



# RESPOND TO YOUR CUSTOMERS IN REAL TIME, EVERY TIME.

Retailers are trying to grow their customer lists, determine buying behaviors, measure campaign effectiveness, and ensure they're delivering the right offer to drive store traffic. They're doing all of this with limited investments and resources – and all in an effort to better serve their customers.

Now, retailers have an opportunity to meet the wants of their customers and the needs of their business – all in real-time.

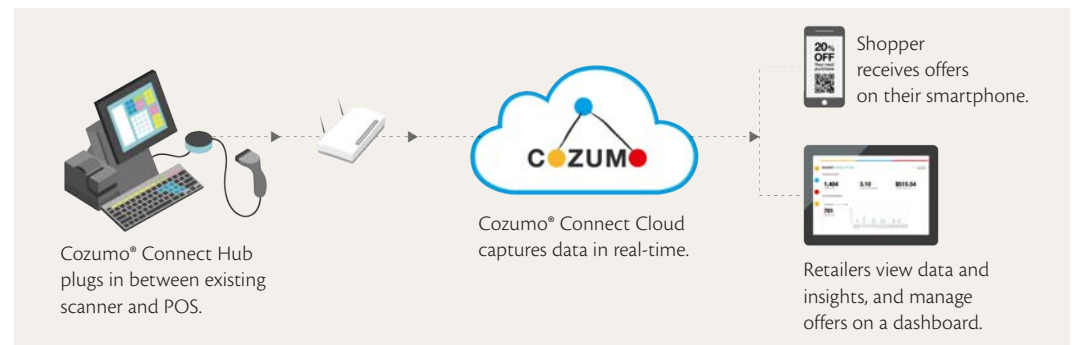


## A Turnkey Solution to Customer Engagement

Cozum® Connect Solution simplifies how retailers assess customer shopping patterns and provides the actionable insights that will most significantly impact revenue. With our Connect solution in their store, retailers – from the first scan – have the ability to learn more about their customers' shopping habits, what they're more likely to buy, and, what offers they are more likely to respond to.

## HOW IT WORKS

Our Cozum® Connect Hub fields data at the point of purchase, sends it instantly to our secure Cozum® Connect Cloud for analysis, recommends data-based targeted offers, and measures and learns from their effectiveness – all trackable and manageable in real-time.



## FEATURES

### Simple Setup

Plug Connect Hub in between the scanner and POS, initialize via the dashboard, scan the first item, and you're on your way to customer insights.

### Network Monitoring

Connect Hub calls home every 15 minutes, and self-reports hardware issues.

### Device Display

LED lights indicate power on/off, error codes and Wi-Fi strength.

### Offer Generation & Distribution

Based on purchase learning, our Connect Cloud provides insight on projected offer performance.

## Easy Implementation

Plug just about any scanner into the Connect Hub, and after a few minutes of configuration, it's ready to transmit data to the Connect Cloud. There are no changes to the existing POS software or drivers, as the device works with the existing infrastructure.

## Data Delivery Like Never Before

Once scanned, the data instantly goes to Connect Cloud, where it's then instantly integrated into the Cozum dashboard. Analysis begins immediately, and a retailer can log in to their account at any time to see their store information in real time. When SKU/price and POS offer codes are uploaded, the retailer can see item-by-item, basket-by-basket, and redemption-by-offer what is happening with each transaction – and suggestions on offers. Basic content management allows for QR creation, branding, and terms and conditions.

## Small Investment, Big Dividends

Cozum Connect Solution gives retailers a cost-effective way to implement big data analytics and offer generation; capabilities that previously meant significant expenditure and complicated installations. Now, retailers, no matter their size, can acquire, analyze and act on purchase and redemption data, enabling them to engage with their customers like never before.

# COZUMO® CONNECT DATA SHEET



## SPECIFICATIONS

### HARDWARE

#### PHYSICAL CHARACTERISTICS

Dimensions	100x100x40mm
Weight	4g
Voltage and Power	<ul style="list-style-type: none"> <li>Barrel-type female power connector (for use with AC Adaptor power supply compatible with NA 120 volt and EUR 220 volt)</li> <li>Zebra 058R power supply included.</li> </ul>
Material	Hard plastic
Color	Black

#### INTERFACES

Scanner Interfaces Supported	<ul style="list-style-type: none"> <li>Input USB port (USB female, type A)</li> <li>USB HID Keyboard (PC, US English)</li> </ul>
POS Interfaces Supported	<ul style="list-style-type: none"> <li>Connects to any POS / PC via output port (Micro-B USB female)</li> <li>Zebra Cable 25-124330-01R included (Micro-B USB male + standard USB Type A male)</li> </ul>
Management	<ul style="list-style-type: none"> <li>Devices managed via Cozum® Connect Cloud manually via barcode scans</li> <li>Real-time "heartbeat" monitoring enables Cozum® Connect Cloud to continually check device connections and operation</li> </ul>
Wi-Fi	<ul style="list-style-type: none"> <li>Supports 802.11 b/g/n standards on the 2.4GHz band</li> <li>Uses the WPA-2 personal security protocol</li> </ul>

	<b>ENVIRONMENTAL</b> <ul style="list-style-type: none"> <li>Operating Temperature: 0° to 40°C</li> <li>Humidity: 10 to 95% RH</li> <li>Storage Temp.: -30° to +50°C</li> <li>Drop Specification: 76.2mm</li> </ul>
	<b>REGULATORY</b> <ul style="list-style-type: none"> <li>FCC: 2AISL-COZINTR2USB</li> <li>IC: 21595-COZINTR2USB</li> </ul>
	<b>SECURITY</b> <p>Data transmission between device and server secured via Transport Layer Security.</p>
	<b>WARRANTY</b> <p>One-year no-hassle replacement warranty.</p>

### SOFTWARE

Supported	Security
<ul style="list-style-type: none"> <li>Chrome</li> <li>Safari(6+)</li> <li>Firefox</li> <li>Internet Explorer(10+)</li> </ul>	<ul style="list-style-type: none"> <li>Role-based authentication and authorization</li> <li>Secure databases behind firewall</li> <li>For more detail, go to <a href="http://support.cozum.com">support.cozum.com</a></li> </ul>
Privacy	
<ul style="list-style-type: none"> <li>Double-opt in for all customer interactions</li> <li>Single-click opt-out for all customer interactions</li> <li>Retailer, Customer and Product Data is protected under the Cozum Privacy Policy. View the Cozum Privacy Policy at <a href="http://www.cozum.com/privacy">www.cozum.com/privacy</a>.</li> </ul>	
License	
Monthly license fee includes: <ul style="list-style-type: none"> <li>One lane activation</li> <li>Analytics dashboards</li> <li>Customer opt-in forms and processes</li> </ul>	<ul style="list-style-type: none"> <li>Campaign management and coupon generation</li> <li>Access to all support and training material</li> <li>Unlimited user access to dashboards</li> </ul>

### For more information

Visit [www.cozum.com](http://www.cozum.com) or call +1 800-430-1708.

