

# **Store Intelligence Associate Guide**

# Introduction

The electronic shelf label (ESL) is used for displaying product pricing on shelves. ESLs allow for smarter pricing and stronger profits as well as the benefit of saving time and money from the old manual, paper pricing strategy. It will also provide a consistent standard for signing from store to store.

The pricing strategy for ESLs includes regular prices, clearance prices (show as was/now on the ESL), and promotion prices (sale shows as a sale on the ESL). The prices are automatically updated whenever a price is changed from a central control server.

Price changes can be updated in seconds which means pricing and promotion strategies can be deployed with speed, agility, accuracy, and efficiency.



# Tag Specifications

Output power max. is 9dBm max.  
DC power source Li 2450-coin cells



FCC statements:

*This device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.*

*Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.*

*This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:*

- Reorient or relocate the receiving antenna.*
- Increase the separation between the equipment and receiver.*
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.*
- Consult the dealer or an experienced radio/TV technician for help.*

*This device has been tested and meets applicable limits for Radio Frequency (RF) exposure.*

*This equipment should be installed and operated with minimum distance 20 cm between the radiator & your body.*

IC Statements:

*This device contains licence-exempt transmitter(s)/receiver(s) that comply with Innovation, Science and Economic Development Canada's licence-exempt RSS(s). Operation is subject to the following two conditions: (1) This device may not cause interference. (2) This device must accept any interference, including interference that may cause undesired operation of the device.*

*This device has been tested and meets applicable limits for Radio Frequency (RF) exposure.*

*This equipment should be installed and operated with minimum distance 20 cm between the radiator & your body.*

**Responsible Party:**

Store Intelligence Corp.  
6700 Koll Center Parkway, Suite 109,  
Pleasanton, CA, 94566, USA

## Support Equipment

### StoreIntelligence Access Point Device (AP)



The AP device covers 50,000 square feet. The AP device communicates the prices that are held in POS to the ESL.

### Shelf Rails



The shelf rails for the ESLs insert directly into the c-channel. Slide the top of the rail into the edge of the shelf from a downward motion up to the top lip of the shelf. While holding the rail up

into the top lip, the bottom lip of the rail needs to be pushed up and then in so that it latches onto the shelf. Then start pressing in the bottom of the rail either from left to right or right to left.

**NOTE: Watch out for “finger burn” while inserting the rails. Suggest wearing a glove on the hand pushing the bottom of the rail into the shelf lip.**

The ESL pops into the holder. Insert the top of the holder into the top of the rail and pop the bottom in. The bottom of the ESL has two tiny “teeth” that pop in to hold it in place.

## ESL Process

### Initial Start Up

When a facility initially gets the electronic shelf labels, there is a back office set up involved on the designated computer.

Please refer to the [\*\*Store Intelligence Cloud ASG Quick Start User Guide\*\*](#) for detailed process.

Tags will join the network on their own at the customer site provided the customer has installed the ASG/AP and turned the system on.

Tags will arrive with a blank screen

Most tags will join in approximately a two hour window.

Tags will display a bar code when they have joined the network.

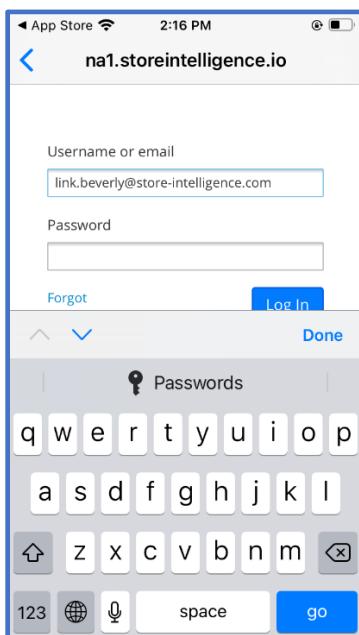
### Handheld Device

To use the Vantiq Linker APP with the LP5-E-POD5 iPod Scanner, first download the Vantiq APP from the Apple Store. Once you install the APP you should see the Vantiq Icon:



After the APP is installed you will need to make sure the scanner is running and start the APP. Then you will need to change the server to: na1.storeintelligence.io After the server is set you will need to login.

