



eKiosk

*Enterprise-wide solutions for the
Consumer Goods Industry*

www.mysunrise.eu



It's our business to support yours.

At Sunrise® we help suppliers, manufacturers, wholesalers, distributors and dealers to gain an advantage in the global consumer goods business by supporting them to adapt to the business trends they face.

*We understand
the challenges you face.*



Battle for growth must include new global customer bases. Market place competition requires organizations to find the largest base of growing, profitable customers. Competition for top growth status in stagnant developed markets could result in a strategic mistake. For example, in the burger wars, Wendy's has gained market share on Burger King in the United States. At first glance, Burger King may seem to be failing. However, Burger King's recent efforts focus on rapidly growing markets in Latin America and Asia Pacific. Why? They plan to grow in the 18 to 34 age segment. More importantly, the US market is a shrinking market while the emerging markets provide a green field alternative for fast food and high level growth.

Strategic differentiation begins with great design. Strategic differentiation provides a desired reputation, creates a defensible competitive advantage, and influences preferential behaviors in the value chain. In a market of rapid commoditization of products, shrinking product cycle times, and global delivery of services, organizations can barely create and sustain market differentiation. However, experiential design provides a tool for greater strategic differentiation. Organizations who invest in differentiation and integrated systems thinking can improve their brand value. Differentiation tools include positioning strategy, design thinking, and innovation program that drive next generation customer experience. (Image credit: Business Marketing Success Inc.)

The corporate digital divide only grows larger. The gap in profits, innovation, and market share will continue to widen between the companies who adopt disruptive and emergent technologies and those who choose to stay the course. In some sense, average is over and organizations who strive for average will fail to survive. Unlike the Occupy movement, organizations should strive to be in the 1%. Why? There's only room for the top 3 to 5 in any market segment. Those in the 99% will crumble under market forces and cease to exist.



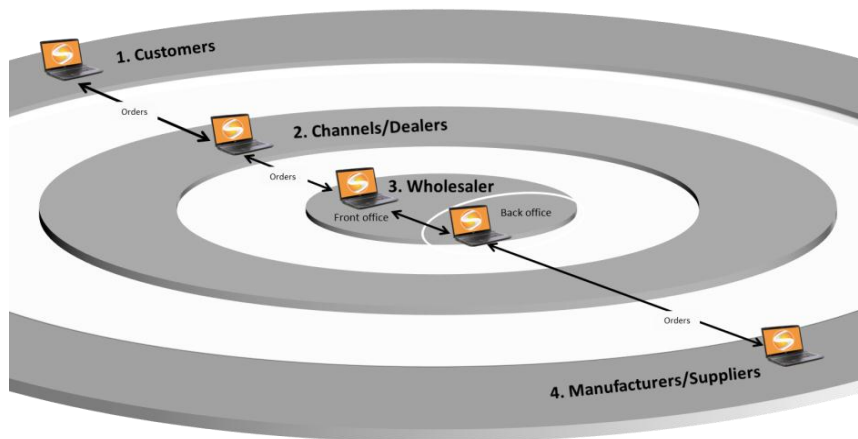
Choosing the right supply chain partner can help you compete successfully.

For more than 14 years, we've partnered with consumer goods companies across a wide range of industries to develop, implement and support enterprise resource planning (ERP), supply chain management (SCM) and warehouse management (WMS) solutions designed specifically for the way you do business. Backed by our knowledgeable team and leading technologies, our industry tailored solutions are fully integrated and easy to use. Sunrise® is designed to help you:

- Streamline your operations;
- Reduce your costs;
- Gain improved business-wide performance visibility;
- Capitalize on revenue opportunities;
- Sustain a low total cost of ownership;
- Achieve a fast return on your investment.

Integrated Solutions, designed for the way you do business.

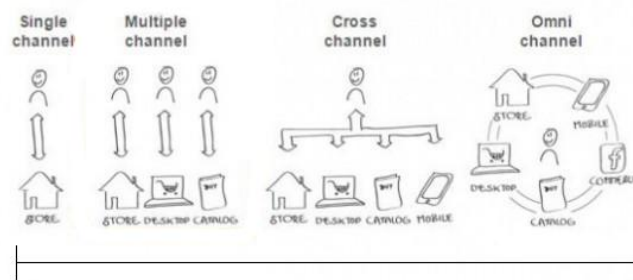
Sunrise® provides a fully integrated, enterprise-wide solution designed specifically for the consumer goods industry. Whether you market or manufacture fast moving consumer goods (FMCG) such as toiletries and cosmetics, non-durable goods such as food, wine and apparel, or durable goods like electronics and home furnishings, we have the industry specific capabilities, services and expertise To help you grow your business



Sunrise delivers you an integrated platform that supports from a single-channel to a customer centric omni-channel ...



The retail sector is evolving into a customer centric environment, which allow the sales and communication with the customers using multiple channels, from the traditional shops (bricks) , selling and supporting customers online with a web shop, mobile devices, local eKiosk located in the shops and social media. Sunrise® focus by nature is a customer centric Omni channel , where the customer have the choice of how to buy and interact with the organization...



Sunrise® eKiosk, a great extension to your existing sales channels...

The Sunrise® eKiosk are an extension of your sales channels, it's a "All-in" solution which is design to get closer access with your customers, an easy way to create new orders, get information about products available, related products, promotions and even extended information such as Recipes , videos, and direct link to required information online.

It's design to work off-line and /or on line, adapting to the environment.

It's connected to the central Sunrise product catalogue which means that updates in the products, content, promotions etc. are available in the Sunrise® eKiosk instantly when the central database is updated.

- Direct access to customers in the place that is needed.
- Attractive design and easy to use.
- Adaptable to the conditions . (can work on-line / off line).
- Immediate synchronization with the central repository.
- Extension to your sales channel.
- Sustain a low total cost of ownership.
- Achieve a fast return on your investment.

