



Present and Sell

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# Increasing customer loyalty

through digital connectivity

Vertrauen  
Verlässlichkeit  
Ehrlichkeit  
Zuwendung  
Respekt  
Verantwortung

Mo.-Fr.: 9.00 - 18.30 Uhr  
Sa.: 9.30 - 13.30 Uhr  
T: +49 (0) 241 / 31 421

[www.aquisapo.de](http://www.aquisapo.de)



## Solidly positioned as a mainstream healthcare provider

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Would you like to offer more services and make shopping as appealing as possible?  
Do you want to lighten your team's workload and create a modern working environment?

With BD Rowa™, you can easily step into a secure and digitally connected future. The right technologies can make your pharmacy future-proof and turn shopping into an enjoyable experience for your customers. Our systems are easy to use and help you to make customer processes attractive, secure and efficient.

### The advantages

- + Increased customer satisfaction through expanded service offers
- + Attractive external presentation and emotional customer appeal
- + Safe and efficient processes
- + Shorter waiting times and high delivery capacity
- + Modern working atmosphere and latest technology for more enjoyment at work

# Product types

for an appealing shopping experience



# Customer communication and interaction

With BD Rowa™ Vmotion, you'll make more than a visual statement in your pharmacy – because flexible content and access to an extensive database will support your individual offers and your competence with just one click.

- + Flexible design of product offer and atmosphere
- + Interactive customer advice and visible service offers
- + Large database with attractive templates and ideas for design
- + Wide range of applications in the dispensary



BD Rowa™ Vmotion  
OTC Products



BD Rowa™ Vmotion  
Free-Choice Products



BD Rowa™ Vmotion Shop  
Window



BD Rowa™ Vmotion  
Panoramic Wall



BD Rowa™ Vmotion  
Cloud





## Interactive consulting: BD Rowa™ Vmotion OTC Products

Highly attentive, informative and practical  
consultation

- + Attract customers' attention right at the counter
- + Alternating indication shelves for each checkout point
- + Direct price comparison of different package sizes
- + Useful additional recommendations and alternative products
- + Latest promotional videos from pharmaceutical and cosmetic companies
- + Wide variety of product packaging





## Perfect presentation: BD Rowa™ Vmotion Free-Choice Products

Informs customers and creates emotional incentives to buy

- + Representative presentation of products, offers and services in the sales area
- + Highlights your own expertise in high-quality, free-choice products
- + Emotional customer appeal through images and videos
- + Reduction of shrinkage
- + Optional use for product presentations and training courses



## A magnet for your customers' eyes: BD Rowa™ Vmotion Panoramic Wall

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Communicate targeted messages and  
stimulate emotions

- + Draws attention through changing and radiant content
- + Also for visual choice and free-choice products
- + Present bright, large-scale images and animations
- + Multiple screens can be merged into one large image



Practical  
experience



## An invitation to buy: BD Rowa™ Vmotion Shop Window

### Digital showcasing for your pharmacy

- + Emotional appeal to prospective customers and passers-by
- + High level of attentiveness thanks to informative and changing content such as weather forecasts
- + Professional window displays with high light intensity and UV resistance
- + 24/7 visibility – also for digital emergency service display at night
- + Premium advertising posters for pharmacy services, offers and advertising campaigns



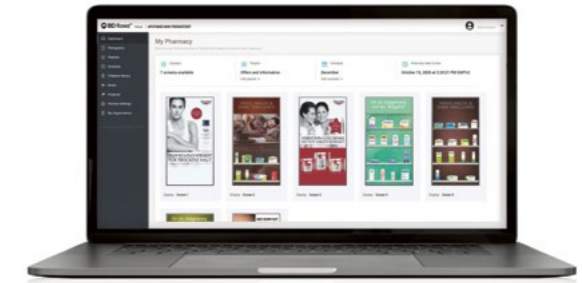
## Design it simply: BD Rowa™ Vmotion Cloud

What constitutes an excellent digital display of OTC products? The answer is simple operation and the right content. With the BD Rowa™ Vmotion Cloud – our proprietary content management system behind the screens – you can comfortably manage and design your content: from your desk or even from home.