See the screen below:



We have setup the following login to use with the handhelds, you can create a new user on the server for each store that can be used with handhelds for that store. For now you can use the following login:

Login: [link.beverly@store-intelligence.com](mailto:link.beverly@store-intelligence.com)

Password: linK21###

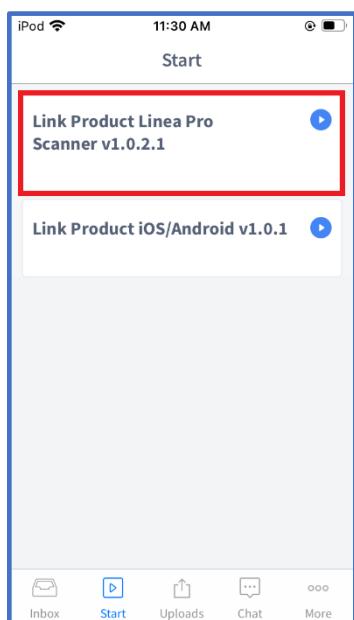
## Select Vantiq Linker APP for the Scanner

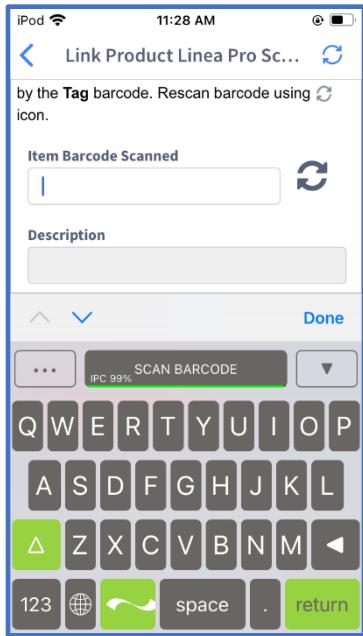
After you login you will need to select the APP that works with the scanner, pick the top one shown below:

Once you have started the proper APP you will see the store name and number, just click START.

## Start Linking

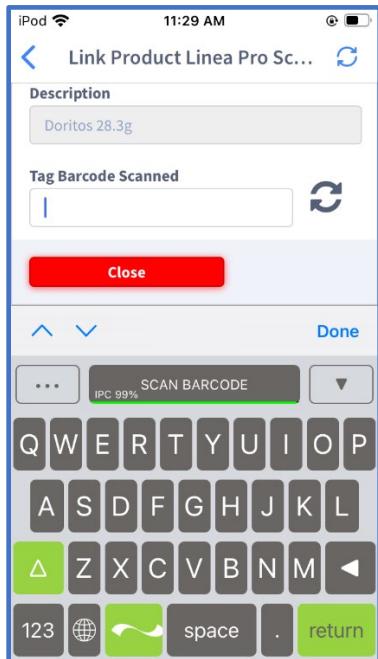
After you press start you will see the linking screen, here you can type in the UPC or scan the UPC using the scanner button on the side of the device. See the screen below:





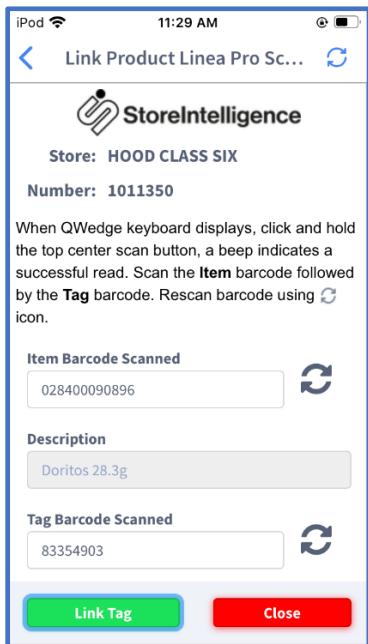
Note that the SCAN BARCODE is green and ready, if it is not you will need to exit the APP and restart the scanner with its APP and then return to this APP.

