

MICROSOFT MARKETPLACE: TUKU VALUE PROPOSITION

April 15, 2020

(FINAL)

Bricks-and-mortar retail is on the verge of TOTAL RE-INVENTION. The status quo is no longer an acceptable strategy.

To compete and survive Brands need innovative solutions NOW.

Shoppers insist on making informed purchase decisions and demand innovative solutions NOW.

TUKU's leading edge, in-store technology is truly INNOVATIVE.

The future is here: Informed Shoppers will buy intelligently and Smart Brands will endure and prosper.

CONNECTED PRODUCT PACKAGING AND CONNECTED INTERACTIVE RETAIL DISPLAYS

TUKU's leading-edge 'ARCC PLATFORM' provides Brands the technology and intelligence to manage connected packaging and connected retail display programs by strategically connecting physical retail touchpoints to rich digital user-experiences.

Imagine the power of Brands being able to manage real-time dialogues with millions of consumers around the world simultaneously.

Imagine Brands taking 'control' by leveraging product packaging and point-of-purchase displays as a new IoT digital communication channel.

Imagine Shoppers immediately accessing ALL of the information they need to make informed purchase decisions.

ARCC uniquely enables Brands to cost-effectively connect with millions of consumers and benefit from ongoing 1:1 relationships on a global scale.

Consumer Brands today need a digital point-of-sale media platform that they can control in real time. ARCC allows precision message control by time of day, location (global, country, region, city, and store), Retailer, product ID plus other configurable business rules.

Brands can connect with consumers directly throughout the entire customer journey: before a store visit, during a store visit, and after a product purchase.

The TUKU platform is an Azure-enabled solution and combined with the power of Azure we foresee millions of connected objects in the near future.

BENEFITS OF THE TUKU ARCC PLATFORM

- Meet Consumers' demands for better Brand experiences
- Drive store traffic
- Remotely and rapidly update campaigns associated with packaging and displays that are already in market and are in consumers' homes

- Brands can stand out from their competition in-store by communicating product information and an extensive array of product experiences...not just status quo advertising
- Increase conversions / sales through effective, strategic communications
- Allow consumers to 'explore' a Brand's products
- Increase traffic and sales in physical stores...combating Amazon
- The ARCC platform leverages leading-edge technologies: NFC, QR, RFID, Machine Learning, and Cognitive Services
- ARCC REPORTING SUITE
 - Brands acquire valuable insights not previously available
 - Track all consumer interactions in real-time
 - Measure, Learn and Respond in real-time
 - Understand Consumer preferences and buying patterns and capitalize on these critical insights immediately

THE BOTTOM LINE

With TUKU, Brands can increase sales by delivering engaging, unique, value-added user-experiences at the right place, the right time to attract, engage and convert Shoppers.

Contact TUKU today for more information.