

2025 Retail Campaign

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Objectives and Target

Objectives

- Strengthen Brand Awareness: Build TSC Auto ID's recognition as a trusted solution provider in the retail industry.
- Generate Leads and Engage End Users: Drive interest and capture potential opportunities by directly reaching key retail end users.

Target

- Focused on the retail sector—covering in-store operations, e-commerce, back office, and distribution logistics (excluding food categories). Targets include hypermarkets, discount stores, warehouse clubs, online retail, convenience, and specialty stores.

Target Persona

- IT Managers
- Operational Excellence Manager
- Regional Store Manager
- Managed IT Service Provider
- Supply Chain Director
- WH/DC: Managers, IT Staff
- Systems Integrators for WH/DC
- Store Operations: Manager, IT Staff
- Resellers to Retailers
- ISVs targeting Retail
- Executive Level
- Solution Providers



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Industry Background

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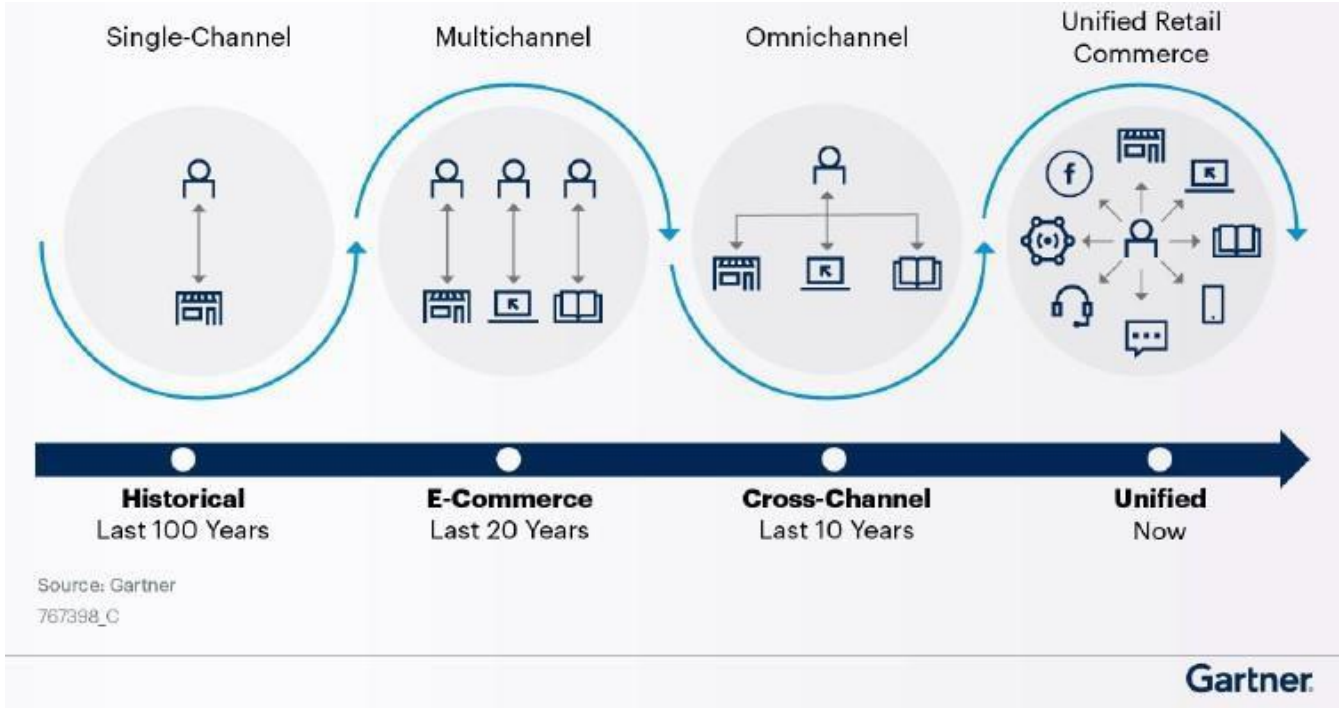
Retail Challenges and the Shift Toward Unified Commerce

- Growing Operational Complexity and Experience Expectations: Retailers struggle to deliver a seamless, unified customer experience across physical and digital channels.
- Rising Costs and ROI Pressures: Investments must deliver fast, measurable returns amid margin pressure and rising operational costs.
- Supply Chain Visibility and Integration Gaps: Fragmented systems and inaccurate data impact fulfillment speed, inventory accuracy, and visibility.