After the UPC is scanned the next screen is to scan the tag bar code, see below:



After you scan the barcode you will see the following screen and this screen has the button to link the tag, just click on the Link Tag button to link the tag. See Below:

## Link the Tag



After you click Link Tag you will be taken back to the UPC screen, there currently is no indication that the tag was linked. We will add that at a future date.

## General Information

### Price Change Process:

The price change process remains the same whether there are ESL or paper shelf labels.

Stores will still release price changes in and verify counts when needed as is currently done. Stores will also need to validate that the correct price downloaded to the ESL via referencing the price change documents or sales promotion tabloid just as they do with paper labels.

There should be minimal discrepancies, as the pricing for the ESLs is fed via pricing held in POS.

### Trouble Shooting:

There are two common types of ESL issues.

#### ESL Tags Not Working

- Tag Screen is Blank
- Tag Screen Shows an Incomplete Image

This could be an indicator that the battery is low. The more updates there are to an ESL tag, the quicker the battery drains.

Re-link the ESL to the UPC by scanning the tag barcode and the UPC barcode. Wait a few minutes to see if the updates with the correct pricing information.

If the ESL does not download the information, try removing the batteries and replacing them.

If it still doesn't download, get a new ESL, enable it and then link it to the product.

If the ESL is less than a year old, then the ESL should be RMA'd to StoreIntelligence using the normal RMA process.

If you think the battery might be low, file an IT help ticket and ask if the battery life can be checked. IT will be able see the battery level via the StoreIntelligence console.

☞ **HINT:** The ESLs will "time out" after 48 hours if they are not linked to a UPC. To correct, just reactivate the ESL.

☞ **NOTE:** Set aside the non-functioning ESLs.

### **ESL Not Displaying Correct Price**

Try relinking the ESL to the product a second time and possibly a third time. If the price is not correct after several attempts, remove the ESL.

When pricing discrepancies are found, the associate should remove the ESL and then start researching what could be the cause of the price issue to determine what type of help desk ticket needs to be filed.

- What does the product scan for at point of sale (the register)? Does the ESL match that price?
- Research the product in ASAP. Does ASAP show regular price, is it a sales event?
- If so, is it on promotion, is it a simple complex promotion?
- When did the price change?

### **Incorrect Product Price at Point of Sale.**

- If the product rings up incorrectly at the register (POS), then the "price" issue is truly a pricing issue because the correct price didn't download. In this instance, a RSC sales event (if price is a promotional issue) or a RSC price ticket (if a price change didn't take effect) would be filed.
- Once the pricing is corrected by MD, then IT will need to push a new price file down to the ESL stores.
- The data to the tags is refreshed every hour for pricing.

### **Correct Price at Point of Sale, Incorrect Price on ESL.**

If the product attached to the ESL rings up correctly at the register (POS), but the price reflected on the ESL doesn't match, then the "price" issue is an IT issue and should be routed to the IT helpdesk.

When the price is correct at Point of Sale, then the below information will be needed for the ticket so that the issue can be researched in a timely manner.

- UPC
- Point of Sale Price
- ESL Display Price

- ☞ **HINT: If there are a lot of incorrect prices displayed on the ESLs this could be an indicator that there was an issue with the price file that was downloaded. IT would then work with StoreIntelligence to resolve the issue.**
- ☞ **NOTE: The backup plan will be paper shelf labels when the correct price isn't visible on the ESL until the pricing issue is resolved that allows the correct price to be displayed.**

### **Return Material Authorization (RMA) Process**

There may be times when a RMA is allowed for either a replacement or repair of a piece of StoreIntelligence hardware. It is important that all steps be followed to ensure the best customer service possible.

