



Optimising your sales potential

In today's competitive marketplace it is essential for businesses to take advantage of every opportunity to maximise productivity, reduce costs and enhance business performance. OKI's versatile retail solutions can help retailers achieve this by empowering them to drive business effectiveness whether they are a small local store or a larger retail outlet.

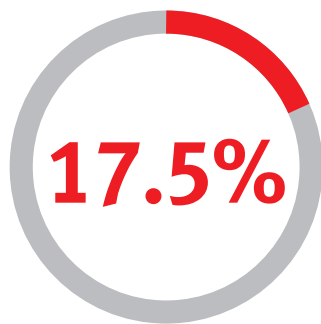
Today's retailers must be smarter than ever to find new ways to attract customers. Online shopping and the rise of omni-channel commerce have changed the stakes and drawing customers into traditional shops is becoming more difficult than ever.

OKI has been there and will continue to be there throughout this evolution. We understand the urgent need to drive traffic to stores and convert this to revenue – and then ensure the customer keeps returning.

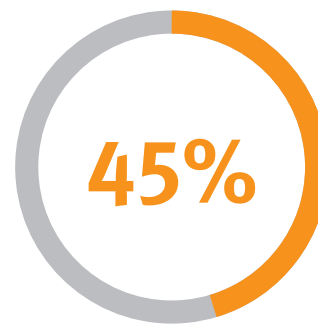
We've experienced how the internet has accelerated the shopping process. To compete with the growing e-commerce industry, traditional retailers must respond immediately to circumstantial changes, for example key events or a shift in customer demand. They must also stay on top of inventory levels and ensure the back office works with utmost efficiency to integrate with online sales.

A breadth of retail experience from OKI

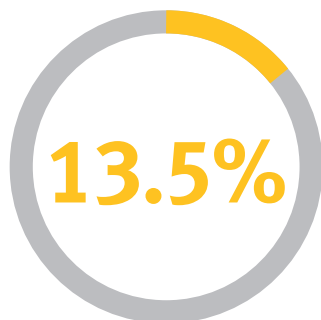
Working with some of the world's top retailers, OKI has developed a range of innovative printers and retail solutions to help you work quicker and more efficiently while maximising your productivity, reducing costs – and ensuring that when customers come through your door, you are able to make the most of every opportunity to convert footfall into revenue.



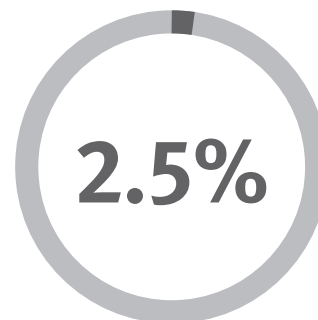
All retail sales that are online (non-food goods) ¹



Customers that walk into a store and leave within two minutes ²



The average instore conversion rate across Europe for fashion retailers ³



The average annual growth rate across all retail (on and offline) ⁴

¹British Retail Consortium ²www.quora.com ³uk.shoppertrak.com ⁴www.retailresearch.org



Directing traffic to higher value sales

- Stand out from the competition and draw shoppers from the street, into your store while maximising opportunities by cross- and up-selling to increase average basket value.
- Improve how you direct customers to the goods you most want to sell.
- Respond swiftly to changing demands with promotions and offers; for example if a particular outfit is seen on a top celebrity or the weather changes suddenly.
- Easily produce high-impact signage, posters, labels or banners on demand, to interest, attract and direct customers and to proactively address environmental, competitor or customer demands.
- Maintain an efficient back office, even when space is at a premium and combat rising rental costs by keeping overheads to a minimum, while improving staff productivity.

Read on to see how OKI's Retail Solutions can help...

Empowering retailers to realise their full potential

OKI's portfolio of award winning printers and MFPs combined with software solutions

Print a huge variety of eye-catching display and point-of-sale materials on a wide range of media, in house, on demand without the expense of outsourcing.

