

From farm to fork in a digital world Retail 4.0



Compelling

Why retail needs a digital
mom-and-pop solution

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Well-Balanced

How My Bizerba provides more
flexibility in times of change

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Smart

How intelligent slicers
create new services

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For Us, Digitization Means to

**Think in
Terms of
Solutions.**

»Welcome to the Open World of Bizerba«



Andreas W. Kraut,
CEO and Shareholder, Bizerba SE & Co. KG

Andreas W. Kraut
CEO

It is our tradition to help shaping the retail business with our innovations. Since 1866, our family-owned company is inseparably associated with the evolution of this industry. In this era characterized by digitization and Retail 4.0, our ability to detect new demands at an early stage and to find suitable solutions makes us a comprehensive solution provider and a reliable partner for our domestic and international customers.

To think in terms of possibilities instead of limitations—this is what characterizes Bizerba Open World. In this magazine, you will discover how we create our connected solutions, how these solutions merge information and sales channels, how they make processes transparent and how they enable new business models. Watch our experts devise an efficient “from farm to fork” workflow and dataflow for our customers.

The open, modular architecture we use to design all our solutions is a Bizerba principle that you will encounter again and again when reading this magazine. It offers you the flexibility and individuality that you can use to shape your road to success in a world of change. Furthermore, this principle is reflected by our new main idea My Bizerba.

Be inspired. Welcome to Bizerba Open World.

Cordially yours

1 Company, 1,000 Opportunities



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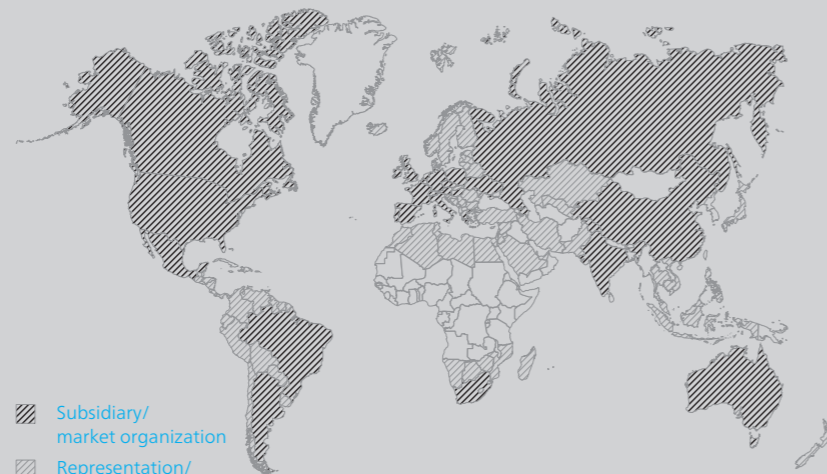
10 Soccer fields serve as ad space for all Bizerba scales in use worldwide. Much room for good information and real added value.

3,900

3,900 Employees. 1 Family. More than 150 Years of Experience. 1 common ambition: To be open. For our customers, their passion and their goals. All over the world. Welcome to the Open World of Bizerba.

120

This is the number of countries where we are a market-leading provider of weighing and slicing technology for the retail and trade sector and private users. We are also among the world's leading companies specializing on industrial weighing and labeling technology.



From advising to process optimization we have the right service for you—always tailored to your needs. More than 1,000 Bizerba service employees are always on standby and available for you worldwide. Any time. Around the clock.

»Modular systems and flexible service packages. This gives our customers the best possible perspective in their industries.«

Andreas W. Kraut, CEO and Shareholder, Bizerba SE & Co. KG

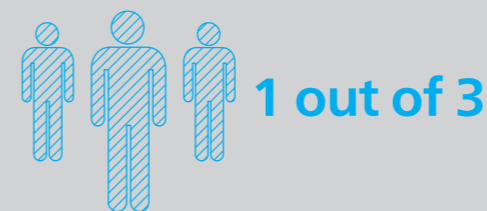
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Family-Owned

Since 5 generations, the Kraut family is far-sightedly leading Bizerba into the future. Based on our innovations, we have become much more than just one of the international market leaders in our industry. We are your reliable partner.

1.4 Billion

1.4 Billion times, people put trust into the weighing result of their Bizerba scale. Every day and all over the world.



One out of three people worldwide consumes food that was sliced, refined, weighed, labeled or cashed using Bizerba technology—slice by slice, piece by piece or portion by portion.

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Humans

Humans are in the focus whenever they use our intelligent solutions as consumers, customers or employees. Interaction and user-friendliness are important to us in our retail software, our RetailApps and our intelligent devices and in the design of the human-machine interface of our latest slicers.

Information

Information creates transparency "from farm to fork" for customers, retailers and all the other contributors to the supply chain. Labels summarize all relevant data concerning a product and its production. We have significantly shaped its evolution from a simple sticker to a digital information carrier.

Processes

Efficient workflows and dataflows result in optimized processes and improved OEE. Bizerba Contracts offer you connected hardware and software solutions that provide exactly this. Without substantial investment costs, but backed by professional investment protection resulting in seamless processes.

Channels

Channels transport data, goods or information. The boundaries between online and offline, between the real and the virtual world increasingly blur. Omnichannel is the new road to success. The roles along the supply chain change as well: retailers become producers, producers become retailers. New business models emerge.

Data

Digitization is unthinkable without data that implement communication between devices and systems, thereby enabling connectivity. If analyzed appropriately, data create transparency concerning the individual demand of consumers, about products and food, and about optimization opportunities in the retail workflow.