- + Intuitive user guidance
- + Simple control, even across branches
- + Large media library with ready-made planograms, videos, posters and images
- + Access to the local product database

# All under control: BD Rowa™ Vmotion Cloud

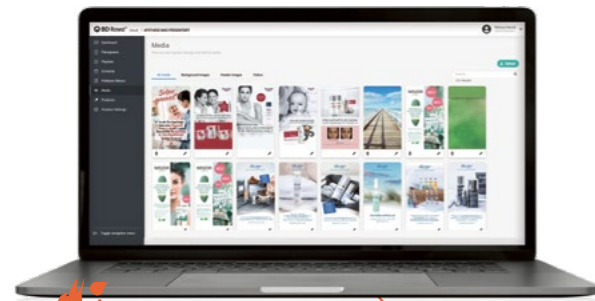
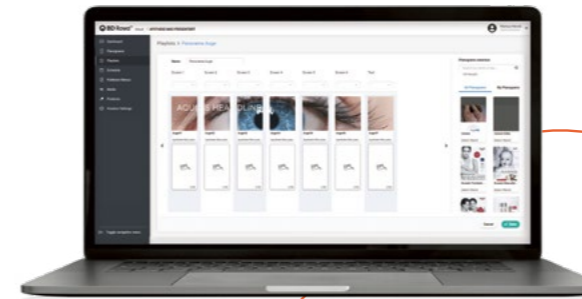
Discover the beating heart of all BD Rowa™ Vmotion applications



In the Cockpit, you have everything in view and can see all the relevant BD Rowa™ Vmotion data and content in real time.



Use the **panoramic function** to synchronously display one image over several screens (limited use also possible for video).



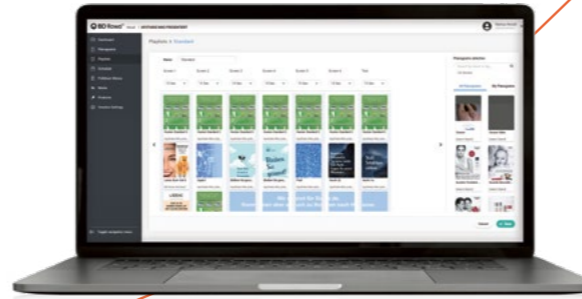
Select all the available media in the **media library** or upload your own files.



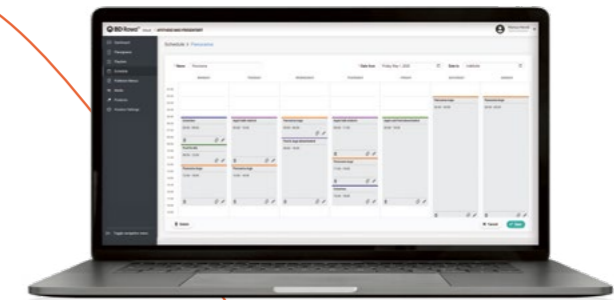
Use the **planogram designer** with its range of customization options such as backgrounds, shelf labels, products and much more.



Assemble your planograms and offers into an attractive **playlist** with individual rotation times for each screen.



Use different playlists at different opening times with the flexible **calendar function**.



Just five steps to your individually designed pharmacy.





# An attractive and enjoyable shopping experience

Make shopping as enjoyable as possible for your customers and enhance their shopping experience – even outside pharmacy hours.

- + Reduce waiting times
- + Self-determined purchasing
- + More time for customer service
- + Connect online shopping with an on-site buying experience