Industry Shift → Retail is evolving from omnichannel to unified commerce, powered by advanced technologies —with AIDC technologies serving as the enabler of this transformation.

Unified commerce is a strategy that connects all sales channels, data, and back-end systems—like inventory and CRM—into one seamless platform. It delivers a consistent, personalized shopping experience across stores, websites, apps, social media, and more.

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How AIDC Fuels Modern Retail

- **Foundation for Intelligent Technologies:** AIDC enables the accurate, real-time data that fuels automation, cloud integration, and AI-powered insights.
- **Enabling End-to-End Visibility:** Automated data collection and identification improve traceability, inventory accuracy, and operational efficiency across retail workflows.
- **Driving Sustainable Innovation:** As eco-conscious shopping rises, the AIDC industry supports greener supply chains through solutions like linerless and RFID labels that reduce waste.
- **Accelerating Unified Commerce:** AIDC is the critical enabler behind the data-driven retail transformation toward unified, seamless customer experiences.



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Campaign Strategies

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Campaign Strategies and Theme

Strategies & Tactics

- Leverage Trade Media Partnerships for promotion and event collaborations (e.g., Chain Store Age, Rethink Retail, Retail Touchpoints).
- Strengthen Ecosystem Collaboration by co-marketing with Industry Associates, SIs and Solution Providers.
- Drive Engagement & Interest through targeted outreach via trade media, partners (outbound), and our database (inbound).
- Implement Lead Nurturing Strategies using email marketing automation to convert prospects into opportunities.

Campaign Theme

- Shaping the Future of Unified Commerce



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Campaign Framework

Covers both **inbound & outbound tactics**

Drive Brand Awareness & Demand Generation

01 Online Webinars
02 Campaign Landing Pages
03 Infographics
04 Blog Articles

G1 Drive Traffic
G2 Educate
G3 Convert

Enable Solution Selling

01 Solution Guide
02 Solution Presentation
03 Solution Demos
04 Case Studies

GOAL

Generate Leads & Drive Demand

Accelerate Solution Adoption

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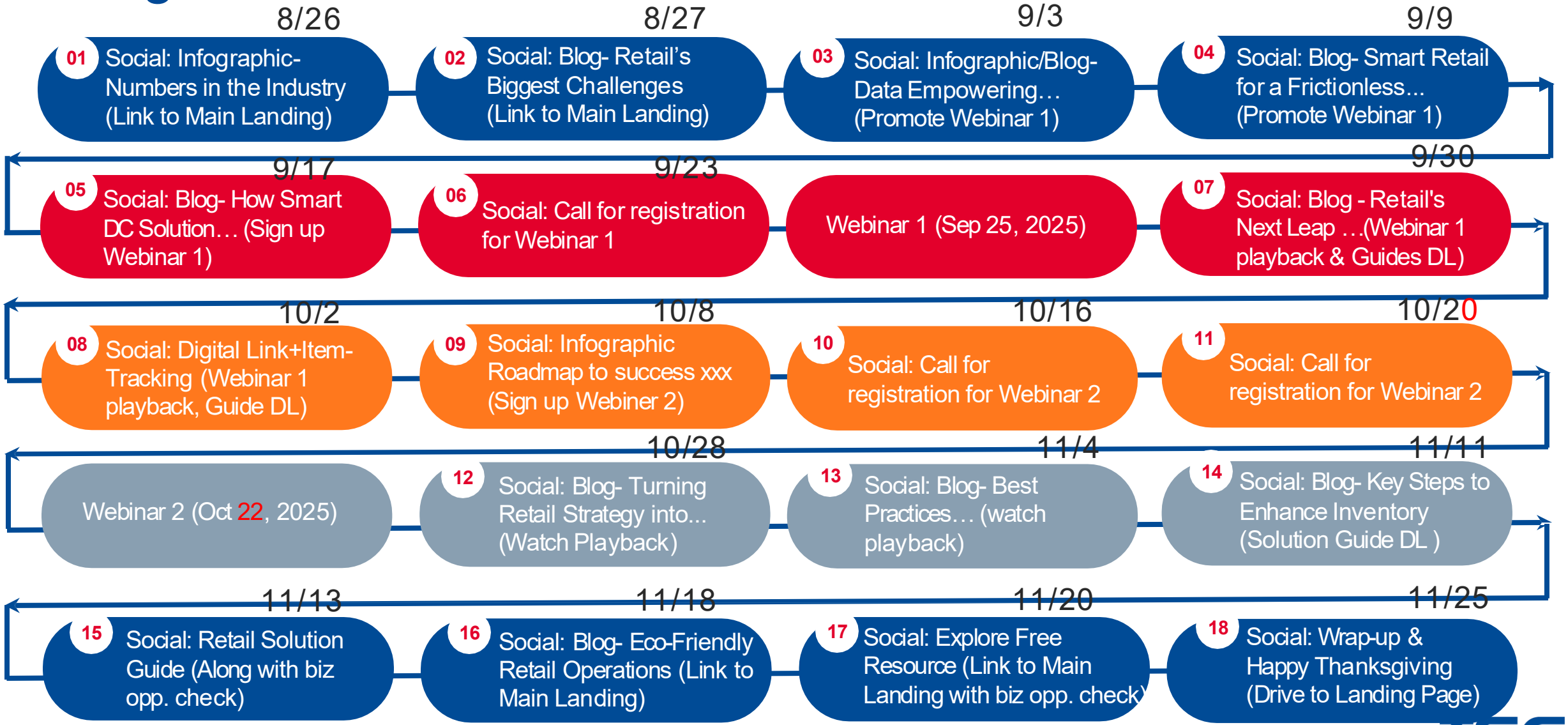
Integrated Promotion Plan