Knowledge

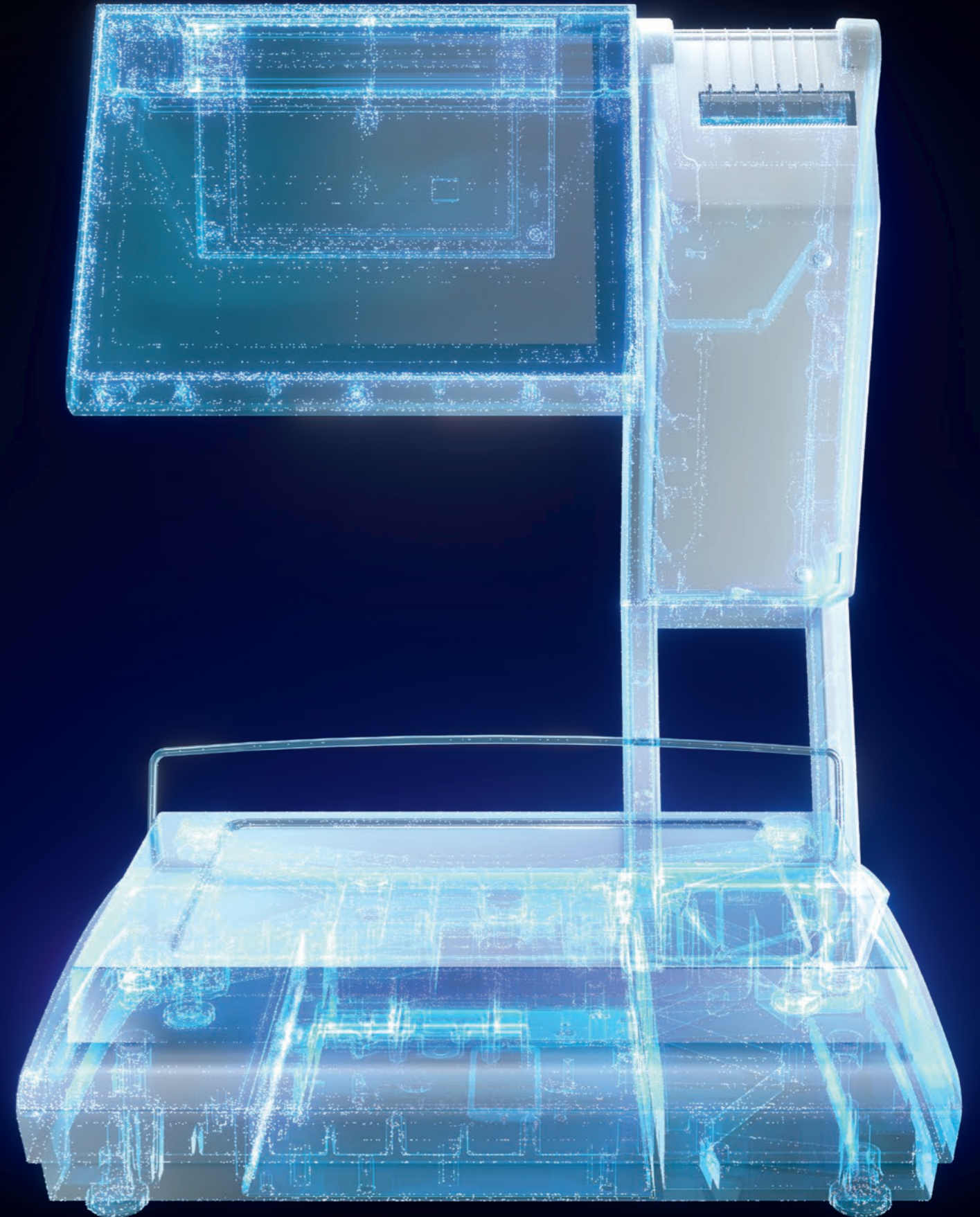
Exchange is important to Bizerba—between the industry and our customers and within our expert network. Our team of software developers is an excellent example. Located at different international locations, it creates intelligent solutions in the context of Retail 4.0: retail software and RetailApps.

Technology

Many factors are relevant for the technical infrastructure. You can tell the appropriate partner by the flexibility and openness of its system strategy and by its ability to devise straightforward, custom solutions for complex processes.

Everything Flows

Communication and Interaction Across All Boundaries. Bizerba in the Era of Retail 4.0





Tudor Andronic

Vice President
Global Retail
Bizerba

The interview with the retail mastermind was held in what you could call his second living room, the Zurich Airport. From here, he starts his dialog with the international retail business for Bizerba. He always carries food for thought and solutions for tomorrow with him.

The Mom-And-Pop Store Is Dead. Long Live the Mom-And-Pop Store!

Retail 4.0

The digital mom-and-pop store is part of the food for thought that Tudor Andronic introduced into the current discussion about the Retail 4.0 theme. For him, it's the logical response to the demand of today's consumers who are connected and are looking for a personalized buying experience across all channels.

Tudor, the retail sector is entering a new era with Retail 4.0. How would you characterize this transition?

TA Let us first take a look into the past: The customer walked into the store and ordered something at the counter. The goods were then collected by the retailer who knew what the customer's family liked. There was a little gossip, and regards were sent home.

Then Retail 1.0 came with the idea of the supermarket where customers pick the things they want to buy. In the era of Retail 2.0, then, the 'dinosaurs', i. e. the large retail chains positioned themselves. Next, Jeff Bezos had the idea to sell books on the internet and gave birth to Amazon. At

this point, global availability began with the advent of Retail 3.0 and a new kind of virtual department store.

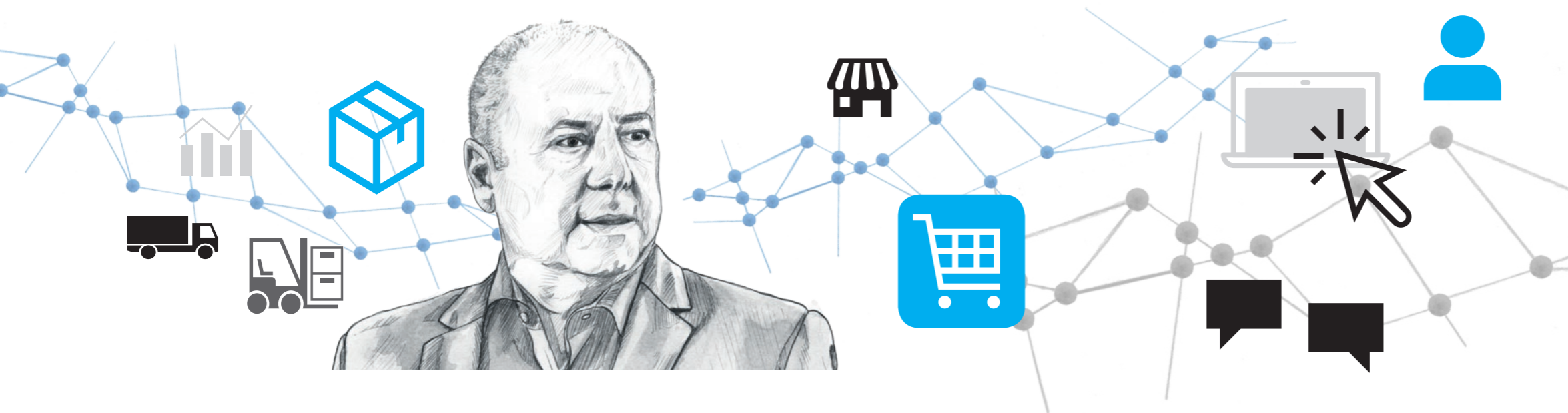
retailer. 'Omnichannel' is the keyword. It's all around supplying information and products across all

»Although information and goods are available anytime and anywhere, consumers expect retailers to know what they want.«

However, the success of the e-commerce concept was only possible because the internet existed and customers recognized the advantages of this technology.

Retail 4.0, now, represents another step in the evolution of the communication between customer and

channels. Customers want to get everything immediately because technology allows this. Information and goods are available anytime and anywhere. In addition, customers expect retailers to know what they want, thereby bringing back the feeling of the good old mom-and-pop store.



However, today's mom-and-pop store has 50 million products instead of 50, and six billion buyers with their smartphones all over the world instead of just six customers at the counter. Nonetheless, retailers try to retain as much of the mom-and-pop store as possible. They want to give their customers a comfortable feeling

might eventually lead me into bankruptcy? If a retailer can define this even if he cannot see it (yet), he must tackle it head on.

