



RETAIL MESSAGING DIRECT™

ADVANCED RETAIL COMMUNICATIONS SOLUTION

QUICK OVERVIEW

▶ APPLICATIONS

- Enhanced communications solution for employees
- Enables direct corporate communication with employees without the need for complex voice mail and email networks

▶ FLEXIBILITY

- Messages accessible from wired or wireless Cisco IP phones
- Send messages to one or all employees

▶ MANAGEMENT

- Simple web-based user interface enabling both voice and text messaging
- Full enterprise reporting for compliance purposes

▶ INTEGRATION

- Developed for Cisco Unified Communications environments
- Utilizes the powerful Cisco Unified Application Environment

RETAIL APPLICATIONS FOR CISCO UNIFIED COMMUNICATIONS SYSTEMS

Radianta introduces Retail Messaging Direct™, an advanced communications solution for retailers. A module within our Beacon Retail application suite, Retail Messaging Direct™ allows retailers to directly communicate important corporate information to all employees. Specifically designed for Cisco Unified IP Communications environments, and built upon the powerful Cisco Unified Application Environment platform, Retail Messaging Direct™ enables retailers to easily and effectively create, manage and distribute corporate messages to any and all employees. In addition, the system's logging and reporting capabilities support corporate compliance requirements.



Messaging. Traditionally, retailers have found it difficult to justify the creation of complex voice mail and email networks for all employees, resulting in a situation where only a small subset of employees directly receive corporate messages. Retail Messaging Direct™ enables retailers to greatly simplify communications with employees by centrally pooling messages and notifying employees during time and attendance login of messages requiring their attention. In addition, logging and reporting capabilities allow corporate administrators to view message status, enabling them to follow up on unread messages for corporate compliance requirements.

Beacon Retail™. Retail Messaging Direct™ is one module within Radianta's Beacon Retail™ suite, a group of customer interaction, business intelligence and productivity applications for the retail vertical market. Additional modules include:

Retail Mobile Connect™ - allowing retailers to integrate advanced IP communications networks with legacy walkie-talkie systems

Customer Service Connection™ - enabling retailers to connect customers with the right in-store service representatives every time

Maximize your in-store communications efficiency. As an integrated component of the Cisco Unified Communications system, Retail Messaging Direct™ enables retail organizations to enhance the way they interact. Unleash the power of your stores today!

CALL TODAY: 866.467.9695

www.radianta.com