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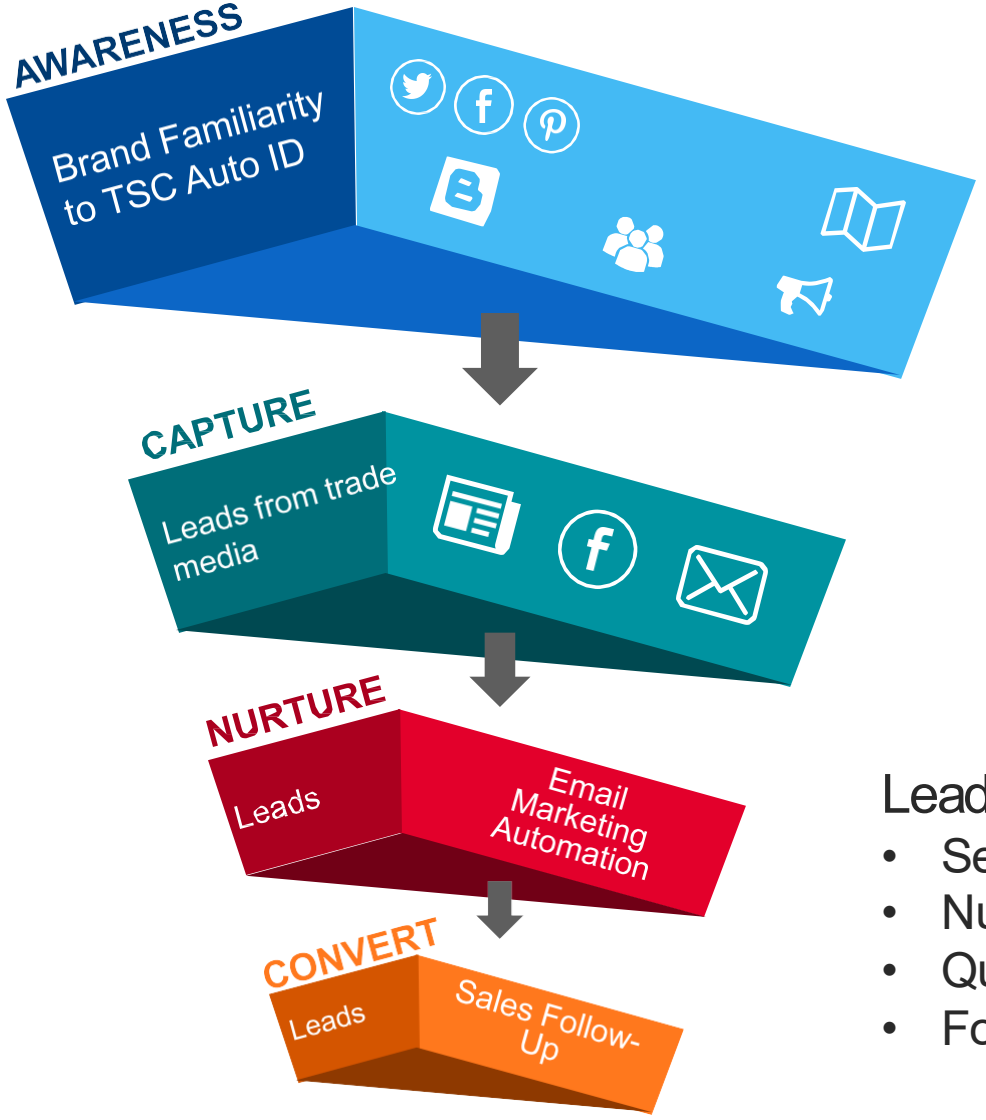
Go-to-Market Lead Flow