The second aspect is technical planning. Although retailers will typically upgrade their infrastructure only every ten or fifteen years, they use it to meet customer behavior

»Do not just look at the systems, but ask suppliers for their strategy. Can they provide the flexibility that you need in the future?«

again, to build up trust and to show them that they are known. They suit their preferences individually and at the right time. They give recommendations or even create new desires.

Which challenges does this bring for today's retail business?

TA Today's retailers still face the challenge that they must decide in favor of something that will secure their future, but that they do not even know yet. There are two things that retailers must realize: What scares me most and what

and demand, both of which will change every two or three years. My advice is: instead of focusing on the systems, you should ask your supplier about his strategy. Can he provide the flexibility you will require in the future?

All in all, retailers should consider the following five aspects when deciding about the future:

- First: Keep track of consumer behavior. If you want to know who will buy bicycles in three years, you must check who is buying diapers today.

- Be flexible and quickly respond to any changes.
- Make a cost-benefit analysis.
- Ask yourself if you have the right partners.
- Check exactly how your business has changed in recent years and make an analysis: What must you be prepared for? Do you offer an appropriate customer experience with your current offer?

Which role do software solutions play for the retail business?

TA Today's consumers buy information, not products. In most cases, this knowledge governs their buying decisions. Therefore, software is the deciding factor, as it must interact with the customer and provide the right amount of information across all channels. Take a smartphone display as an example. It is not easy to present the right amount of information on this restricted area. Technologies must be flexible. This makes it so important to have the right partner with the right strategy. In addition, retailers themselves should understand technologies and structures. Success or failure will largely depend on having the appropriate software solution.

The Transition From the Mom-And-Pop Store to Retail 4.0

Change, transformation or revolution. Which ever keyword best describes the change in the retail sector, speed is increasing and the time from one station to the next is decreasing.

1.0 The Mom-And-Pop Store

The mobile marketplace is turning into a stationary retail store. Quite often, store owners themselves serve their customers at the counter and the checkout. The offer is limited, but sufficient for meeting the daily needs. First, shopping is a personal experience.

2.0 Retail 1.0

The self-service idea is born. In modern supermarkets, customers pick their goods themselves from food racks and cooling counters. The offer and the retail space have been expanded. Control and transparency of data concerning products and portfolio are becoming more important, while the shopping experience becomes increasingly anonymous.

3.0 Retail 2.0

The supermarket turns into a hypermarket, giving rise to large retail chains with retail areas of more than 5,000 sq m. Huge product portfolios are accompanied by increasingly complex processes, and success increasingly depends on efficiency. IT structures emerge, and the internet picks up speed.

4.0 Retail 3.0

IT and the internet merge, and online commerce is born. The innovation of virtual shopping meets the customers' demand for fast satisfaction of demand—independent of time and space. Goods and information are becoming available on a global scale, accompanied by the need to know more about the customers' profiles.

5.0 Retail 4.0

Digitization finds its way into the entire retail value chain, changing roles, business models and sales channels. Omni-channel is the keyword now, centering around providing information and products across all channels and the satisfaction of the customers' new demand for individuality.

Which role will new app approaches play here?

TA Why do we have more and more apps everywhere? Among other factors, the success of the iPhone is based on the apps. The device uses an operating system for the basic functions. As local extensions, apps implement functions selected by the user, including gaming, music streaming, shopping, etc. Let us transfer this to the retail sector:

Retailers can use apps to quickly and flexibly respond to consumer requirements. Of course, this requires a stable infrastructure. For instance, our RetailApp EasyOrder automatically forwards any orders coming in through the online shop to the scales in the selected store, for instance 400g of minced meat, 200g of olives and 4 apples to be picked up by John Q. Public at 6 p.m. All departments involved can view the whole order. Finally, a store employee will collect all the goods for the customer, so they can be picked up at the specified time.

How will mobile use cases evolve?

TA The mobile channel will become more important. Mobility is reality augmented by additional information. It's all about identification, an information and communication channel with unlimited possibilities and an open end. The future is mobile. The PC has become mobile by turning into a laptop, and we will carry it in our pocket in the future.

What will the industry have to deal with in the future?

TA Low profitability has been plaguing the retail business for quite a while now. It's all about growth and the need to provide sustainability. In addition, current political



aspects also come into play: What will happen in the U.S. and how will the trade agreements evolve? Substantial rethinking will be required if retailers do not want to miss emerging trends. They must be prepared for a more rapid change of consumer behavior and technologies. Nonetheless, they also must keep an eye on costs while they follow the trends. For large retailers, online migration and global availability are the most important aspects. Smaller retailers, in turn, should focus on their region, foster local products and offer their customers a kind of experience-centric retail concept.

Can you describe the supermarket of the future?

TA I think we are aiming to get the perfect mom-and-pop store in the digital world. The tasks assumed by the retail business deal with the most important activities and basic needs of people, including food, entertainment and information. An extremely individualized, experience-oriented retail business will be the future. Similar to designing my own custom sneakers today, I will be able to have my meat prepared for me. In addition,

»The future therefore lies in an extremely individualized, experience-oriented retail concept.«

shopping will become a more relaxed experience. I can order my goods on the internet in advance and I will get individual recommendations, maybe by an app. I must then only pick up my goods at the shop. Instead of having to collect everything myself at the shop, I can use additional offers. For instance, I can have a coffee while the kids use the entertainment offerings. I will then pick up my goods when I leave. As another extreme, the hard-discount approach could purely focus on volume instead of experience and added value. I just buy what I need, and that's it. Presumably, discounters will also increasingly use the internet.

Which role will the industry play for the future of the retail business?

TA Today, the role of the retail

business is not restricted to selling. 'From farm to fork' is the keyword. Retailers must accept responsibility of the product. Where does it come from? Has it been produced correctly? How was it transported and stored? What is inside? This requires industry and retailers to cooperate better or to even migrate in both directions. This connectivity can be used to guarantee all information and to achieve a better adjustment between production and logistics. The industry provides what retailers need. The retailers, in turn, get all the key information expected by consumers. I expect new business models to emerge when this separation between producers and retailers starts to disappear. Producers will begin to sell their products (fruit, vegetables or meat) themselves, while retailers will increasingly produce the things they sell.

Which advice would you give retailers to prepare themselves for Retail 4.0?

TA Take two steps back and look at your own business: if you haven't already done this, you should create the position of Change Manager or

Chief Strategy Officer. And take your time for an operative outlook. Shape your future: What will happen in the next five years? I think it is wrong to assume that you cannot tell the future. We live in a customer-centric world. A long-term strategy is the key to survive. Retailers must consider where they want to go, how consumer behavior will evolve and where they are today. The evolution from today to tomorrow will then be pure mechanics and tactical implementation, for instance by looking for a long-term partner. In addition to the technical offer, the supplier's orientation and sustainability are important as well.

