



Press release

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The Visma contract

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Delfi's partnership with Visma Retail in Norway has contributed to the establishment of the partnership with Visma Retail in Sweden.

Visma Retail AB will now handle delivery, installation and support of Breece System from Delfi.

Breece System consists of full graphical electronic shelf labels from ZBD Displays Ltd. in England and innovative software modules developed by Delfi Technologies A/S for the design and control of the shelf labels.

The partner contract will form the basis of implementing Breece System at Visma's Swedish customers.

Køge, Denmark - October 18, 2011

Visma Retail in Sweden has signed a partner contract with Delfi Technologies regarding the delivery of Breece System to Visma's Swedish customers.

The electronic shelf labels have shown a strong success on the retail market as they cover great benefits for store managers, staff and customers. Now, with the Delfi partnership, Visma can offer its customers a simple and a future-proofed solution with the fully graphic electronic shelf labels, which streamlines the daily operation of their stores.

Visma Retail is a leading provider of IT solutions to some of the largest retail chains in Scandinavia. Visma can now provide both retail chains and individual stores a simple way to get a more efficient operation of their stores and the opportunity to achieve significant savings in terms of time, labor and materials. While great savings will be retrieved, customer service will also be improved as the customers always will see the correct price on the electronic shelf labels.

Michael Jørgensen, sales and marketing director at Delfi Technologies A/S, explains the partnership:

"Delfi's solution with Breece System and the fully graphic electronic shelf labels is a future-proofed solution that can be implemented in a store very quickly and while the store maintains its daily operation. The partnership with Visma Retail in Sweden is an expansion of the partnership with Visma Retail in Norway and will form the basis of implementing Breece System at Visma's Swedish customers."

One of the biggest advantages of the partnership is that Visma now can provide its customers with many new opportunities. With Breece System and the electronic shelf labels, it is possible to switch between different pages on the electronic shelf labels so the product information can be increased from displaying essential details like price, item text, barcode and ordering code to display more like e.g. space management and stock levels.

The stores will eliminate the need of manual workflows associated with the replacement of paper labels. With Breece System and the fully graphic electronic shelf labels, it is possible to launch dynamic and more specific campaigns. When pricing and product information have been changed in the system, the electronic shelf labels will be updated automatically throughout the store.

Visma Retail is satisfied with the partnership and look forward to implementing Breece System at its Swedish customers. Henrik Larsson, sales director at Visma Retail, says:

"Visma Retail in Norway has already a partnership with Delfi Technologies. This partnership and the success with the roll-out of electronic shelf labels at Norwegian customers, has made it ideal for Visma Retail in Sweden to look at a partnership with Delfi as well. We have now signed a partner contract that allows us to offer a future-proofed solution with the fully graphic electronic shelf labels to our customers in Sweden."

The combination of store automation and major time savings that the stores get with the solution, allow the stores to focus on other, more promotional activities in the store such as sales and customer service.



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Press release

Breece System and electronic shelf labels - the safe choice for future retail environments

Control store network centrally, cost-effective solution, flexible design options and light-touch infrastructure.

Breece System

Breece System uses electronic shelf labels (epops) and Bounce Communicator from ZBD Displays Ltd.

The combination of hardware from ZBD Displays Ltd. and the software modules, developed by Delfi Technologies A/S ensures that the solution integrates seamlessly with existing retail systems and provides a solution modelled precisely for customer requirements.

About Delfi Technologies A/S

Breece System is developed by Delfi Technologies A/S, a well-established company that has existed in the retail business for more than 20 years. Delfi delivers solutions for the retail industry - within data capture, barcode equipment, Point of Sale equipment, and service and development of software to this. Delfi delivers hardware and software for bar code solutions through a wide network of partners in Denmark, Sweden, Norway and Vietnam.

About Visma Retail AB

Visma Retail is one of the largest full-service provider of IT solutions, services and retail equipment. The solutions can be integrated with equipment from leading manufacturers as well as administrative and financial systems. At the same time, Visma support the entire flow from POS to information about business development. The services include everything from pilot studies and implementation to support, control and nationwide service. Through various solutions and services, Visma Retail offer their customers a streamlined and integrated process throughout the value chain. In brief, Visma Retail makes it easier for stores to be effective.

The group consists of five business areas: Visma BPO Accounting and Payroll, Visma Software, Visma Commerce Solutions, and Visma Retail Projects & Consulting. Visma simplifies and digitalizes processes at more than 240.000 customers in both the private and public sector. The group has more than 4.300 employees.

About Breece System

Breece System consists of full graphical electronic shelf labels from ZBD Displays Ltd. in England and innovative software modules developed by Delfi Technologies A/S for the design and control of the shelf labels. Stores can eliminate pricing errors and reduce times spent at checkouts because there will be 100% accuracy and consistency between price indication on the electronic shelf labels and the checkout.

It is possible to display everything from product text and images to barcodes and logos on the electronic shelf labels. At the same time, the stores can use their existing IT systems to get product information and then update the electronic shelf labels with both price and product information. It helps to eliminate the need of manual workflows that many stores are experiencing in their daily operations.

All the electronic shelf labels can be updated at the same time, without impacting existing IT systems in the store. The solution gives shops more competitive advantage and opens up multiple daily updates pricing and product information. With Breece System it is possible to make key updates on chain level with every store involved. But it is also possible that each store can make its own updates. The solution with the electronic shelf labels can be implemented in a store, while maintaining its daily operations and serves its customers simultaneously.

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Delfi 

 **VISMA**

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