Designs may be created locally or at head office and printed in high quality in-store, switching between different media as required.



Template Manager

Available to download at no extra cost, OKI's Template Manager enables the creation and printing of many types of promotional materials in-house, including brochures, address labels, business cards and large banners up to 1320mm length. For more information visit www.oki.pl/templatemanager



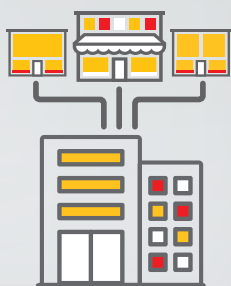
Keeping up with competition

In a competitive retail environment, prices change constantly and promotions are introduced frequently. OKI's Retail Solutions enables pricing to be tailored and printed to labels in time. Clear, complete and legible product and price information help increase purchase rates and subsequent transaction value.



Personalised communication

Data captured from purchases can be used for highly personalised direct communications to encourage return visits by offering relevant promotions.



Centrally managed design templates

A retailer's head office can produce and distribute template files to OKI's smart MFPs and printer located in stores, making them easily accessible and available to print on demand.

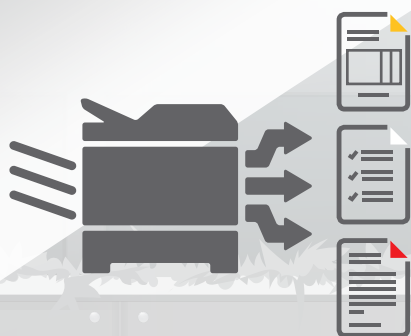
Space saving solutions

OKI's printers and MFPs have a compact footprint so can fit anywhere within a store, for example behind a customer-facing counter or in a small back office, maximising expensive prime location space.



Ease of use and maintenance via the OKI Mobile Print app

Retail staff with limited knowledge on OKI's products can be confident in replacing consumables, using new features and handling minor self-maintenance using the keyword search function in the FAQ menu option on the OKI Mobile Print app. Or alternatively, view a 'how to' video to find a solution instantly. Download for free on the App Store and Google Play.



Streamlining back office processes

Capture and manage documents; receive graphics via email from head office and print in-house; securely manage HR processes; print invoices, bills of loading and delivery notes.



Tailored solutions to give you the competitive edge

Building on our thorough knowledge of retail and our valued partnerships within the industry, OKI can tailor the right solution for your business, combining the best printing devices, software, media, accessories and service.

From our compact desktop printers to OKI's smart printer and MFPs, our portfolio offers the right device for every store and head office. All provide professional quality output on an unrivalled range of media weights – which means no expensive outsourcing costs, no wastage and the flexibility to print what you need, whenever you need it.

For efficient processes too

Talking of flexibility, OKI's printers are not just about signs and posters – however brilliant the colour. Our smart devices with integrated software can manage all your omni-channel marketing demands, across printed output, digital display to web and mobile.

In fact, our smart MFPs are good for all types of admin and document management. For example, scanning to cloud and printing integration means they can speed up staff onboarding processes, quickly scanning IDs, timesheets and other documents directly into your HR department's files, whether cloud-based or in a network folder.

Discover how retailers use OKI's solutions:



World's largest online bike store that ships to over 115 countries around the world

The retailer's printer fleet is a mix of A4 and A3 printers and MFPs. 84 OKI mono printers are located in the dispatch area, where fast, reliable and hard-wearing devices are required to fulfil online orders. A number of OKI's colour printers are used for executive printing, supporting the day to day business of small workgroups as well as delivering to the needs of the advertising and promotions department.



Expected annual printing costs reduced by 28%



A global car manufacturer

The company had a requirement in its Nordic region to align its individual in-store promotions to its national campaigns, without any delays. Combining its existing web-based marketing solution with OKI's colour printers and MFPs, the company was able to make all centrally-designed signage available to be used immediately in its dealerships. High quality printed banners ensured the visibility of key model information, even from outside the dealership.