My advice is: always retain a bit of a mom-and-pop store. Who wouldn't be pleased by a custom offer from a trusted retailer?

Headed Towards Retail 4.0

In this roadmap, we have summarized Tudor Andronic's strategic recommendations for a successful entry into Retail 4.0 as the perfect groundwork for your future decisions.



1 Keep track of consumer behavior. If you want to know who will buy bicycles in three years, you must check who is buying diapers today.

Be flexible and quickly respond to any changes. You must be prepared that consumer behavior and technologies will change increasingly fast.

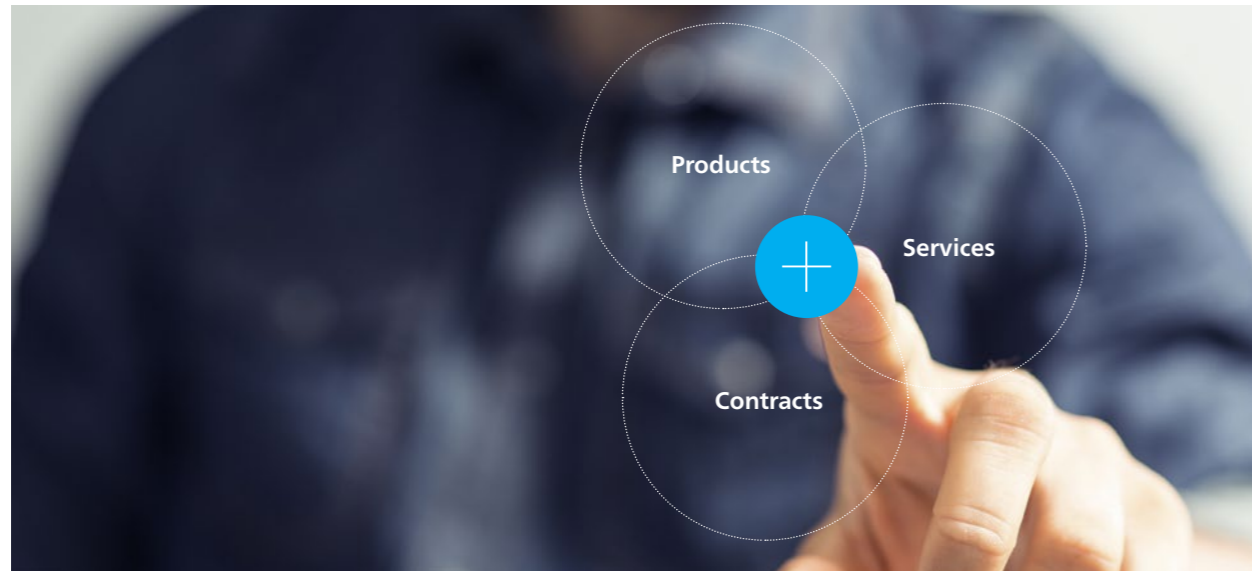
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3 Make a cost-benefit analysis in regular intervals: Do your investments in an individual shopping experience pay off for you?

Ask yourself: Do you have the right partners? In addition to the technical offer, the direction and sustainability of the supplier count as well.

4

5 Check exactly how your business has changed in recent years and make an analysis: What must you be prepared for? Do you offer an appropriate customer experience with your current offer?



Our Answer to Change:

My Bizerba

We actively shape Retail 4.0 since we think in possibilities rather than within boundaries. This open thinking is what makes us the integrated solutions provider and reliable partner that we are today. It is our goal to give our customers the best possible prospects in the long term. My Bizerba is our current response to constantly changing markets and needs. A central idea which we have implemented in future-oriented business models: the Bizerba Contracts.

Service Redefined

To give the right answer we must have the right question. This question that we ask our customers is still up-to-date even after 150 years of innovation: "What are your needs?". My Bizerba—this is our response today to the requirements of our customers. Our central idea by means of which we redefine service. It stands for solutions which perfectly balance individuality, quality

and economy. My Bizerba offers our customers exactly what they need for Retail 4.0: More flexibility with service packages which can be customized and intelligent business models helping to avoid high investment costs.

Individuality Requires Overall Experience

And that's what we have. Our service grows with the needs of our

customers. We have evolved from a scale manufacturer to an innovative solutions provider. The result: The Bizerba Open World is a unique, networked portfolio of products and services. Our customers design their tailor-made solutions with and in the Bizerba Open World which is of modular design and 3rd-party compatible. For even more individuality we have expanded this system with the Bizerba contracts.

Our strategy: Service contracts, standardized service packages which allow you to combine products with services based on your needs—from basic needs up to full service. Tailor-made services at predictable costs. The extent of your plan is up to you. Design your service contract by selecting, for example, the contract term or by combining it with further services such as training or financing. That's My Bizerba. You receive from a single source the quality supplied by a leading solutions provider which puts you a decisive step ahead of your competition. And it feels good to know that your investment is protected with us as a partner right from

the beginning. A good basis for efficient processes in your company or your production.


Making New Possibilities Easier

There are many good reasons for new technologies. An update to Retail 4.0 is one of them, the expansion of the branch network is another. How can retailers implement such projects without major investment costs? And how can they keep an eye on Life Cycle Costs (LCC) and Overall Equipment Effectiveness (OEE) right from the beginning? Also here we have developed a solution—our smart contracts. This business model is as intelligent as it is simple:

We provide you with our latest retail technology (hardware and software) and we handle the service. You only pay for the all-in-one service which you receive from us. And you determine time period and payment method. All-in also means: We provide and professionally install new equipment and uninstall it after expiration of the contract term. Your life cycle costs are predictable, your cash flow is optimized and you remain flexible. At the same time you increase your OEE through optimized processes or procedures. You strengthen your position in the competition and are ready for new market requirements.

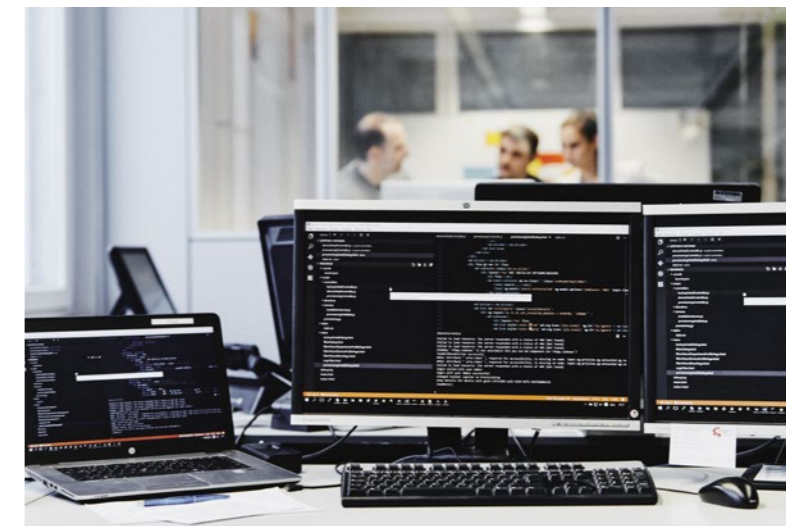
Smart contracts

Smart contracts offer you the financial freedom that you can use, for example, to flexibly respond to market changes or to conquer new markets. In our example, the goal is to expand a store network.

