



USE CASE

Retail & Commerce



Centralized Price and Promotion Management Solution with Electronic Shelf Labels (ESL)

Implemented in Colombia

Challenge:

Manage frequent price and promotion changes in retail by reducing manual effort and eliminating inconsistencies between in-store prices, POS, and digital channels, without compromising the omnichannel experience.

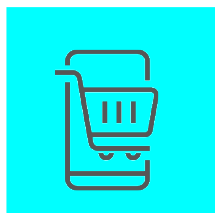
Solution:

- Implemented electronic shelf labels (ESL) in physical stores.
- Centralized, real-time management of prices and promotions.
- Automatic synchronization between shelves, points of sale (POS), and e-commerce.
- Reduction of operational errors and greater omnichannel consistency.

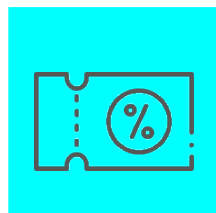
Benefits:



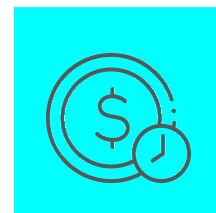
Centralized and instant price and **promotion updates.**



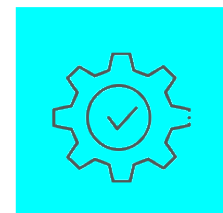
Consistency across prices **displayed in stores, POS, and digital channels.**



Reduction of operational errors and **elimination of manual labeling processes.**



Greater agility in campaign **execution and price adjustments.**



Improved perception of **transparency and professionalism in operations.**

Tags: ESL / Retail Automation.