



TurnOut
at right place at right time



Turnout improves customer's retention and encourage spending by using RFID based loyalty cards, which give retailers a real-time view of customer behavior and needs. It provides solution that identifies customer as he or she walks through a store, so that the history of most recent purchases made by the customer can be tracked without the human intervention. Hence improving the overall quality of the store experience by increasing the chance of customers returning to your store for future purchases via RFID Technology.

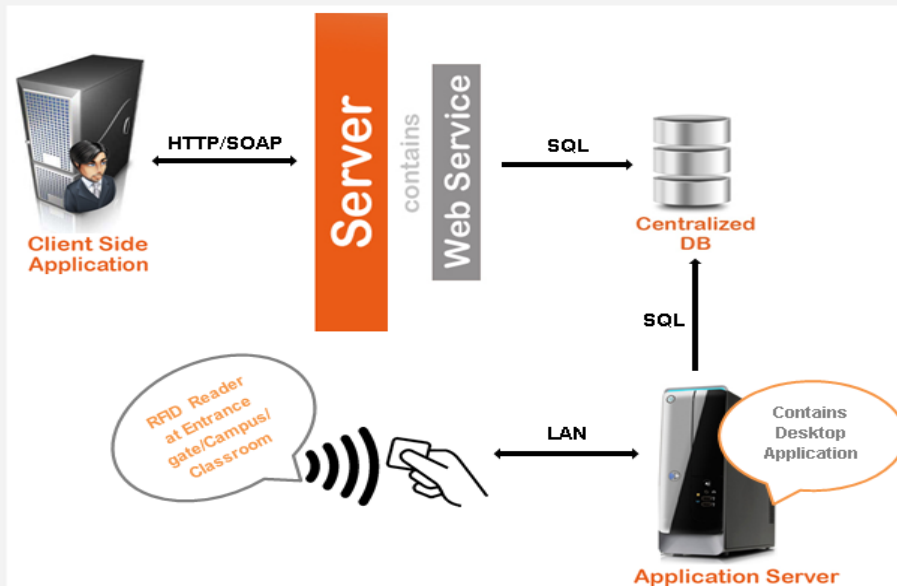
Basic Functionalities

- Register/ Un Register Cards
- Issue Member Cards & Staff Cards for Attendance
- Send SMS/email regarding promotions, greetings, alerts, offer rewards, new arrivals available in stores and valid discounts
- Renew, replace & repair cards with details
- Lost and stolen card listing
- Create, delete and disable user
- Recommendation of product selections based on purchase history, clothing sizes and preferred styles

Reports with Customizable Features

- Reports on the total working hours of employees
- Reports on the activity of new customers and existing customers
- Report on Blacklist cards and issued cards
- Summary of the activity report of each cardholder
- Customers analysis report are;
 - Record valuable data about Customers buying preferences
 - Report on Customer status (active or inactive), first shoppers, spending range and available discounts
 - Report on the last purchase (most recent transaction), frequency of each customer

TURNOUT - ARCHITECTURE



A unique concept

THROUGHPUT

The rate at which data is transferred through a system over LAN to the end users is based on throughput.

RESPONSE TIME

RFID reader is capable of reading up to 25 tags per second at an approximate distance of 1.5 meters maximum.

MEMORY UTILIZATION

Memory utilization of an entire application should be less than 512 KB or maximum 1GB, so that it can easily be installed at the user end.

SECURE

Turnout application is secure by describing user authentication via unique username and password so that privileges of the users must be defined.

RELIABILITY

Turnout is less prone due to proper error handling.

SCALABILITY

Turnout is scalable in such a way that it supports multiple users or systems.

USABILITY

Interfaces which are being provided to all users should be user friendly. This would ensure that users are able to perform various tasks using the system, correctly and with minimum fuss.

PORTABILITY

Turnout application is portable in such a way that it will execute on any platform either Microsoft windows or open source.

Business Benefits

- Turnout provides automated solution that helps in knowing customers using RFID technology.
- On the other hand, our solution provides discount flexibility and mobile/ email alerts.
- With the help of Turnout, longer-term impacts of customer loyalty can be achieved by delivering personalized content that make customers feel connected to the brand. These improvements, enabled by the RFID loyalty card, can keep customers engaged and coming back.
- It also gives real time data analysis as well as verifies the recorded data in order to avoid the error condition.
- Turnout helps in cost cutting by reducing manual checks and provides paperless enrolments with the use of RFID Technology. Hence increasing revenue for retailers.



SYSTEM REQUIREMENTS

- Server with Microsoft Windows Server 2003/ 2008
- Microsoft SQL Server 2008
- Microsoft Dot Net Framework 3.5
- Proper Network Infrastructure.



SERVICES AVAILABLE

- Technical Support
- Installation and Setup
- Maintenance
- Application Support
- Hardware Support

For more information on our products or services please contact us or visit our office.

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