Industry	Customer	Objective	Requirements
Retail 	Nationwide active trade company with 80 stores	Expansion of store network to 100 stores	Networked equipment and IT infrastructure: Cash registers, terminals and tablets, slicers, scales, labeling systems, meat processing equipment
Integrated service Smart contract	Capacity	Selected payment method	Your benefits
Use of latest hardware and software modules + service which can be freely selected from the Bizerba Open World	<ul style="list-style-type: none"> – Delivery and installation of new equipment – Integration in your existing process landscape – Repair Service – Preventive maintenance at individual cycles – Replacement of wear and tear parts (based on preventative maintenance) – Replacement of recommended spare parts (based on preventative maintenance) – Uninstalling of devices after expiration of the contract term 	Monthly	<ul style="list-style-type: none"> – Transparent LCC which can be planned – Increased OEE by means of efficient processes

Smart Thinking

Digitization without software? Unthinkable. At Bizerba, an international network of software developers is developing the smart solutions of tomorrow. They think creatively and communicate digitally.



The team of software developers works using the scrum method. By defining intermediate results in so-called sprints, the long-term plan—the backlog—is continuously refined and optimized.

»Generally, we apply a two-pronged approach when developing software or RetailApps: While initiating new developments and updates, we are also open for customer requests.«

Complexity is the most significant property of the challenges tackled by Bizerba's software experts. "Taking a look at our central software architecture reveals the requirements met by our teams in every new or further development," explains Martina Baur, product manager, retail software. "The RetailPowerScale software, which is open and standardized, serves as the basis. For instance, 'open' means that we can extend the functionality of our

software by modular RetailApps. Via an interface, these self-contained solutions can be added seamlessly to the RetailPowerScale software. Customers thus can put together a software solution suiting their individual needs, and the software can grow with increasing demands, thereby providing the long-term flexibility required by our customers. Furthermore, this open architecture facilitates seamless data transfers with high-level ERP systems. This results in

effective connectivity that makes Retail 4.0 so attractive for the industry."

360-Degree Thinking

What sounds so simple, first and foremost relies on real experts. "We are lucky to be an international company with experts located in Canada, France, Hungary, Italy, and Poland, and in Germany of course. Supported by our company, all of them constantly evolve their tremendous know-how in this dynamic industry. In addition, our 360-degree thinking is significant for us. Usability is one of the factors considered by our software developers when devising the concepts for our smart solutions. After all, our intelligent solutions must be safe and easy to use for our customers, their employees and consumers. This is why developers know the hardware their software will be connected to," says Thomas Hölle, describing the 360-degree know-how of the expert team.

»Customers thus can put together a software solution suiting their individual needs, and the software can grow with increasing demands.«



The task at hand determines how each team is put together. "At our Balingen headquarters, our software architect works on the further development of the central software framework. With the product management department, he defines the projects that will be initiated for further development. We will then put together the teams depending on the specific task. Apart from optimization, new functions also must be developed. Our goal is to constantly improve for the benefit of our customers. Specifically, this means that we strive to optimize processes and to provide new functions for an improved shopping experience. For us, it is an exciting and creative process to design and implement new possibilities in a team environment: how can RetailControl be even more efficient in centrally controlling and monitoring a store network? Do we have new

ideas for our RetailImpact promotion software? Can anybody identify new potential for energy savings with our RetailControl monitoring software? Can we transfer functions from one product segment to another? These are just some of the questions that arise with our RetailConnect interface software or our RetailOffice merchandise management system. Generally, we apply a two-pronged approach when developing software or Retail-Apps: While initiating new developments and updates, we are also open for customer requests."

The Product Manager as an Interface

"Our interface management is required here", adds Norbert Glück. "When we receive a software development request from our sales staff at our worldwide subsidiaries, we begin to analyze: Which is the



solutions ensuring optimum data security. Big data is another field. Connecting new device generations via smartphone is a significant trend, and smartphone-based payment is also increasingly requested. Our team will find answers to all these questions. We define the requirements for our new and further developments using the scrum method. In other words, we formulate the requirements from the perspective of our customers. In an agile manner, we take small steps that we continuously refine in our daily scrum meetings or scrum sprints. We can see our progress on our project wall, which is ideal for exchange."

Unlimited Flexibility: Bizerba RetailApps

RetailApps combine customization with the benefits of standard software. Via an interface, these self-contained solutions can be added seamlessly to the Retail-PowerScale software. Being modular and quickly available at an attractive price, they maintain your flexibility with every new requirement that may arise.

RetailApps are available for four main categories, and the offer is continuously expanded:



Data Management

RetailApps managing data for specific purposes within a process.



Interaction

RetailApps for end-customer support or direct interaction with end customers.



Administration

Ideal solutions taking care of administrative tasks or simplifying processes.



Money

Functions focusing on pricing information or sales.

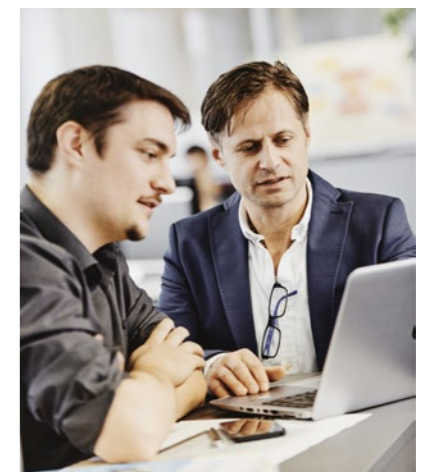
customer-specific need and which requirements must our software developers meet? And: will the product we develop be relevant for other customers and markets as well? Our next steps depend on the answers to these questions.

We develop a wide spectrum of customized solutions for our customers. Larger customers face the challenge to intelligently integrate their software solutions into their existing infrastructure. For smaller customers, the focus is on practical implementation issues including the connectivity of devices to a merchandise management system or individual operating procedures." RetailApps are also increasingly in demand. For Martina Baur, who has accompanied this process with her team from the beginning, the success is logical: "Without incurring high investment costs, our RetailApps enable our

customers to respond quickly and flexibly to changing market situations. They can meet new consumer demands and create new shopping experiences. For instance, RetailApps create transparency concerning the origin and ingredients of products. They manage orders directly on the scale, integrate cross-selling into the store concept or generate time-controlled reports or actions. On average, we currently develop six new Retail-Apps per year."

Finding New Answers

Some of the central projects currently initiated by the team are targeting new opportunities provided by Retail 4.0. Innovation projects include cloud computing as well as predictive and preventive maintenance. "Our 360-degree thinking also applies to digitization. In the security sector, we are working on software



Intelligent Fresh-Food Solutions

Bizerba's innovation capacity is based on our know-how and the fact that we know how to connect this knowledge across all of Bizerba's business sectors. Intelligent slicers for the fresh-food department will be an up-to-date example of this cooperation. Providing an improved shopping experience for consumers, these devices will enable optimized processes for retailers. This is a concept we call 'Digital Slicing'.



