PiCo

How PiCo helps retailers transform legacy PoS systems for a better customer experience.

Retailers serving today's consumers need to provide real-time and personalized shopper engagement. Born out of the vision to connect legacy Point-of-Sale (PoS) systems with the technology of tomorrow, Sydney-based PiCo enables retailers to do just that.

PiCo's DNA is a unique combination of plug-and-play hardware and scalable cloud-based software that empowers brick-and-mortar retailers to monitor sales performance and stock levels, operate loyalty and reward programs, and provide tailored offers to customers – all in real-time.

With EMnify's cloud communication platform deeply embedded in their solution, today, PiCo has helped international brands like Microsoft, Bauer Media, Krispy Kreme, Stella Artois, Subway and Weightwatchers, digitally transform their physical stores in a quick, cost-effective, and flexible way.

About:
- Offices in Australia, US, and UK
- Smart retail solution provider
- Products deployed in four continents

Goal:
Helping consumer brands and retailers of any size deliver and manage shopper interactions with PoS in real-time.

Solution:
A smart, powerful suite of hardware and software that enables customized in-store experience and real-time sales monitoring.

EMnify Products in use:
Connect:
- Global IoT SIM: Simplified product deployment in any market.

Operate:
- Web Portal: Improved support and troubleshooting with real-time network and usage visibility.
- Network steering: Proactive control of device connections.
- IMEI lock & data limit: Preventing unauthorized data use and bill shocks.

> "From every interaction I have, EMnify has the can-do attitude at its core. Nothing is too hard, no question too basic, and every support call is handled quickly and efficiently. EMnify offers great value for the price."

ANDREW LOWE
Managing Partner & Co-founder

Making PoS systems of today fit for the future

"The problem of connecting legacy retail systems to digital services is a global one," – said Andrew Lowe, PiCo's CEO. *"Many times, these systems run on older, or even outdated operating systems that cannot connect to the Internet."*

As such, CRM and sales data are often internally communicated to the back office in hourly or daily batches, making any real-time interaction with customers at the front-end impossible.
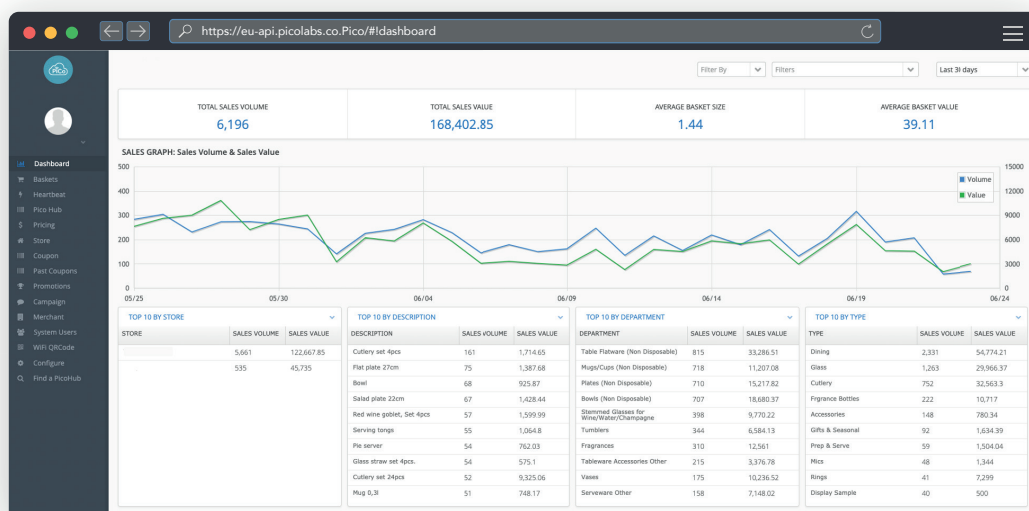
Realizing this problem early on, PiCo developed an end-to-end solution that allows brands to bring aging PoS systems in parity with modern cloud-based retail systems – entirely risk-free.

The PiCoHub device can easily plug into any cash register without requiring any system modifications, to record every item sold, as well as information from rewards or loyalty cards. All this data is communicated to the PiCoConnect cloud application where retailers can manage in-store pricing and promotions while staying on top of sales data across an entire store network – in real-time.

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"PiCoHub devices can connect via Wi-Fi and Ethernet. But to make our solution truly plug-and-play and remove dependency on retailers' networks, we know cellular connectivity is the way to go."

– Andrew Lowe
Managing Partner & Co-founder, PiCo

EM*nify*

Embarking on a new journey with EMnify

Back in 2016, PiCo decided to move away from local Australian telco service providers and started their search for a global provider as they rolled out their products worldwide.

