn also wanted to ensure that prices across all their channels matched – nothing is more damaging to customer loyalty and to the chance of securing a purchase than when a customer discovers they are expected to pay more for a product in-store than online.

A forward-looking solution for a forward-looking business model



The company’s conventional, paper-based system of labeling goods in their offline stores required manual changing, which did not allow for rapid changes to prices in-store. It became obvious to Media Markt – Saturn that this shelf-labeling system was too expensive, too time-consuming and inflexible for the Group to enact a streamlined, omnichannel environment.

After conducting a thorough market review, Media Markt – Saturn piloted Pricer’s Electronic Shelf Labels (ESLs) in some of their stores in the Netherlands. The implementation of Pricer’s ESLs was a smooth and simple process, thanks to the support of Media Markt-Saturn’s international integration partner, Wincor Nixdorf. After the success of this pilot, the Group made the decision to deploy Pricer ESLs in all 45 of their stores in the Netherlands.

Dynamic, flexible pricing at the click of a mouse

With Pricer’s centrally managed ESLs, the store can update prices for an unlimited number of products from just one computer. As a result, Media Markt – Saturn’s stores can easily ensure that prices displayed on the shelf-edge are exactly the same as those online – guaranteeing price consistency across all channels.

Furthermore, Pricer’s system is the fastest on the market, which allows Media Markt – Saturn offline shops to react in seconds and respond quickly to competitor pricing – so that, in the crucial moment when a customer is comparing prices on their smartphone, they are convinced, and don’t walk out of the store empty handed.

Bringing the benefits of online onto the shelf-edge

In this age of omnichannel retailing, it is vital that offline stores are able to offer customers the same experience they would be able to get online. Pricer’s ESLs have brought the benefits of online straight onto the shelf-edge of Media Markt – Saturn stores, offering a dynamic, proactive new sales opportunity.

BENEFITS

- Centrally managed prices
- Quick price updates
- Consistent pricing on all purchasing channels
- Responsive to competitor prices
- Store employees are customer focused
- Cost saving

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“The ability to respond instantly to price changes, is an important part of our multichannel strategy”

Gordon Scholz, CEO of the Media Markt-Saturn in the Netherlands.

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Media Markt presents the biggest revolution in electronics

At Media Markt we check every day if our products are really cheap. We do this by comparing our prices with the 25 biggest competitors. If they are cheaper, we immediately adapt our prices in all our stores and the web shop. This is done automatically thanks to our brand new electronic shelf labels. So, we can say without question: at Media Markt, you never pay too much.



For more information, please visit:
www.pricer.com or contact us at: sales@pricer.com