Campaign deployment reduced from 3 - 5 weeks to 1 day



A renowned bathroom fixtures retailer

The retailer consolidated its aging and extensive printer fleet to 38 OKI devices, consisting of just 5 models. OKI's solution provided fast and productive printers, compatible with the company's ERP system. The printers are used for printing delivery notes, invoices, quotes and brochure proofs. OKI has helped to streamline the retailers printing processes and reduce storage of toners and spare parts from an entire room to a small cupboard.



Estimated cost savings over 5 years

Smarter sales with OKI



Unrivalled media flexibility and High Definition Colour output

Imagine being able to print all your posters, banners, shelf labels, price labels, window stickers, billboards, floor signage, newsletters and flyers in-house and on demand.

Using OKI's colour printers you can do just this. Printing in-house means no minimum orders, so no wastage and no storage needs.

Smart functionality for retailers of all sizes

OKI's colour capability is enough to help drive sales on its own. But when this is combined with smart functionality, its impact can be transformational, all from one affordable device.

OKI's smart portfolio of MFPs and printer come with sXP, an open platform that enables seamless integration of smart devices with a bespoke system or third party solutions such as SENDYS Explorer LITE (downloadable free of charge) offering document management at no extra cost.

MC873 with banner tray accessory to print banners up to 1200mm in length

SENDYS Explorer enables retailers to do everything they need to do to capture, convert, distribute, upload or print documents. This streamlines and speeds up processes between head office and retail stores. For example, retailers are able to capture customer orders and then process digitally, eliminating the need for multiple paper processes. Similarly, head office can produce, upload and distribute files to the stores, so as to maximise responsiveness and staff productivity.

For more information on OKI's Smart Solutions visit www.oki.pl/smartsolutions

Why choose OKI?

Retail Printing Specialists

OKI is a global brand dedicated to creating cost-effective, professional in-house solutions designed to increase efficiency in the retail industry. As pioneers in innovative technologies from LED to High Definition Colour, we have a portfolio of award-winning solutions, empowering retailers to drive business effectiveness through major process transformation, optimising the benefits of digital workflows and helping increase customer satisfaction, employee productivity and revenue growth.



Considering the Environment

As part of the OKI Group's Charter of Corporate Conduct, OKI continually reviews its efforts to provide environmentally sound solutions to its customers:

- Our products are designed and manufactured with reducing the impact on the environment in mind.
- Increasing the amount of our hardware products and consumables that are recycled is one of our strategic objectives.
- We feel responsible for conducting our business in an environmentally sound manner, contributing to conservation and activities within our local communities.

OKI's Green Leaf symbol, found on all products and packaging, represents our total commitment to collection, recycling and environmental processes.



3 Year Warranty

Our devices are manufactured to the highest standards of quality and technology, which has been confirmed by independent tests. We are so convinced of the high quality of our products that we offer an extension of the standard warranty period to 3 years at no extra cost to you. Simply register your product within 30 days of purchase. For further information please visit: www.oki.pl/gwarancja



For further information visit
www.oki.pl/retail



Over 30 Years of Innovation

For over 30 years, OKI has introduced ground breaking printer innovations based on OKI's pioneering digital LED technology which delivers High Definition printing for more accurate, striking documents. These innovations include a number of world 'firsts' that take printing beyond CMYK, removing barriers to creativity and design. Some of these innovations include the world's first digital LED white toner printer, 5-colour printer and neon colour printer. These pioneering developments, combined with OKI's superior print quality, and unrivalled media flexibility provide retailers with unparalleled opportunities to print with impact, helping them to really stand out from the crowd.



Industry Leading Partners

OKI works collaboratively with several leading software providers in order to deliver a complete and tailored solution to meet our customers, unique requirements. Our combination of expertise, hardware, accessories, media, software, services and network of OKI approved partners ensures our customers benefit from increased efficiencies and added value specific to their business.

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