Given the solution PiCo landed on had to support more challenging markets like Mainland China, the team spent many hours researching and testing different providers.

"Among the shortlist of potential partners, none struck the right balance of flexibility, reliability, and interoperability via API like EMnify," remarked Lowe.

"As our usage was going to grow, shrink, and constantly change as new stores came on and old ones left, EMnify's pricing fitted our needs without us feeling locked into a long-term contract."

"The team's knowledge and patience with us while we got up to speed on a new knowledge set also played a big part. But we really found the EMnify Portal helped seal the deal," he added.
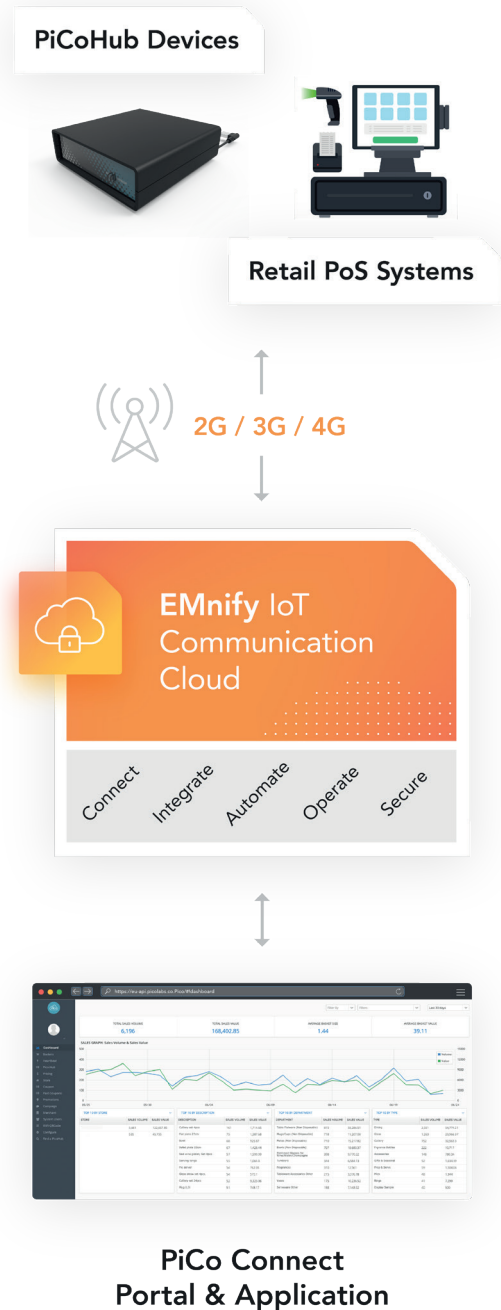
From day one, PiCo is set up for scale, and having a communication solution that enables this is also part of the deal.

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"We host our PiCoConnect across both AWS and Azure, so knowing that EMnify has strong relationships and advanced tools to support both environments was another decision-maker."

– Andrew Lowe
  Managing Partner & Co-founder, PiCo

PiCoHub Devices

Retail PoS Systems

2G / 3G / 4G

EMnify IoT
Communication
Cloud

Connect   Integrate   Automate   Operate   Secure

**PiCo Connect
Portal & Application**

EM*nify*

Drastically reduced onboarding and support time

With PiCo's reach across many global markets, allowing the support team to troubleshoot any issues quickly and effectively is business-critical.

"We find the EMnify Portal extremely user-friendly, which has let us cut down the time to onboard and train our field engineer partners. The recent changes and upgrades to the Portal have made that process even easier," explained Lowe.

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"As our partners can easily reset SIM connections and switch carriers on the Portal, we can avoid raising a Tier-two support ticket and resolve issues faster. The transparency that we have with EMnify helps us be much more streamlined in what we do."

What's more, having previous incidents with SIM misuse which resulted in significant data costs, the ability to set a data limit and restrict SIM use to PiCoHub devices puts more control in the team's hands to prevent future bill shocks.

Giving the retail sector a boost after COVID-19

With the pandemic wreaking havoc on worldwide retailers, especially brick-and-mortar businesses, PiCo now aspires to help their customers not only recover but thrive when competing with e-commerce pure-play brands.

To do so, the company will soon launch a new product that enables any store without an Internet-connected PoS system to connect live through PiCo and offer shoppers a wider array of online services. This includes alternative payment methods like QR codes and Cryptocurrency, as well as more enticing offers based on shoppers' loyalty to the local store.

"Now that we've validated EMnify is the platform we want to stay with, we are prioritizing development resources for deeper integrations to bring some of the Portal features into our own application and step up our process efficiency," Lowe said.

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