

# Veras Activate

## Promotions & Coupons

Do you rely on cashier-applied discounts to execute complex offers and promotions? If so, you're losing money to fraud and inaccuracy - and Veras Activate can help.



## Accurately Execute Complex Promotions and Coupons at the POS

### At a glance:

- Promotional data and interface to unlock advanced capabilities within Veras CheckOut POS
- Complex promotional calculations, including :
  - Buy X get Y
  - Spend & save
  - Package deals
  - Time-of-day and day-of-the-week-specific promotions
- Promotional monitoring and simulation anywhere, anytime
- Complex promotion triggering via barcoded coupon – preventing loss from coupon abuse.

## Benefits

- Execute complex promotions quickly and accurately at the POS
- Enhance customer shopping experience with seamless offer redemption
- Generate more profitable promotions by simulating their effects in advance
- Reduce fraud, human error and coupon abuse by automating coupon processing

### Unlock Advanced Promotional Capabilities within CheckOut POS

Veras Activate unlocks the advanced promotional and coupon capabilities within Veras CheckOut by generating promotional data specifically tailored for CheckOut in a lightweight, centralized utility. In addition to promotional data, in upcoming releases Veras Activate will also provide the ability to “activate” even more-CheckOut functionality at the point of sale, including upselling prompts, rebates, bounceback coupons and more.

### Fill the Promotional Gap Created by Host and ERP Systems

Activate manages and executes promotional strategies that are often not present in traditional price management software. Most lifecycle pricing, host and ERP systems traditionally do not manage complex promotional interactions like basket-level offers (spend & save) or bounceback coupons, so Activate addresses and fills

that functional gap. Activate does not replace your existing product lifecycle pricing systems — it simply provides your central office staff with a user-friendly tool to execute complicated offers during store-level checkout.

### Simulate Price Events to Ensure Expected Result

When two different retail departments create offers in isolation, the offers may collide at the point of sale and interact with unpredictable results. Occasionally, events may not be activated or deactivated properly, and the issue doesn't surface until checkout at the POS, causing chaos at your stores. With Activate, you can simulate price events in advance and monitor at any time to avoid unintended impacts. Simulate promotions interactively or load test scenarios via spreadsheet to ensure that you get the expected results at the point of sale — and course-correct any issues if necessary.

## Uniquely Focused on Perfecting the In-Store Connection

53 retailers

12 countries

20,000+ stores

100,000+ registers

Processing \$50+ billion per year

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Point-of-Sale

**CheckOut**



Central Office Administration

**Control**



Promotions & Coupons

**Activate**



Back Office Inventory

**Stock**



Mobile POS & Inventory

**Extend**



Location-based Inventory

**Locate**



Customer Engagement

**Reach**