



**RTI™**

Real-Time Integration

## Retailing with Real-Time Data

The pressure is on the retail enterprise to operate mission-critical systems in real-time, but frequently the data infrastructure to do so is over complicated or nonexistent. Now you can transition your systems to real-time and do it in a way that scales from store to global enterprise.



## Unlock Real-Time Data to Solve Business Cases

Is data from the edge of the enterprise getting trapped in silos where it is held captive until periodic connectivity takes place? Is it never released at all because the integration from stores to the central system is just too complicated? The insight and analytics that you need for today's channel-agnostic shopper are crippled by the missing or delayed data.

Now there is a way to bypass the problem of complex integrations and delayed processing. Appriss Retail's RTI™ (short for Real-Time Integration), is a data integration service that speeds development and deployment of complex business processes in real-time to solve specific use cases, like sales, perpetual inventory, and mobile payments.

RTI helps consumer-serving enterprises collect and distribute data in real-time using their legacy systems. There is no need to "rip and replace." RTI works along with your existing architecture.

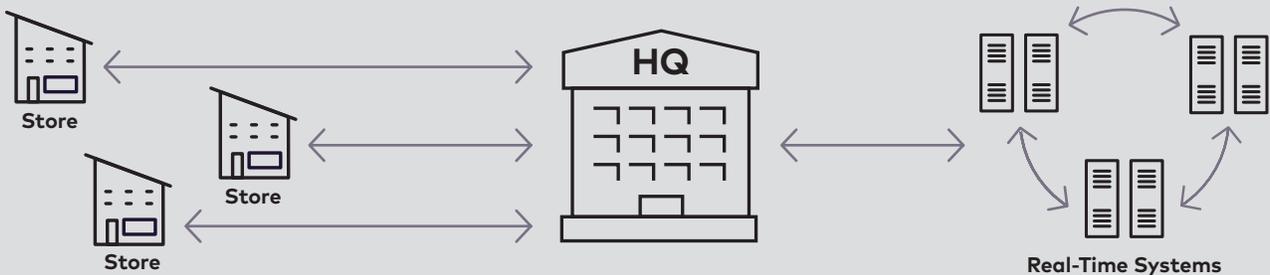
You get the benefits of real-time data and analytics —improved profits, enhance agility, lower total cost of ownership, 360° view from a single source—without all the tedious coding and scripting of a conventional integration.

We build the integrated solutions for you, so your IT team can spend more time deploying projects that impact the business.

### What makes RTI different from the other data integration and management systems?

- **Retail-Specific**—Developed using our knowledge of mission-critical retail deployments and proven through delivery to global retailers
- **Edge-of-the-Enterprise**—Extensible to all consumer touch-points, and back
- **Real-Time**—Connects to and moves data in real-time; can analyze and present data anywhere
- **Simplicity**—Takes the complex and makes it simple; retain your existing architecture and focus on business need
- **Speed**—Designed for cloud deployment, it allows faster delivery of new customer experiences
- **Cost**—Eliminates expenses with one single point of contact

### Real-Time Data Delivers Enterprise Value



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## Advantages

### Technical

- Simplifies integrations
- Speeds time to market
- Improves agility
- Makes edge-of-enterprise data useable
- Makes edge-of-enterprise systems more responsive to consumers
- Migrates legacy systems to real-time
- Reduces time IT spends searching for and preparing data
- Makes resources available for projects that impact the business
- Saves on overhead
- Appriss Retail is ISO 27001:2013 Certified

### Operational

- Better serve the channel agnostic consumer
- Avoid inaccuracies resulting from delayed processing
- Act on real-time information
- 360° view of consumers and business operations
- Avoid overstocks and out-of-stocks
- Single-view perpetual inventory
- Accurate pricing and promotions at store level
- Increase loyalty scheme responsiveness

### Financial

- Affordable alternative to expensive integrations
- Achieve higher sales
- Lower total cost of ownership
- Get full value from your analytics investment
- Extend the life of legacy systems
- Focus IT talent on revenue-generating projects

## How RTI Works

### Business

Real-time data enables you to offer new, differentiated customer experiences. These are witnessed through various use cases. Typical examples are below, but these are only part of the power available with RTI.

- **Single-View of Inventory**—Knowing the real stock level at any moment is essential to support omnichannel sales and fulfill-from-anywhere schemes, not to mention the impact on forecasting
- **Sales Transactions**—Making sales transaction data available to all systems in real-time, you overcome costly out-of-stocks and not-on-files; ensure promotions and pricing are up-to-date at store level
- **Loyalty Transactions**—Enabling loyalty programs to accrue and redeem awards in real-time pleases consumers and gives the business insight into outstanding credits
- **Register-Free Mobile Payments**—Enabling the retailer to instantly and accurately charge consumers via mobile device in situations where there is no point-of-sale system nearby

### Technical

RTI is an integration platform as a service (iPaaS), a suite of cloud-based, low-code services to develop, execute, and govern integration flows among disparate applications. In the RTI iPaaS model, Appriss Retail drives the development and deployment of integrations for retail clients without installing or managing any hardware or middleware. This allows you to achieve rapid, real-time integrations without a big investment into skills or licensed middleware software. That is the origin of the four use cases above, but the iPaaS platform is flexible to create a wide variety of integrations and is also available if you wish to extend your own integration capabilities.

## Proven in High Volume, World-Wide Environments

Retailers with a global footprint have already implemented RTI. It gives them the flexibility to meet the changing demands of the marketplace without time-consuming, costly architecture overhauls. It also allows them to take full advantage of the data they collect at each consumer point-of-service no matter what system collects the information.

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