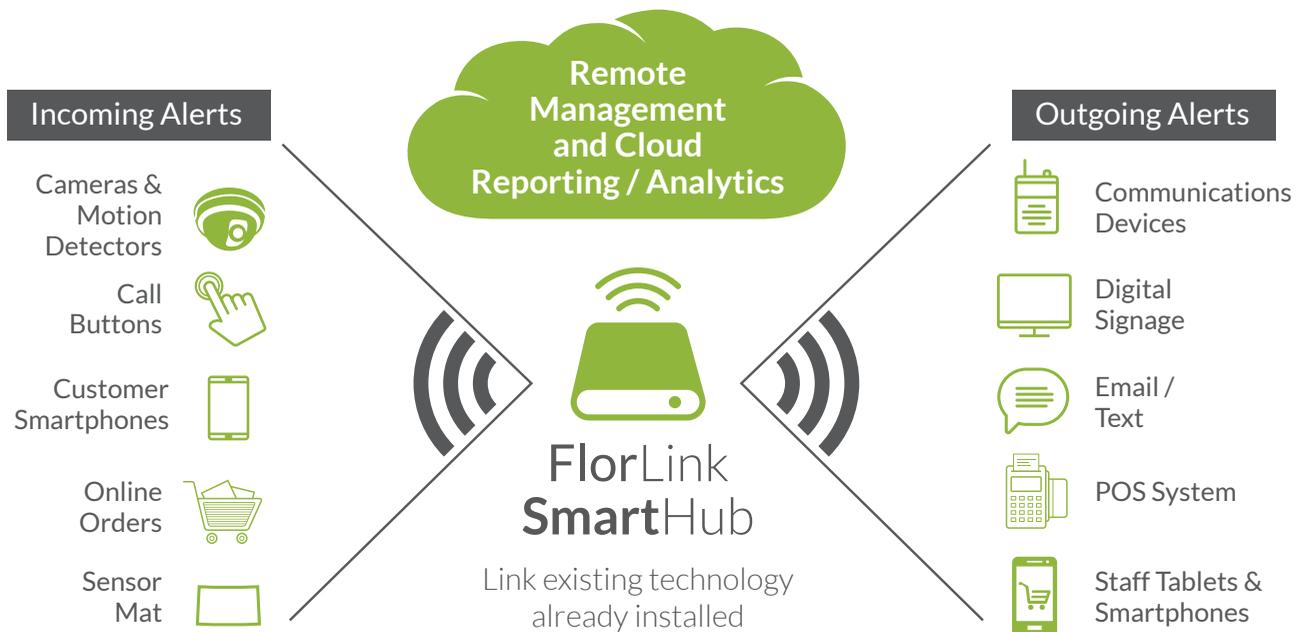


FlorLink SmartHub

The First Retail IoT Platform to Power Your Sales Floor

FlorLink SmartHub activates the Internet of Things on your FlorComm Smart Sales Floor. It transforms alerts from in-store sensors and online orders into actionable messages for retail associates and managers—and into analytical data for executives.



Awareness

A customer enters an unstaffed department that features a complex, high-margin product. Within seconds, a message goes out to all FlorChat communication devices, smartphones, and tablets, summoning the nearest associate. The customizable FlorLink SmartHub accepts input from most third-party equipment such as camera, motion, and temperature systems, so it can also monitor exterior receiving doors, cash offices, and "open freezer door" alerts in the supermarket. **Fewer staff can cover your entire floor.**

Alerting

Your website forwards an order for local pickup. Attached to the store's wired network, FlorLink SmartHub transmits a pre-recorded voice or text message to all FlorChat-equipped associates and/or a digital sign: "Order waiting to be picked." Whoever's available goes to the office, prints the order, picks the SKUs, tags the customer name, moves the order to the pickup area, and confirms task completion. FlorLink SmartHub tracks the data, locally and in the Cloud. **Everyone's in the omnichannel loop.**

Agility

A customer has a product question or needs fitting-room assistance. When she presses a FlorCall button, FlorLink SmartHub tracks how long it takes for an associate to respond. A Bluetooth beacon welcomes a customer by delivering a relevant promotion to his loyalty app as he walks by a display. When he taps within the app for more information, FlorLink SmartHub relays the request to FlorChat communication devices, smartphones, and tablets. **Better customer engagement means more sales.**