Webinar & Lead Generation

- Host 2 Trade Media Webinars (Must generate leads – BO/PM/Product MKT)
- Create Content: Solution guides, blogs, videos, infographics, etc. (BO/PM/Product MKT)
- Promote on Social Media (Product MKT, Regional MKT)

Lead Nurturing & Follow-up

- Select leads to follow up (Regional Sales)
- Nurture remaining leads via email automation (Product MKT)
- Qualified leads forwarded to Regional Sales (Product MKT)
- Follow up and track on qualified leads (Regional Sales/BO)

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Campaign Delivery Plan

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Webinar Session Outlines

Webinar 1: Unlocking Retail's Future with AIDC-Driven Smart Operations

Setting the Foundation for Retail Digital Transformation and Enhancing Operational Efficiency for Unified Commerce

Format: Expert Panel + Use Case Presentation

Outline:

Retail's Current Challenges (Panel Discussion)

- Experts discuss omnichannel consistency, cost pressures, ROI, and supply chain accuracy challenges.

The Role of AIDC in Modern Retail (Panel Discussion)

- How AIDC enables advanced technologies (automation, AI, cloud), improves inventory accuracy, and boosts operational efficiency

AIDC Initiatives Driving Better Retail Operations (Panel Discussion)

- Panel covers item-level tracking, digital links, 2D barcodes, RAIN RFID mobile, and sustainability initiatives.

Why Retailers Need Printers and Enterprise Mobile Computers (Presentations)

- Use cases showing how devices improve retail operations and enable AI and automation.

Key Takeaways and Next Steps (All)

- Summary of AIDC adoption, investment insights, and webinar registration.

*Proposed Partners: SML GS1

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Webinar Session Outlines

Webinar 2: How to Choose the Right AIDC Solutions with a Practical Approach

Selecting the Best AIDC Solution: Technology Suitability, Cost-Effectiveness, and Scalability

Outline:

Recap from the First Webinar (Both)

- Experts review challenges, opportunities, AIDC's role, and implementation steps.

Application Scenarios for Enterprise Mobile Computers and Printers (Both)

- Deployment of AIDC devices across stores, DCs, and back offices to support inventory management, loss prevention, shipment verification, logistics, and returns.

Integrating AIDC into Existing Retail Workflows (Partners)

- Ensuring device compatibility, cost control, and ROI.

Selecting the Correct Hardware (TSC Auto ID Group)

- Choosing printers, enterprise mobile computers, media types, and supporting software based on needs.

Best Practices for AIDC Deployment (Partners)

- Scalability, training, adoption, and sustainability tips.

Key Takeaways and Action Plan (Both)

- Steps for adoption, pitfalls to avoid, and contact info.