#### **Pre-Requisites**

- Contact StoreIntelligence customer service at [support@StoreIntelligence.com](mailto:support@StoreIntelligence.com) by submitting a request through the StoreIntelligence Customer portal at [www.StoreIntelligence.com/support](http://www.StoreIntelligence.com/support) and by providing the following information related to the issue being experienced with the hardware:
  - Contact Information-single point of contact that StoreIntelligence can communicate with (name, email address and phone number)
  - Part Type-Access Point (AP), Sync Master (ASM), Tag type, etc.
  - Serial Number/ID
- StoreIntelligence will open a support ticket to trouble shoot the issue to see if the hardware is faulty and eligible for return

#### **RMA Process**

- Request RMA Action
- If instructed to do so by StoreIntelligence Customer Services the process can be initiated by sending an email to StoreIntelligence RMA at [rma@StoreIntelligence.com](mailto:rma@StoreIntelligence.com) or by submitting a request through the StoreIntelligence Customer portal at [www.StoreIntelligence.com/support](http://www.StoreIntelligence.com/support)

- Entitlement
- On receipt of the email StoreIntelligence RMA will verify that the Warranty on the hardware being returned is currently valid
- Issue RMA Number
- If the hardware being returned is covered under a valid Warranty an RMA number will be issued and a confirmation email containing this RMA number will be sent in response to the request for an RMA action. The confirmation email will provide return and shipping instructions.
- Logistics
- Items should be shipped back to StoreIntelligence using DHL or FedEx. Please refer to the Carrier requirements for Lithium metal battery labelling and shipment.
- If using another forwarder, StoreIntelligence will provide instructions to avoid any delays/costs when clear Customs by a party other than StoreIntelligence's designated Clearing Agent. Please specify in the shipping documents that it concerns a "**Return to manufacturer for repair or replacement**" product and subsequently keep the "value for Customs" of the product at a low level (e.g. \$100 US) since it is not a new part.

When in doubt, please ask the StoreIntelligence Customer Service team for instructions. In all cases Customers are responsible for shipping the faulty item prepaid and insured to the following StoreIntelligence address:

**North America:**

**StoreIntelligence Corporation**, 6700 Koll Center Parkway, Suite 109,  
Pleasanton, CA, United States of America

***Please ensure that the RMA Number is quoted on the outside of the packaging.***

☞ **Note:** Please take care in packaging the faulty part appropriately. If in doubt, please ask the StoreIntelligence Customer Service team for guidance.

**Progress Inquiries**

Please contact StoreIntelligence Customer Services, including the **<RMA Number>** in the email subject line.

**Return Shipping**

Return shipping will be provided under the same INCOTERMS as agreed upon for the initial StoreIntelligence shipment. StoreIntelligence Customer Service will contact the Customer SPOC before shipping the repaired/replaced item.

**Exclusions**

- Return shipment of the repaired/replaced part is subject to United States Export Controls
- This process applies only to faulty parts that occur post implementation
- If a Warranty provides a Service Level Target from StoreIntelligence for the RMA process time the measurement of the Service Level will be from the receipt of the faulty part until ready for-shipment or shipment back to the Customer
- Any valid Warranty shall not apply on any hardware:
  - which are repaired, tampered with, altered or modified or have had batteries replaced by someone other than StoreIntelligence;

- in which the defects or damage to such Product result from misuse, negligence, improper storage, water or other liquids, battery leakage or failure to comply with application operational Product documentation; or
- Which has been subjected to unusual physical or electrical stress, abuse, or accident, or forces or exposure beyond normal use within the specified operation and environmental parameters set forth in the applicable Product specification.

