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## Looking for an eBusiness solution?

Look no further.

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### **GYG Back Office is built by grocers with grocers in mind.**

It is a unique software package that seamlessly places your current store's inventory online. You, as the grocer, have complete control over inventory, promotions, category management. Plus, it integrates with current loyalty marketing programs.

**GYG**  
**BACK OFFICE**

**It is a complete turnkey eBusiness solution with no third-party or per order fees!**

**GYG** Technologies

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# Simply, the pushing of this button can...



**Increase average basket size,  
Retain more customers, and  
Attract new shoppers!**

Home barcode scanning from

**Scan**

**At Home**

by **GYG** Technologies

# ScanAtHome—home barcode scanning simplifies online shopping, increases retention and works with your eBusiness system.



With a small hand held barcode scanner that hangs conveniently on a refrigerator, your customers can scan the barcodes of their depleted items and send them to your eBusiness web site directly into their shopping cart.



**Through such convenience, your customers are sure to return again! And most importantly, ScanAtHome shoppers average larger order sizes.**

## ScanAtHome offers the greatest benefits as an eBusiness enhancement .

GYG Technologies can configure your eBusiness web site to accept transaction data from ScanAtHome, allowing your online shoppers the ability to order their groceries from your web site by scanning barcodes in their kitchen!

- **Guarantees return customers** to your eBusiness web site with ScanAtHome technologies.
- **Larger average order sizes** are experienced. By comparison, GYG Technologies has seen differences from \$92 average order size for online shoppers to \$172 average order size for ScanAtHome shoppers.
- Customer base grows from **higher retention rates** and less defection.
- **Increased order frequency.** ScanAtHome users average an online grocery order every 13.5 days.
- **Happier customers.** Placing online orders are faster, simpler and more accurate than manual entry.
- **Attracts new word-of-mouth customers.** ScanAtHome users love to share the news about his exciting new way to grocery shop.

## No eBusiness, no problem. You can still take advantage of the ScanAtHome technology.

Provide GYG Technologies with your item/aisle files and ScanAtHome users can choose your store on the MyScanAtHome.net web site. They can print their shopping list according to your aisle structure or (if you offer delivery) can have their list faxed directly to your store for home delivery.

- Attract new shoppers from the current ScanAtHome subscribers in your area.
- If and when you transition to eBusiness your ScanAtHome customers will be a built in customer base.

*Visit [ScanAtHome.net](http://ScanAtHome.net) for further details, or contact GYG Technologies to see how your web site can be ScanAtHome enabled!*

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## Put home scanning technology to work on your eBusiness store!

Here's how it works!

In 3 easy steps your customer can:

1. **Scan barcodes** of grocery products as they are consumed.
2. **Send barcodes.** By connecting the scanner to an internet connected computer all scanned items are automatically transferred to their MyScanAtHome.net account.
3. **Login to MyScanAtHome.net** to manipulate their shopping lists. Then they can choose to:
  - SEND LIST of scanned items to their shopping cart at your online store.
  - PRINT LIST for efficient in-store shopping, sorted by your store's aisle structure.