BD Rowa™ Pickup



BD Rowa™ Pickup Cloud



BD Rowa™ Self-Checkout

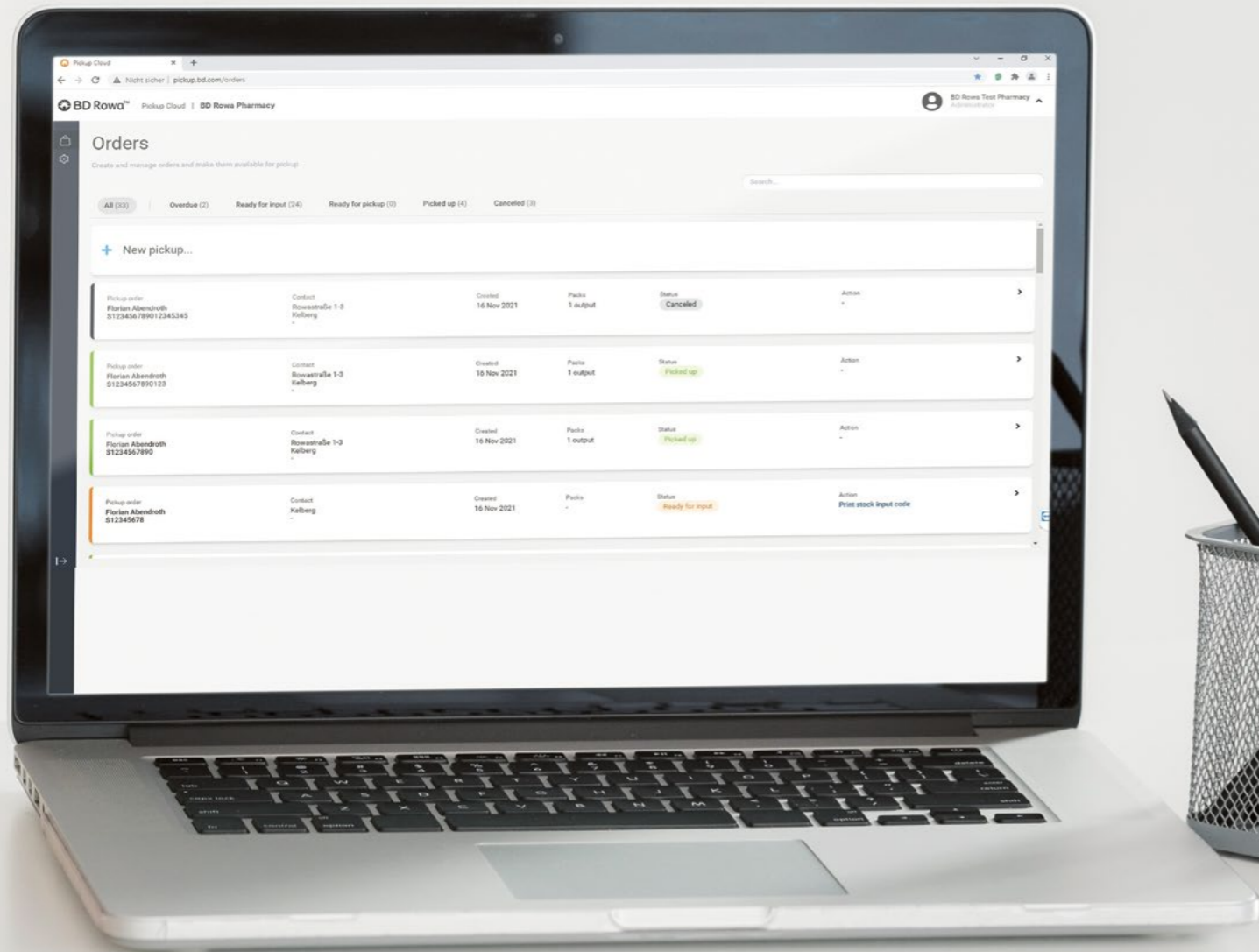




## Automated collection: BD Rowa™ Pickup

The automated collection terminal for use in the sales area, in the foyer or outside the pharmacy enables the independent and time-saving pickup of out-of-stock items, follow-up prescriptions and items ordered online.

- + Lower costs through automated dispensing
- + Expands your emergency service
- + More time for personal consultation
- + 24/7 service, completely independent of your opening hours
- + Contactless pickup possible
- + Centralized management of pre-orders
- + Advantages in handling e-prescriptions
- + Automated customer communication with orders



## BD Rowa™ Pickup Cloud

This easy-to-use software for pickup management takes care of your incoming orders in the pharmacy, via the web shop or other platforms – regardless of your current merchandise management system.

- + Transparent management of all click & collect items and pre-orders
- + Storage of click & collect customer details in the dispensing robots
- + Automatic order status notification to the customer in accordance with data protection regulations





## Convenient and secure payment: BD Rowa™ Self-Checkout

The self-service checkout not only optimizes your customers' shopping experience, it also ensures shorter waiting times and lower service costs.

- + Hygienic and cashless payment process via a secure connection
- + Prescription products can be paid for after consultation at the sales counter
- + Fast payment option for products from the free choice (non-prescription) area.
- + Avoidance of queues
- + Secure theft prevention in combination with the BD Rowa™ Inventory Loss Prevention

# Our service support

for a customized solution



Kalt... kälter...  
Erkältung?

Medicine boxes displayed on the poster: Grippol, Aspirin, Ibuprofen, Sclerol, ACC, and others.

Allergie - was tun  
gegen Pollen & Co?

Medicine boxes displayed on the poster: Cotizin HEXAL, Fenistil, Lorano, Fenihydrocort, Vividrin, Livocab, and MOMETA.



## The all-around, carefree package – the BD Rowa™ Service Support

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When installing our digital solutions for your dispensary, we will be there at your side: all the way from planning and installation to training courses and customer service.

- + Planning the perfect solution for your sales processes – together
- + Installation by trained fitters and, where required, connection to your BD Rowa™ dispensing robots and cash register system
- + 24/7 support from our in-house hotline
- + Extensive local service network
- + In-depth online training courses and on-site sales training.

Your



## all from one source

We offer you intelligent systems to organize your warehouse, which will optimize your processes even more. All our systems are compatible with each other. Get more information now.



Code to scan – Product Catalog, Store and Pick



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