## **Appendix A**

### **Electronic Shelf Labels**

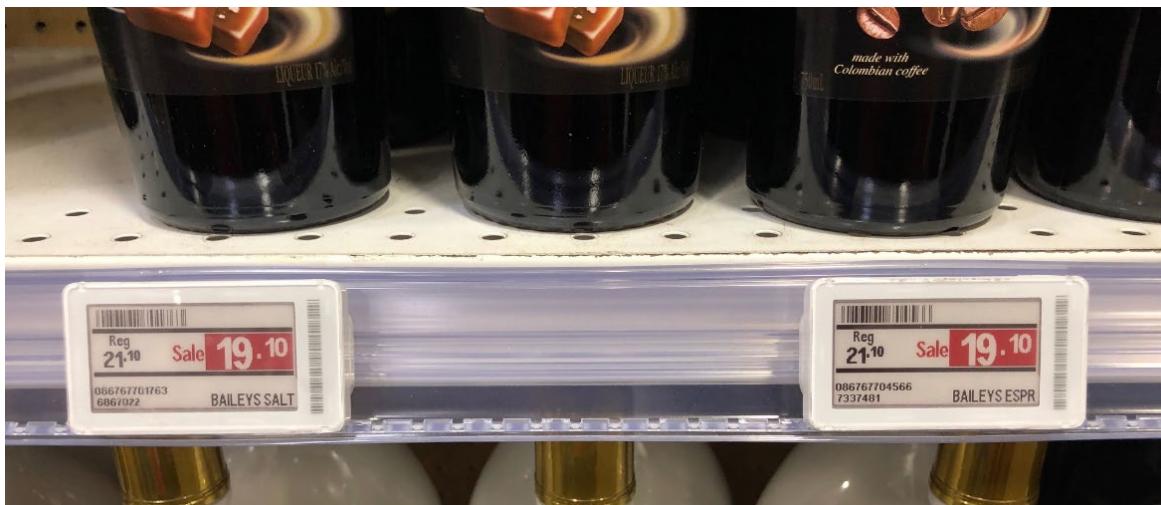
The ESL tags have a one year warranty on them from the manufacturer date of the tag. StoreIntelligence will be able to look this information up and they allow for a one month grace

2.1" ePaper



4.2" ePaper

7.5" ePaper



**Product**

Product

Product  
and Sale

Product  
and Desc.  
Product



**on Sale:**

Barcode

Regular  
Price

UPC

CRC



**Product Regular Price:**



Product Description 



Product Barcode (CRC to right) 

Product UPC 

Product Price 

**Product Using Clearance “Was/Now” Pricing:**

## Appendix B

<b>ESL Pre-Deployment Checklist</b>		
<b>CONFIRMATION OF EQUIPMENT RECEIPT (GM'S OFFICE)</b>	<b>YES</b>	<b>NO</b>
Is the below equipment onsite? Has somebody physically checked the boxes to ensure all elements are there? Do not open boxes.		
Access Point (AP) Device(s)		
Sync Master* (1)		
Tether Device** (1)		
Clicker		
ESL Label Holders		
ESLs (Sm, Md, Lg)		
Small (2.1)		
Medium (4.2)		
Large (7.5)		
Rails		
Attachments		
*Only if facility has more than 50,000sq ft.		
**Must have in order to launch		
<b>EQUIPMENT CHECK</b>		
<b>YES</b>	<b>NO</b>	
EUCT Validation		
Schedule Installation of cables for AP & Sync Master		
Have 2-3 Computer names been provided to HQ for ESL software download?		
Validation of Equipment		
Are the AP's & Sync Master installed?		
IP Info loaded into AP devices		
Is the device communicating with HQ? Are the AP's pinging with the network?		
Computer Software		
Is the ESL software downloaded to the designated back office PC's?		

Is the ESL software downloaded to all the handheld devices?		
Has the ASG IP address been entered on each computer by clicking on the ESL Enabler Setup icon that has the software downloaded? ASG IP address info is on the store portal ESL site.		
<b>Handheld Devices</b>		
Are these in working condition? Are they charged?		
Is there a connection issue?		
Does the ESL icon app show up on the handheld?		
Does the ESL icon open to the ESL linker screen?		
<b>STAFFING</b>	<b>YES</b>	<b>NO</b>
Is the team identified that will deploy the ESLs?		
Have they read the ESL SOP?		
Are associates scheduled to deploy shelf labels?		
Have they been assigned specific work areas?		
Who is enabling the holders?		
Who is syncing the labels with the product on the floor?		
Has an area of responsibility been assigned for each section?		
Who is installing the rails?		
Who is assigned walking the floor for the labels after deployment to check on labels where pricing didn't download?		
Who is assigned to validate that the correct pricing is visible?		
Who is working the advertising signs?		
Are they familiar with the handheld?		
Have associates been trained on ESLs with QR codes?		
Do they know how to engage with the customers?		
Who is assigned to train the staff on associate engagement? Current and new associates.		
Does your team know which computers have the ESL software downloaded?		
Does your team know how to report ESL issues?		