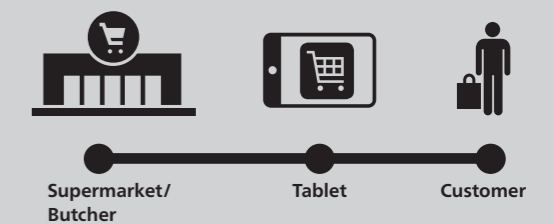
Omnichannel as a Customer Benefit

With Digital Slicing, consumers can decide when and where they want to buy—independent of time and place. This additionally contributes to an improved shopping experience.

1 Ordering at the fresh-food counter



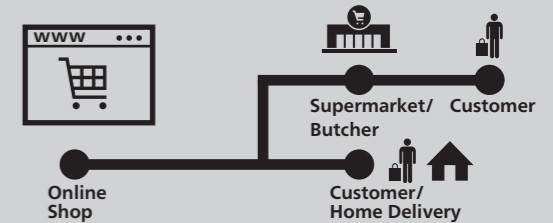
2 Ordering via a store-owned tablet



3 Ordering via smartphone



4 Ordering via internet



Everything starts with demand. When developing new, future-proof solutions, Ante Todoric, Product Manager Global Retail and Ralf Steinhilber, Director Global Food Processing, take the perspective of consumers and retailers. For retailers, Retail 4.0 means the need to meet their customers' constantly changing demand while maintaining the flexibility and efficiency of their processes. Digitization is the intelligent solution that unites both demands and unlocks new business models. Retail becomes smart, also in the fresh-food department.

»Customers can decide which channel they want to use for ordering fresh products and where they want to get them. Shopping is made smarter by a connected IT environment.«

Creating an Improved Shopping Experience

Consumers 4.0 are smart and follow their own rules. "Today, shopping requires decisions: Where do I buy what and for which price? Where do I get the quality and the service I expect? On average, consumers collect information from seven online and offline sources before making their decisions. This increasingly applies to the fresh-food segment. Information is important across all channels, and it modifies the 'customer journey,'" Ante Todoric explains, continuing, "This also brings an opportunity: Retailers that know their customers and offer them a better shopping experience at different touch points will be able to attract and tie them. They will strengthen their brand loyalty and can even make them their brand ambassadors. Creating new momentum—that's what counts. Digitization provides real opportunities here. Connectivity, mobility and consumer interaction are significant factors, with smart-

»The trick is to use connected communication not just to collect data, but to meaningfully analyze and combine data, using the resulting conclusions to initiate appropriate actions.«

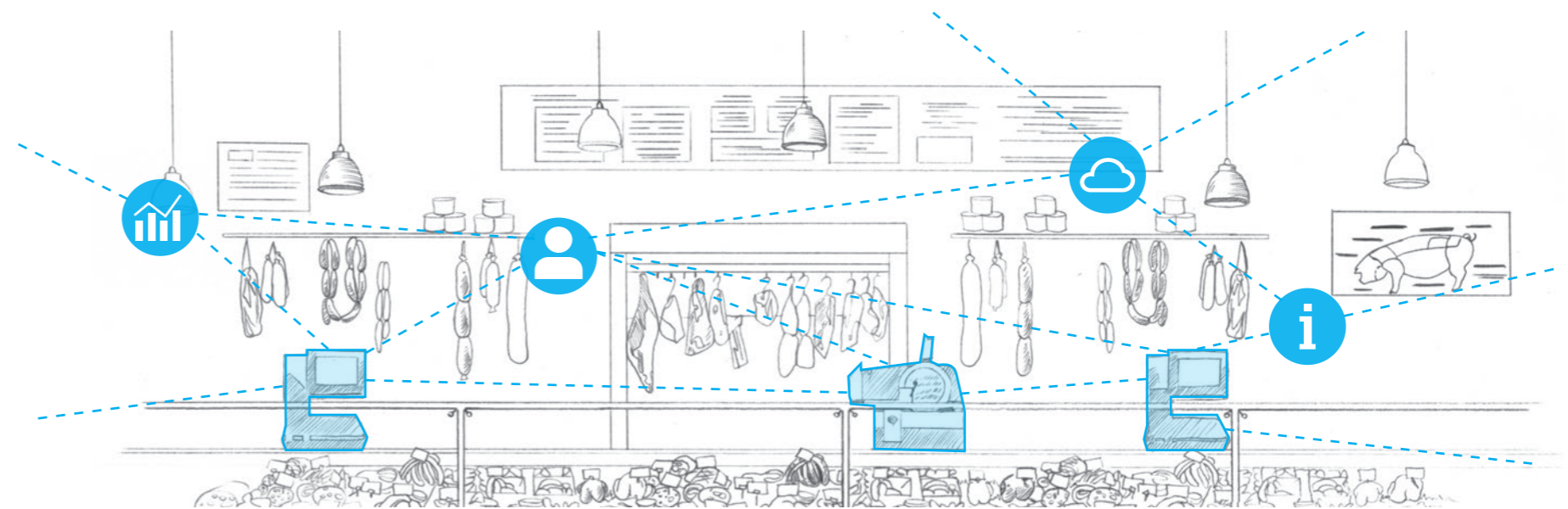
phones playing a key role. Everything flows: virtual or stationary trade; production and logistics. Everything is increasingly connected, and boundaries are blurring.”

Ready for Retail 4.0

Which ingredients make shopping a positive experience from the consumer’s perspective? Customer demand defines where retailers must go. Consumers are increasingly looking for custom products tailored to their personal requirements. In addition, they want increased transparency. In other words: they want information about the products they consume. Furthermore, they want to decide when and

where they go shopping. Finally, consumers are constantly looking for new momentum from products, added value or services, and this is where Bizerba’s new Digital Slicing concept comes into play with new services at the fresh-food counter. To make this a success, slicers are integrated into the IT landscape, and analog is replaced by digital. Bizerba initially implemented this principle with the K-Class PC scale. Now, slicers become smart. They communicate from device to device, stationary and on-line, with operators and customers and even with producers and suppliers. “This enables retailers to offer their customers a positive shopping ex-

perience,” says Ralf Steinhilber. “Customers can decide which channel they want to use for ordering fresh products and where they want to get them. Shopping is made smarter by a connected IT environment. And this is how shopping can be like at tomorrow’s meat and sausage counter: For instance, customers can use shop-owned tablets to place their orders, which are then communicated to the digital slicer before being processed by shop staff and prepared to be picked up at the counter. With this approach, waiting is a thing of the past. Instead, customers can use their time to do additional shopping in the store or to discover new offers. Shopping via smartphone is even more convenient. If a customer should need 500g of pepperoni, he or she can place an order using an app. Again, the order is sent to the digital slicer and processed by shop employees to be picked up by the customer. An online business model can be implemented as well. Customers order their goods on the internet and decide if they want to pick



Connectivity ensures an efficient workflow and dataflow also at the fresh-food counter. Customers benefit from an improved shopping experience, for instance by having increased transparency concerning the fresh food they buy. Retailers, in turn, benefit from efficient, centralized data management.

