

ROSETTA ICE™

THE IN-STORE CUSTOMER ENGAGEMENT SOLUTION

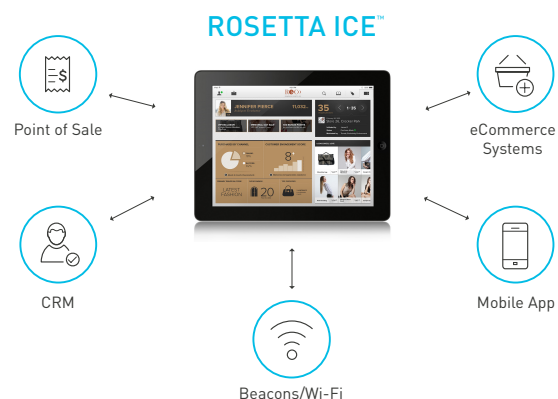
This first-of-its-kind, tablet-based solution goes well beyond endless aisles and order management, enabling sales associates to access and utilize deep consumer insights, omni-channel engagement and order history, recommended products, and many other IBM-driven capabilities to better understand, predict and serve in-store customers.

A Complete Omni-Channel Experience

The majority of today's store associate solutions fall way short of delivering true customer engagement, simply providing access to extended inventory and online ordering capabilities. Rosetta ICE™ was designed to be different. Created to facilitate deeper in-store engagement between customer and associate, Rosetta ICE™ connects customers' online, mobile and in-store experiences. By fully integrating with eCommerce, POS, CRM and other key systems within the retail ecosystem, it enables full customer engagement throughout the omni-channel shopping journey.

Deepening customer engagement, enhancing in-store conversion and increasing average order size are imperatives for today's store associates,

yet they are often unprepared and unsupported to meet these challenges. Rosetta ICE™ was designed to change that paradigm, giving associates the tools they need to deliver next generation customer engagement.



Rosetta ICE™: Designed to be Different



Designed for Collaboration

The flexible co-shopping user experience was specifically designed to meet the needs of the in-store co-shopping dynamic.



Secure

Designed with multiple levels of security and verification to ensure customer privacy and adherence to PCI compliance.



Consumer Insight-Driven

Applies segmentation and purchase/preference history to enable deeper, more valuable engagement.



Purchase-Enabled

Allows the sale of both physical and virtual inventory in a singular checkout experience from anywhere in the store.



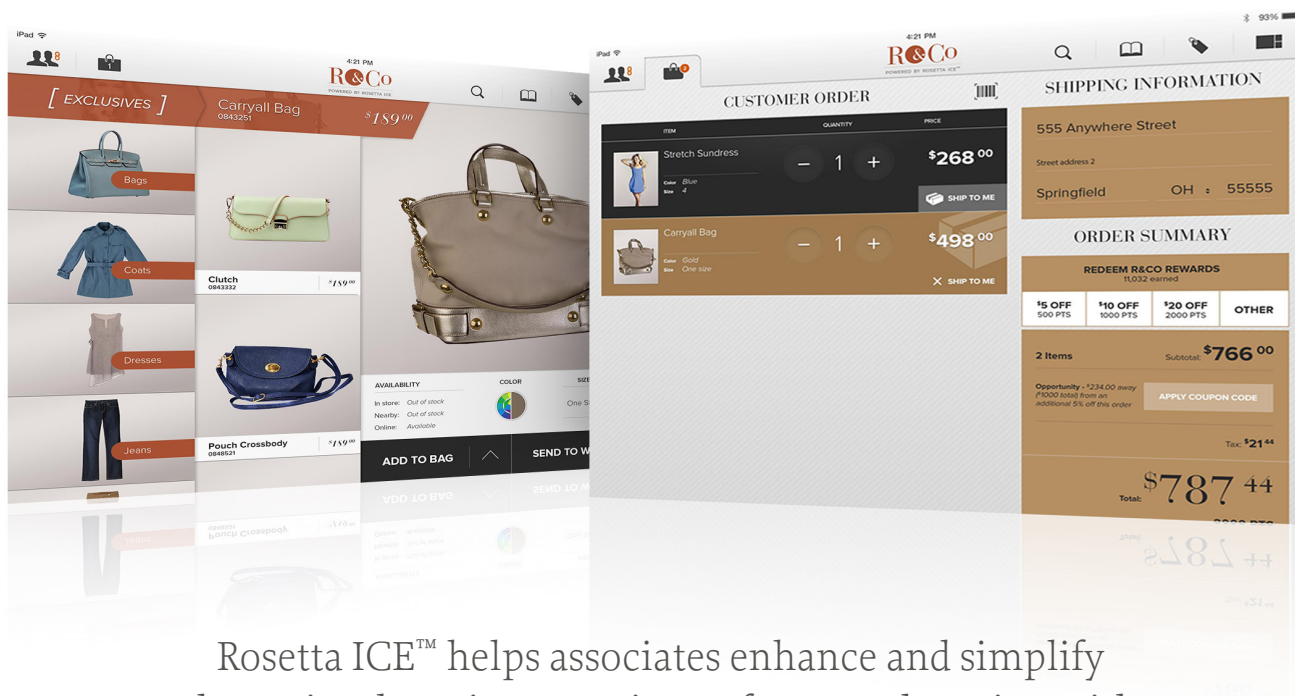
Architected for Integration

Integrates with all key retail systems to provide a seamless view of the customer and omni-channel impact.



Proximity-Aware

Utilizes beacons or Wi-Fi to collect and apply store and customer-level insight.



Rosetta ICE™ helps associates enhance and simplify the entire shopping experience, from co-shopping with a customer to completing checkout.



CONTACT ROSETTA TO LEARN MORE

To find out more about the Rosetta and IBM partnership, or about the Rosetta ICE™ In-Store Customer Engagement solution, contact Scott Sullivan at scott.sullivan@rosetta.com or 216.379.1373.



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