



Ernsting's family

Partners with MTI to Create a
Mobile, iPad®-based Endless
Aisle Solution

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Ernsting's family

Founded in 1967, Ernsting's family is an iconic family clothing and household accessories retailer with 1,920 stores across Germany and Austria. A major initiative for them was to transform their in-store shopping experience using tablet-based technology designed to increase sales and customer satisfaction. This new capability enables customers to buy online and pick-up in-store (BOPIS) and sign up for the Ernsting's family loyalty program. This transformation has now come to life.



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In 2016, the company began working on an "Endless Aisle" concept throughout all stores. After a successful two year, 50-store pilot, they created a solution combining the iPad with MTI's RapidDoc® Lite with EZBack, and Mobilis' rugged tablet case coupled with Ernsting's family Endless Aisle application. The iPad-based mobile solution allows employees to move throughout the stores quickly and easily, working with shoppers to view inventory and stocking, offering different merchandise options and place orders immediately on the tablet. Sales associates using iPad throughout the stores increased sales and received positive shopper feedback.



MTI's RapidDoc Lite

Apple iPad combined with the RapidDoc offer a great solution for projects deploying fixed and mobile tablet projects using in-store applications; iOS is a stable IT platform, and Apple devices have a high return on investment while offering a familiar customer experience. Security is built into the operating system, and sales associates can easily release the iPad from the RapidDoc base for mobile use via the Endless Store application. In addition, MTI's German-based partner, Bressner Technology, created a custom rotating mount, so that the iPad screen can easily be shared between staff and shoppers at the point-of-sale. The RapidDoc docking station is modular, configurable and future proof. As new tablets are introduced, the EZBack easily can be reused and can support a newer tablet. The sleek, yet rugged Mobilis case provides protection for the iPad from drops and bumps that happen in day-to-day use.

The outcome speaks for itself: in-store sales have increased as have net promoter scores (NPS). Every store in Ernsting's family's estate has deployed this innovative solution throughout all 1,920 stores throughout Austria and Germany.

Please visit www.mtigs.com to learn more about our tablet and mobility solutions.