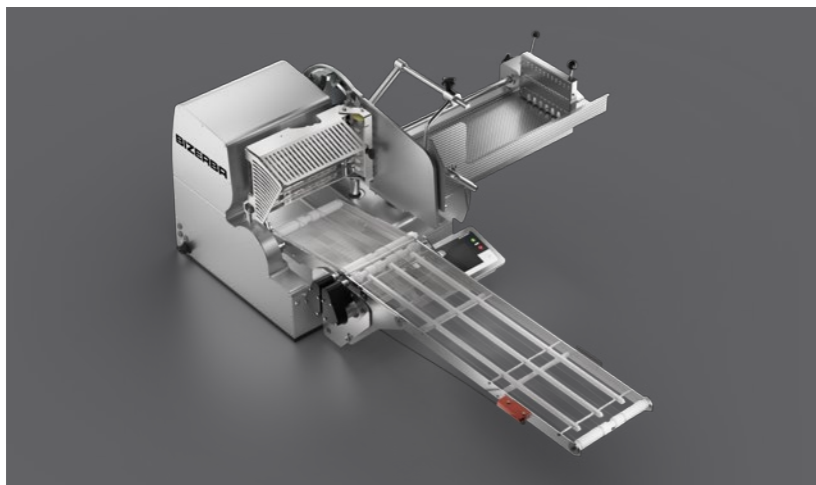
up the products themselves at the fresh-food counter or if they prefer them to be delivered to their homes. Enabled by connectivity, meat producers supplying supermarkets simultaneously get the ordering information of all online customers. On a daily basis, they know the quantities of the products that must be freshly produced and delivered to the supermarkets’ fresh-food counters. Compelling quality for customers! Digital slicing also enables custom production without any significant cost premium. For instance, retailers can offer their customers plates of cold cuts that customers can select from pre-defined layouts and that are produced fully automatically.”

Optimum Process Connectivity

Digital slicing also supports retailers in their data management tasks. “Retailers can use our monitoring software solutions for the centralized real-time management of data that provide customers transparency regarding their fresh products time. This includes prices, discounts, ingre-

dients, origins, allergens and product images,” explains Ante Todoric. His opinion concerning the ‘big data’ approach is as follows: “The trick is to use connected communication not just to collect data, but to meaningfully analyze and combine data, using the resulting conclusions to initiate appropriate actions. For instance, retailers will get more information about the behavior of their customers: which are the peak times, which cross-selling or up-selling is appropriate, when and for whom? This enables more efficient dynamic-pricing concepts that represent an important issue especially for fresh products. Based on the functionality of our open software, purchasing and logistics can be planned and controlled more efficiently.” Transparency also is relevant for the merging of additional processes. Ralf Steinhilber, “Retailers can keep an eye on their devices using our digital slicing concept. By getting valid information about the location and usage of each device, they get better options to monitor and control the

availability, performance and quality of their production.” Human-machine interfaces (HMI) have been made more intuitive to improve the slicers’ user-friendliness. This is perfect for a clear, straightforward dialog between device and operator and helps to avoid errors. Providing new features, multi-functional HMI can even support untrained staff in operating the slicers correctly. The screen can be used to display training videos or to communicate aspects including safety, hygiene or maintenance. Current overall equipment effectiveness (OEE) can also be displayed. Furthermore, connectivity enables implementing remote and predictive service concepts at the fresh-food counter, offering optimum protection for the investments of retailers.



Digital Slicing—VSI

By introducing its VSI series, Bizerba launches a new generation of intelligently connected slicers. This groundbreaking technology will successively be introduced into all product lines.

Connected World

An increasing number of people values the connected interactions enabled by their smartphones, tablets etc. for information retrieval and online purchasing. Digital technology has long established itself in the retail sector. Our open IT architecture and innovative software solutions offer you the flexibility to meet new customer and market requirements with your retail hardware.

01 RetailPowerScale Multi-Functional Devices

RetailPowerScale for PC scales provides new options. For instance, you can flexibly add new functionality to your PC scales. The open, standardized software offers selling, cashing, labeling, consulting and advertising support. This multifunctional nature enables you to lower your costs and increase your sales at the same time. This is the case, for instance, if your scale can also be used as a sales assistant and a reference book for your employees.

02 RetailControl Centralized Data Management

At the push of a button, the RetailControl monitoring software ensures a uniform data status on all devices in your outlet network. Targeted updates and modifications can be done automatically. Delays in the sales procedure are a thing of the past thanks to this highly reliable device management concept for your scale infrastructure. It results in a high level of efficiency and reliability for the configuration, the program status and the operation procedures of your hardware.

03 Tablets Mobile Data at the POS

By ensuring that the data from the RetailPowerScale software for Bizerba PC scales can be displayed on any Windows tablet, we are offering new options at the point of sale. For instance, an information terminal displaying the ingredients of sausage products will be an important service especially for allergic persons. This added transparency will create trust and customer loyalty.

04 RetailApps Flexible Adaptation

Using our RetailApps, you can respond to changing market requirements with fresh, new ideas. Scale systems provide unlimited functional flexibility during their entire lifetime. Thanks to their modularity, quick availability and attractive pricing, our RetailApps enable focused advertising campaigns. They take records of your assortment, manage your orders, provide origin data and issue an alert that paper is running out.

On the Road to Success at an International Level

We love to break new ground. This also applies to the label as the third component of our intelligent solutions. For instance, this leads us to our 2,000m² high-bay warehouse or into the climatic chamber of our label production unit Bizerba Labels & Consumables. Whether in Germany or at one of the international locations of Bizerba L&C, our goal remains the same: to offer the best label solutions for the retail business.