*Proposed Partners: DecisionPoint TECHNOLOGIES

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Deliverables

- **2x Webinars**

1. Unlocking Retail's Future with AIDC-Driven Smart Operations
2. How to Choose the Right AIDC Solutions with a Practical Approach

- **1x Landing page (Ref 1, Ref 2)**

1. Unified Commerce 01 02 16 17 18
2. Sub-Landing: Streamline Store Operations with Smart Retail Technologies 04 12
3. Sub-Landing: Enhance Retail Fulfillment with Smart DC Solutions 05 13

- **Videos**

1. TBC

- **Infographics**

1. Industry by the Numbers- Do You Know 01
2. Data Empowers the Shift to Unified Commerce 03
3. Find the Right AIDC for Each Retail Role 09

Awareness & Demand Generation

- **Blogs**

1. Retail's Biggest Challenges and How to Stay Ahead 02
2. Data Empowers the Shift to Unified Commerce 03
3. Smart Retail for a Frictionless Experience 04
4. How Smart DC Solutions Drive Unified Retail Fulfillment 05
5. Retail's Next Leap Forward with Digital Transformation 07
6. Transform Your Retail Strategy with Digital Link and Item-Level Tracking 08
7. Turning Retail Strategy into Effective Store Execution 12
8. AIDC Solutions Are Redefining Distribution Center Efficiency—and How You Can Benefit 13
9. Key Steps for Enhancing Inventory Accuracy and Efficiency 14
10. How to Achieve Sustainability in Retail with AIDC 16

Awareness & Demand Generation

- **Guide Books**

1. Solution Guide - Road to Unified Commerce 14 15
2. Beyond the Barcode How GS1 Digital Link Transforms Retail 07
3. Boost Transparency and Trust: Unlock Item-Level Tracking with Digital Product Passport 08

- **Solution Presentation- TBC**

1. Sales Kit – Comprehensive Content from Industry Insights to Solutions

- **Solution Demo Videos-** Timeline depends on demo unit availability.

Solution & Sales Enablement

- **Case Studies & Solution Brief (Available)**

1. MINISO (T6e RFID)
2. InPost (DA220)
3. FUDA (T4000 RFID- Retail Mandate)
4. Weyco (PTX printers)
5. MOMO (A40L)
6. WaveRFID (T800)

- **Case Studies (Developing)**

1. To-be-updated

Solution & Sales Enablement

Solutions Aligned to Retail Store Applications

We map our AIDC solutions—thermal printers and EMC products—to specific retail store applications to support targeted solution selling.



Checkout & Payment



Inventory Management & Stock Replenishment



Order Fulfillment & Click-and-Collect



Customer Engagement & Personalization



Loss Prevention & Security



Dynamic Pricing & Labeling



Backroom Operations – Receiving & Shipping



Product Returns

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Solutions Aligned to Retail DC Applications

We map our AIDC solutions—thermal printers and EMC products—to specific retail DC applications to support targeted solution selling.



Receiving & Putaway



Inventory Management & Stock Replenishment



Order Picking



Order Packing



Shipping & Distribution



Return Processing

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Our Value Propositions for the Retail Industry

Retail Challenge	How We Address It	Our Value Proposition
Growing operational complexity and experience expectations	Driving operational excellence with customer-centered solutions	Innovation that works—shaping the future of front-line mobility and operational efficiency through practical, intuitive technology
Rising costs and ROI pressures	Comprehensive, scalable solutions with sustainable innovations	Single-source solution for end-to-end retail hardware needs —optimizing TCO and reducing complexity
Supply chain visibility and integration gaps	Strategic expertise and industry leadership	Strategic expertise customers can rely on — now and in the future —built on decades of technical engagement, global service presence, and active leadership in industry standards.

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What We Need from You

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Roles & Responsibilities Overview

BO/PMD

- Provide timely feedback on campaign content and materials
- Nominate and prepare speakers for campaign webinars

Product Marketing

- Deliver all campaign content
  - Wave 1 by June 30
  - Wave 2 by July 30
- Manage corporate social media and campaign landing page updates
- Lead nurturing of new leads



Regional Biz/ Sales

- Identify prospects for direct outreach after webinars (outside of lead nurturing)
- Follow up on qualified leads from Product MKT (with project potential) to drive conversion

Regional Marketing

- Translate campaign materials into local languages
- Update and publish local website content
- Amplify campaign messaging across regional social channels
- Engage partners to co-promote the campaign
- Develop a localized plan based on current frameworks and resources

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THANK YOU

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