



Pricer Increases Retailer Efficiency with MySQL



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VP R&D at Pricer.

Pricer Overview

Pricer is the world leader in Electronic Shelf Label (ESL) systems that communicate price and product information to customers at the shelf edge. The company provides the retail industry with electronic price and information systems including backoffice management tools that significantly increase consumer benefits while optimizing operational efficiency and profitability.

Offering the most complete ESL solution, Pricer has over 3,100 installations across three continents. More than 43 million ESL systems have been delivered, which corresponds to approximately 60% market share on a worldwide basis. The single largest installation amounts to approximately 100 000 labels.

Currently prioritized markets include Japan, Western Europe and the USA with renowned customers like Carrefour, Ito-Yokado, Metro and COOP.

The Business Challenge

The Pricer system help retailers by providing a high bandwidth, interference free, infrared (IR) technology which ensures rapid and wireless ESL updates with reliable bidirectional acknowledgement.

The retail sector is highly competitive which enhances price sensitivity. Prime incentives for customers to use the Pricer ESL systems are:

- Reduced costs for updating price and other product information at the shelf level in stores through automation
- Flexibility in price changes, for instance in Japanese stores where grocery prices might be adjusted depending on the hour of the day
- Management advantages like stock control and space management support

The MySQL Solution

Building its Electronic Shelf Label system, Pricer was looking for a backend embedded database suited for storing and handling all information for display on shelves and also for backoffice management purposes. Specifications demanded that the database should be able to handle 500 000 database updates in one batch within 30 minutes to meet future demands on scaling.

"After evaluating the alternatives we decided on MySQL since it's fast, stable and easy to administer", said Kenneth Johansson VP R&D at Pricer. "Our customers need to focus on running their stores rather than address technical issues so stability is really a top priority. Since we started deploying MySQL in 2003 we've had to make only minor technical adjustment. Apart from that it just runs."



MySQL Enterprise Server for OEMs, ISVs, and VARs

MySQL Enterprise Server is a full-featured, zero administration database that enables ISVs and OEMs to bring their applications and solutions to market faster. MySQL's small footprint, zero administration and support for 20+ platforms gives ISVs and OEMs ultimate flexibility to ship a highly reliable SQL compliant, transactional database with just about any software application or hardware appliance.

The MySQL Embedded Database enables OEM/ISV/VARs to:

- **Reduce COGS and improve profitability** by embedding a cost-effective database without artificial license restrictions on CPU, memory, and servers
- **Bring applications to market faster** by embedding a proven database rather than building and maintaining a proprietary database in-house
- **Deliver a differentiated solution** that can capture, store and report on data with speed and granularity by embedding a full-featured, relational database
- **Win competitive comparisons** using a SQL compliant, relational database with superior performance and reliability
- **Deliver a Zero Administration solution** so that their customer don't have to hire dedicated DBA resources
- **Make reporting and analysis easy** using a cost-effective open source reporting solutions like Jasper for MySQL: OEM Edition.

MySQL Embedded Server is Ideally Suited for:

Software Applications

- Network & Performance Management
- Monitoring Systems
- CRM & ERP
- Educational Software
- Email, Anti-spam software
- VoIP & Online Messaging
- Healthcare & Practice Management
- Biotech

Hardware Appliances

- Networking Equipment
- Routers & Traffic Controllers
- Security Appliances
- Retail Kiosks
- Point-of-Sale (POS) Systems
- Diagnostic Instruments
- Sensory Devices
- And more...

About MySQL

MySQL AB develops and supports the MySQL database server, the world's most popular open source database. Over 11 million installations use MySQL to power high-volume Web sites and other critical business systems — including industry-leaders like The Associated Press, Yahoo, NASA, Sabre Holdings and Suzuki.

MySQL is an attractive alternative to higher-cost, more complex database technology. Its award-winning speed, scalability and reliability make it the right choice for corporate IT departments, Web developers and packaged software vendors. For more information about MySQL, please go to www.mysql.com.



www.mysql.com/enterprise