



Leading telecoms provider EMT selects ZBD's solution



ZBD's epop solution brings graphical content to the shelf edge

EMT (Estonia Mobile Telecom), the leading telecoms provider in Estonia, has selected ZBD's epop solution as the centrepiece of a major re-formatting of its nationwide estate.

The largest mobile telecoms operator in Estonia and a subsidiary of global provider TeliaSonera, EMT has 33 stores across the country. Its strong 'early adopter' mentality has ensured that the company is consistently at the forefront of technology innovation and constantly looking for ways in which to differentiate themselves from their competition.

EMT underwent a nationwide store remodelling programme in 2008 which saw them re-design their stores, positioning themselves as a highly innovative retailer.

"epop displays complement EMT's revamped innovative store concept."

Piret Dubout
Marketing Director
EMT

21st century labelling solution

As part of the store re-formatting project, EMT took the decision to update their point of sale labels with a solution that would eliminate the need for traditional paper labels and bring them into the 21st century.

EMT had previously been using paper labels to display product and pricing information.

However, the cost of printing paper labels was becoming prohibitive. Using paper tags also made it difficult for EMT to implement creative and timely promotions quickly because of the time and money lost in updating, printing and replacing paper labels.

Visually appealing

Another factor that influenced EMT's decision to replace its paper tag system with electronic displays was that paper labels looked untidy, and made the stores look unattractive, which detracted from the innovative and welcoming concept they were trying to achieve with the new-format stores.

EMT chose to implement ZBD's epops as part of a 10-store pilot project initially. Tallinn-based ipMedia, ZBD's VISION partner, worked with EMT to implement the solution. ZBD's epaper solution combines a high resolution LCD display - an epop (electronic point of purchase) - with a small communications device that can wirelessly update individual displays, a store or an entire retail estate at the touch of a button.

epops installed within one of EMT's stores



"EMT has already seen a strong sales uplift in the stores that have installed the system."

Endel Söönurm
Sales Manager, ipMedia





Product and pricing information can be updated anywhere, any time. The solution is extremely light touch, requiring no wires or cables to be installed.

Describing the factors that influenced EMT's decision to choose ZBD technology, Endel Söönurm, Sales Manager for ipMedia, listed the following, "Innovative features, proven technology and striking design".

The solution is fully integrated with EMT's POS and back office systems. This automated process means that pricing information can be changed quickly and easily at the point of purchase which has freed up the Store Managers' time that was previously spent updating paper labels.

Stores can now react quickly to competitor pressures, and can display competitor pricing or change pricing dynamically and be more responsive.



Rich content

ZBD's epops are fully graphical, so EMT is now able to display rich content at the point of purchase including branding, logos, product information and pricing. The displays complement the overall look and feel of the new concept stores with smart display areas, no clutter, making the store a more attractive environment for customers.

Cost-effective solution

One of the main reasons for selecting ZBD was the minimal infrastructure requirements needed to implement the solution, meaning no disruption to store operations and a highly cost-effective solution.

There has been much positive feedback from store managers who have commented on its ease of use; its robust design and the ability to be far more flexible and responsive with pricing so they can now introduce 'happy hour' promotions.

"From a practical business perspective, ZBD's solution has delivered measurable savings."

Piret Dubout
Marketing Director
EMT

Piret Dubout, EMT's Marketing Director, commented on the benefits they have seen since implementing ZBD's solution, "it has delivered measurable savings in two key areas. Firstly, in staff work hours that were previously spent in printing and placing paper tags in the store; secondly, in pricing accuracy between point of purchase, the PoS and the back office, which means less time needed to correct pricing errors."

"But most importantly, it's clearly appealing to EMT's customers. EMT has already seen a strong sales uplift in the stores that have installed the system." said Endel Söönurm, Sales Manager for ipMedia.

Since the pilot project commenced, EMT has signed an agreement to roll the solution out across all 33 of its stores, with a requirement for in excess of 5000 epop 500 displays.



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