Reality as a Benchmark

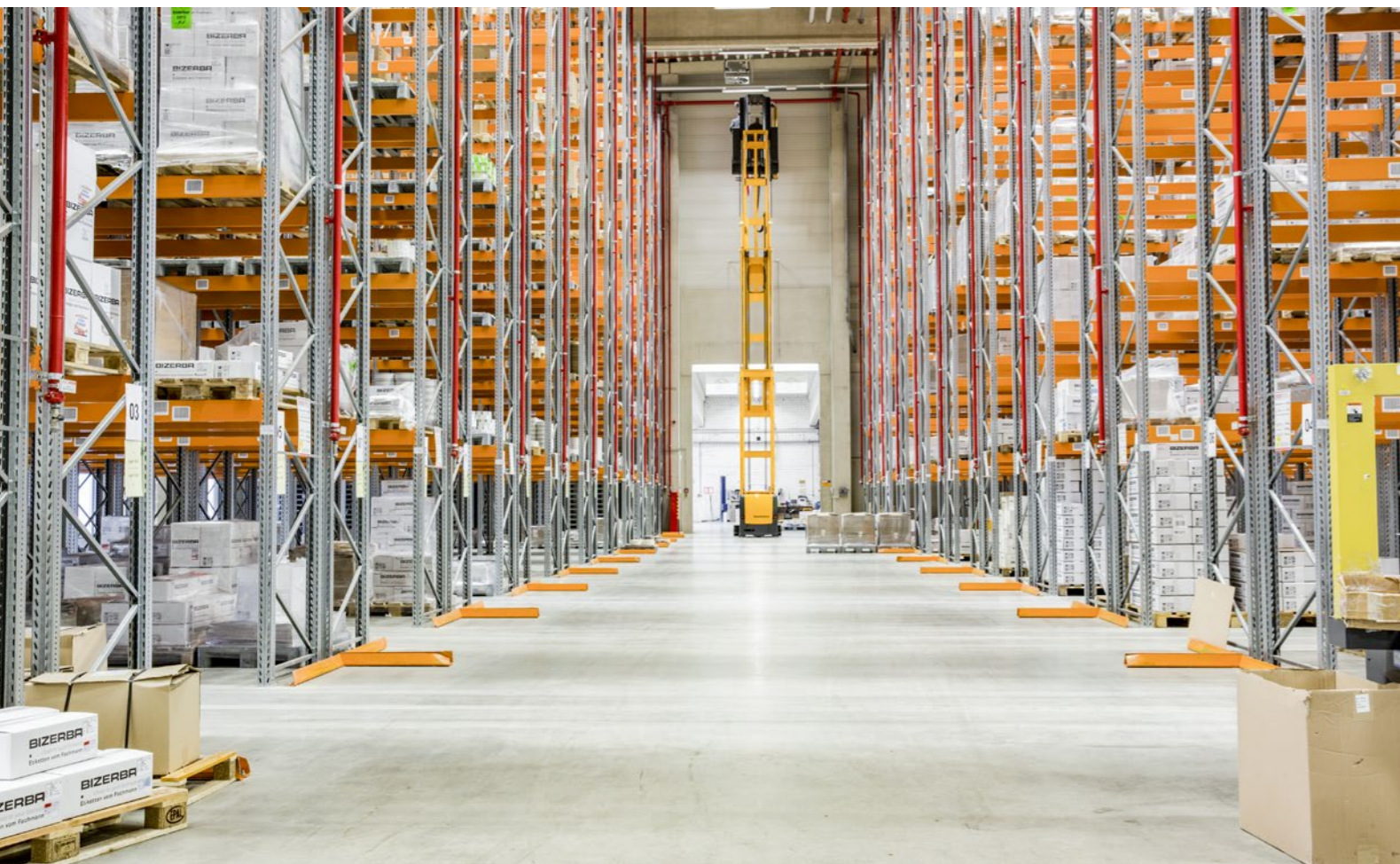
Temperatures between 0 and 4°C and 80% humidity. Under these conditions in the climate chamber, our label experts develop the right label solution fitting the product and the production process. Temperature and humidity are selected depending on each application. Real-world cli-

matic conditions that are available to our retail customers with industrial pre-production, enabling them to get a first-hand look at the quality of our recommended combination of label, film and applicator for packing their fresh products. More and more national and international trade companies entering their market with their

own products put trust in our quality which extends from professional consulting to custom-made top labels and sophisticated warehousing.

Immersed in Expertise

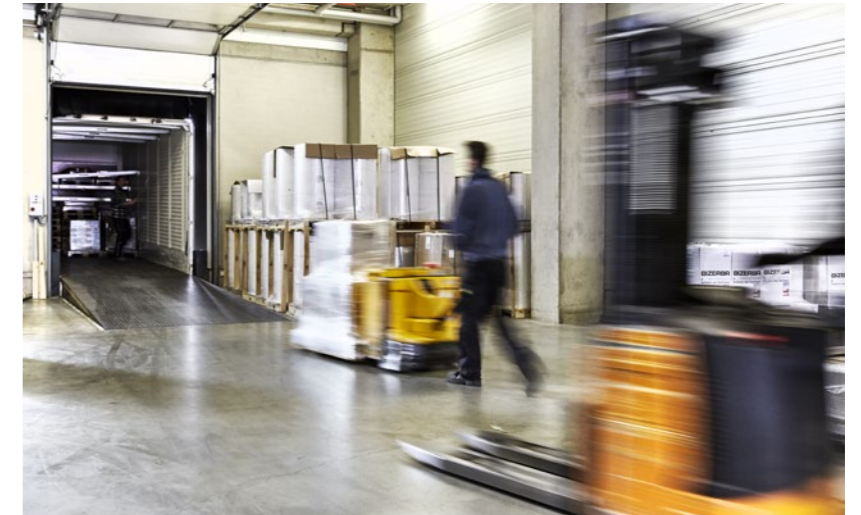
The quality of our labels is based on the unusual width and depth of our pool of experience. We know every-



thing about a multitude of materials. We produce our own laminate and master all printing techniques. This expertise is reflected by our endless variety of label combinations. Individually and reliably, we deliver our label solutions to customers in more than 70 countries. All over the world, 350 employees produce our high-quality labels on 46 digital and conventional printing machines. We are united by the ambition and competence we put into achieving optimum results each and every day. We take pride in the fact that our sales staff and our product managers can answer almost every customer request with a firm "yes, we can do that".

Elaborating Existing Solutions

Using our interconnected expertise, we significantly contributed to the label's evolution from a simple sticker to a digital information carrier. Our modern labels communicate with the industry, the retail business and consumers via QR codes, RF and RFID tags, thereby supporting the supply chain ranging "from farm to fork". Our innovative Plug-In®-Label is a key component for the intelligent and professional control of price and product labeling processes. With our solutions, we ensure that the correct content is printed onto the right label with optimum readability—and the perfect adhesion of this label to the product. Our broad portfolio extends from special papers and films with thermo-reactive surfaces to linerless labels without carrier tape. In the food sector, we offer Germany's largest variety of label solutions. In addition, we also are a



recognized, valued partner of the international retail sector and the industry.

Quick Response

Our processes and services are optimally connected, enabling us to respond quickly to the requirements of our customers. As a one-stop supplier for everything, we provide our label management concept supporting companies in their demand for efficient label handling. For instance, we annually manage and store more than 1500 different labels in our pro-

fessional high-bay warehouse for one of our customers. This results in ample space for retrieving readily-produced labels just in time. We handle the entire pre-press stage in-house, and we also have a litho archive for new editions of existing labels. Minor modifications are made by our in-house reprography department. Furthermore, experts are available in-house for negotiating and implementing special requirements including custom refinements. This quality is also understood and recognized at an international level.

More flexibility

Bizerba financing solutions



For a flexible future

Whatever your next step is, we grant you financial flexibility. We provide you with independent and objective advice on how to best finance your next move—flexibility, unbureaucratically and quickly. Tailored to your individual situation. Worldwide.

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