

1 Solutions for stores, head office and e-commerce

1.1 E-Commerce/E-Business Solutions

- 1.1.1 Online Shop Systems/Platforma
- 1.1.2 Online-marketing solutions
- 1.1.3 Web analytics, web-controlling
- 1.1.4 E-mail marketing solutions
- 1.1.5 Social media scanning
- 1.1.6 Search engine optimization
- 1.1.7 Trust marks for online shops
- 1.1.8 Click & Collect Solutions
- 1.1.9 Multichannel-Integration
- 1.1.10 Fulfillment

1.2 Business Intelligence Solutions

- 1.2.1 Analysis tools for customer data, CRM software
- 1.2.2 Data mining
- 1.2.3 Data warehousing
- 1.2.4 Big Data Management
- 1.2.5 E-learning software
- 1.2.6 Customer frequency analysis
- 1.2.7 Management information systems
- 1.2.8 Price optimization software
- 1.2.9 Auditing / financial controlling, theft management
- 1.2.10 Workflow management solutions
- 1.2.11 Video analytics

1.3 Payment Systems

- 1.3.1 Card terminals, EFT terminals
- 1.3.2 Background operation, network operation, processing
- 1.3.3 Contactless payment systems, NFC solutions
- 1.3.4 Mobile payment solutions
- 1.3.5 Online payment solutions
- 1.3.6 Chip cards, chip & pin systems
- 1.3.7 Biometric payment systems
- 1.3.8 SEPA solutions
- 1.3.9 Cashless sales machines

1.4 ERP, Merchandise Management

- 1.4.1 Merchandise systems, ERP solutions
- 1.4.2 Master Data Management
- 1.4.3 Merchandise planning, forecasting
- 1.4.4 Category management solutions
- 1.4.5 Loss prevention, inventory management
- 1.4.6 Visual merchandising software
- 1.4.7 Space management software, shelf optimization

1.5 POS Software

- 1.5.1 EPos Software
- 1.5.2 Self check-out/ self scanning software
- 1.5.3 Payment software
- 1.5.4 Loss prevention software
- 1.5.5 Software for POS communication

1.6 Mobile Solutions

- 1.6.1 Hand Held Devices, Mobile Computers
- 1.6.2 Tablet PCs
- 1.6.3 Software for mobile devices
- 1.6.4 Mobile couponing
- 1.6.5 Mobile marketing solutions
- 1.6.6 Smartphone apps
- 1.6.7 Location based services
- 1.6.8 Beacon Technology Solutions

1.7 POS Hardware

- 1.7.1 EPOS hardware
- 1.7.2 Checkouts
- 1.7.3 Self check-out, self scanning systems
- 1.7.4 Cash management solutions
- 1.7.5 Thin client solutions
- 1.7.6 POS screens, touch screens
- 1.7.7 Back office PC/server
- 1.7.8 Cash drawers
- 1.7.9 Keyboards
- 1.7.10 POS-printers
- 1.7.11 Coupon-printers
- 1.7.12 Scanning solutions
- 1.7.13 Reverse vending systems (returns)
- 1.7.14 Retail Vending Systems

1.8 Digital Marketing Solutions

- 1.8.1 Integrated digital signage solutions
- 1.8.2 Content management for digital POS media
- 1.8.3 LCD-/ LED/ plasma systems
- 1.8.4 Digital POS Displays
- 1.8.5 Interactive display solutions
- 1.8.6 Virtual Shelves
- 1.8.7 Display printing systems
- 1.8.8 Customer screens for check-out/ scales
- 1.8.9 Holographic systems
- 1.8.10 Instore radio
- 1.8.11 Instore TV
- 1.8.12 POS kiosk systems
- 1.8.13 Loyalty card solutions
- 1.8.14 Gift card solutions

1.9 Supply Chain Management

- 1.9.1 EDI solutions
- 1.9.2 Web-EDI solutions
- 1.9.3 Master data pools
- 1.9.4 Supplier management
- 1.9.5 Web-based supplier portals, extranet systems
- 1.9.6 E-procurement solutions
- 1.9.7 Fleet management
- 1.9.8 Conditions management
- 1.9.9 Tracking & tracing
- 1.9.10 Warehouse management
- 1.9.11 Picking systems

1.10 Price Labeling

- 1.10.1 Electronic shelf labels
- 1.10.2 Labels and price tags
- 1.10.3 Label printers
- 1.10.4 Manual labeling systems
- 1.10.5 Poster printers
- 1.10.6 Price and labeling machines and systems

1.11 Store Communication, Networks

- 1.11.1 Store connectivity solutions
- 1.11.2 RFID solutions
- 1.11.3 Voice over IP
- 1.11.4 Web-based portals, intranet solutions
- 1.11.5 Wireless store solutions
- 1.11.6 Servers

- 1.12** Workforce Management and Accounts
 - 1.12.1 Payroll accounting systems
 - 1.12.2 Time-tracking systems
 - 1.12.3 Workforce management systems
- 1.13** Weighing Technology and Food Service
 - 1.13.1 Counter service scales
 - 1.13.2 Check-out scales
 - 1.13.3 Printing systems and accessories
 - 1.13.4 Food service machines
 - 1.13.5 PC scales
 - 1.13.6 Self service scales
 - 1.13.7 Software for provision / removal of data from scales and printing systems
 - 1.13.8 Packaging machines
 - 1.13.9 Scale/check-out connection systems

2

Security Technology

- 2.1** Article Surveillance
 - 2.1.1 Fraud prevention displays
 - 2.1.2 Electronic article surveillance
 - 2.1.3 Customer guidance systems
 - 2.1.4 Security leash systems
 - 2.1.5 Mechanical article surveillance
 - 2.1.6 Source tagging solutions
 - 2.1.7 RFID article surveillance solutions
 - 2.1.8 Security tags
- 2.2** Surveillance Installations
 - 2.2.1 Electronic shopping trolley management systems
 - 2.2.2 Customer frequency measurement
 - 2.2.3 Mirror surveillance
 - 2.2.4 Video surveillance systems
- 2.3** Access Control
 - 2.3.1 Electronic access control
 - 2.3.2 Mechanical access control
 - 2.3.3 Security systems for emergency exits
- 2.4** Cash Management, Storage and Transport
 - 2.4.1 Money counting Systems
 - 2.4.2 Counterfeit detectors
 - 2.4.3 Cash management and transport services
 - 2.4.4 Pneumatic tube systems
 - 2.4.5 Safes
- 2.5** Security Services
 - 2.5.1 Security guards
 - 2.5.2 Detectives
 - 2.5.3 Mystery shopping

3

IT Services

- 3.1** Implementation of ERP Systems
- Implementation of POS solutions

- 3.3** Maintenance of central hardware
- 3.4** Maintenance of POS systems
- 3.5** Operation of ERP systems
- 3.6** Operation of POS systems
- 3.7** Cloud based IT Services
- 3.8** IT consulting
- 3.9** IT security
- 3.10** Other IT services

4

Research and Consultancies

- 4.1** Research institutes
- 4.2** Trade associations / standardisation associations
- 4.3** Training
- 4.4** Consultants
- 4.5** Publishing houses and trade journals