



Increased convenience thanks to innovative applications

Mobile Shopping at METRO GROUP



METRO GROUP
Future Store Initiative

powered by



Retail goes mobile

“Everyone will have his own pocket telephone that will enable him to get in touch with anyone he wishes.” This sentence was written by the American author Robert Sloss over a hundred years ago. His vision of the future of communication was prophetic, but today’s reality far exceeds his predictions. Nowadays, life without smartphones is unthinkable for many. Modern devices are capable of far more than just communication: they are multifunctional. Today, our smartphones are practical helpers in all walks of daily life.

More functions, more options

Retail companies that focus on the needs of their customers are reacting to the increase in smartphone usage. By developing their own innovative applications – known as apps – they are able to make shopping easier for both normal consumers and business customers and are also able to tap into new customer groups. As part of its Future Store Initiative, a platform for pioneering retail innovations, METRO GROUP has pushed ahead with the development of Mobile Shopping – with new apps, for instance. The advantages of these smartphone applications are obvious: customers not only experience a new kind of shopping, but are also able to plan and make their purchases on the move. In-store, shoppers can use their phones to call up product information and speed up the payment process. At the checkout, smartphones will even replace wallets in the future: payments will simply be made wirelessly.

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Mobile Shopping – the METRO GROUP applications

Helping shoppers to plan

What shall I cook today? What do I still need to buy? Answering these questions is easy with METRO GROUP’s apps: customers can find recipes and create shopping lists quickly and simply with their smartphones. This saves time when planning tonight’s supper, the next party or – in the case of professional cooks – a new menu.



- Customers can create mobile shopping lists with the **real,- app**.
- The software also shows the nearest store and special offers.
- A cooking show integrated into the app provides inspiration for the next shopping trip.



- The **real,- Drive app** allows customers to shop at the real,- Drive stores in Isernhagen-Altwarmbüchen near Hanover and in Porz, a district of Cologne.
- Shoppers can select products and place orders using their smartphones; the goods can then be picked up at the drive-in collection store two hours later. Customers pay for their shopping when they arrive and the purchases are loaded into their cars.



- Recipes for every day of the week: the **app** that accompanies the cookery book ‘Das Gute essen’ (Eat good food) contains up to 500 recipes including wine recommendations.
- The software is rounded off by information about how goods travel from the producer to the supermarket shelves.



- The **app ‘METRO einfach lecker’** (Simply delicious) offers Metro Cash & Carry’s customers from the food industry a wide range of dishes for any occasion.
- Each step of the recipes is described succinctly and precisely so that food can be prepared quickly.
- All of the ingredients are available from Metro Cash & Carry.

In-store use

METRO GROUP has been using the Mobile Shopping Assistant (MSA) at the real,- Future Store since 2008. The innovative application has also been available as an MSA app for the iPhone since 2011.



- The **MSA app** transforms the iPhone into a Mobile Shopping Assistant (MSA).
- Customers can scan barcodes using the smartphone’s built-in camera to look at product information and fill their virtual shopping basket.
- Once they are done shopping, the MSA displays a barcode. The customer scans this at a paystation to pay for the purchases. This saves time as the items do not have to be placed on the conveyor belt at the checkout.

For business customers

Apps offer great benefits not only for consumers but also for business customers, such as restaurateurs or hoteliers. The self-service wholesaler Metro Cash & Carry has developed a special app for business customers who use its delivery service: METROphone.



- The **app METROphone** allows business customers to order goods directly using an iPhone. The customer can select his or her chosen products using a search function or by scanning the barcodes on existing products with the built-in autofocus camera.
- The order is automatically entered into Metro Cash & Carry’s delivery system.
- Customers can also check on the status of their delivery at any time with ‘METROphone’.

→ real,-



→ real,- (Android)



→ real,- Drive



→ Das Gute essen



→ einfach lecker



→ MSA



→ METROphone



At home, on the move, in the store

Thanks to their large range of functions, modern smartphones are ideal companions throughout the entire purchasing process – from planning to payment. Here is an overview of possible uses:



In conjunction with the GS1 'Mobile Payment' task force, the METRO GROUP Future Store Initiative has been developing a new standard for field use since 2011. Customers at the real, -Future Store in Tönisvorst can already make the most of the advantages of contactless payment using NFC technology. The payment process is quick, convenient and secure with a MasterCard PayPass card (such as the PAYBACK Maestro card). Customers simply hold their card in front of the reader and the amount is charged to it automatically. Customers need only enter their personal identification number (PIN) or sign a receipt if their items total €25 or more; although their PIN may be requested at random for purchases amounting to less than €25.

The future of trade



The METRO GROUP Future Store Initiative is a driving force for the modernisation of the retail industry. Partners from the retail, consumer goods, IT and service sectors are driving forward the development and implementation of innovations that can make shopping more convenient for consumers, provide them with better service and, at the same time, increase the efficiency of retail processes. The initiative's workshop is the real,- Future Store in Tönisvorst in North Rhine-Westphalia, Germany. In this modern hypermarket, the cooperation partners test new technologies and retail concepts. Applications such as the Mobile Shopping List and the Mobile Shopping Assistant (MSA) have all undergone trials here. METRO SYSTEMS, METRO GROUP's IT subsidiary, develops all of the Group's apps in collaboration with the partners from the Future Store Initiative.



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