

Electronic Receipt Service

Smart Receipt



Smart Receipt helps to reduce a significant amount of paper!



The "Smart Receipt" service enables printed receipts to be digitalized and stored in the cash register when consumers make payments. They can receive an electronic smart receipt just by having the bar code on their smartphone application scanned at the cash register. This is a breakthrough service that can quickly solve all troubles associated with paper receipts, such as an overfilled wallet and storage difficulties, as the receipt data can be scanned with the smartphone anytime, anywhere after payment. Smart Receipt also allows consumers to use discount coupons printed on the receipt and to apply for sales campaigns directly with their smartphones. It has great potential to significantly change the future of retail shopping.

Eco-friendly

Customer-friendly

Consumer-friendly



Do you know how much receipt paper is consumed?

13.5 billion sheets of paper



Approximately 54 thousand tons of paper receipts are consumed per year nationwide. When an A4 paper weighs 4g, this amount is equal to 13.5 billion sheets of copy paper.

378 rotations around the earth



240 million rolls of receipt paper are sold per year nationwide. This value is multiplied by 63 meters per roll, resulting in a total length of approximately 15.12 million kilometers, which is equal to 378 rotations around the earth.

96 billion yen



240 million rolls of receipt paper are sold per year nationwide. This value is multiplied by 400 yen per roll, resulting in 96 billion yen, which is the annual cost of receipt paper! A receipt we easily receive incurs considerable costs.

The reduction of paper receipts leads to eco-friendliness in this way!

	Reduction rate: 5%	Reduction rate: 10%	Reduction rate: 30%
Reduction of receipts	4,052 rolls	8,102 rolls	24,309 rolls
Reduction of power	1,953 kWh	3,906 kWh	11,717 kWh
Converted into the number of cedar trees*	139 (approx. 1.9 tons)	277 (approx. 3.8 tons)	831 (approx. 11.6 tons)

* When the number of rolls, which is converted into that of 80-year-old cedar trees, it corresponds to the annual absorption of the above number of trees.

Those reductions have been estimated based on the results of 80 stores of Company A, which introduced the Smart Receipt service on a trial basis. Reducing the amount of paper receipts by 30% effectively reduces CO₂ emissions equal to approximately 11.6 tons of cedar trees. Approximately 24,000 rolls of paper receipts are saved per year, resulting in lower power consumption for printing receipts and a reduction in the purchase cost of receipt paper by 9.6 million yen per year.

VOICE

Smart Receipt connects retailers, manufacturers and consumers

Smart Receipt is the name of the electronic receipt service. "Electronic" is, in other words, digitalization using smartphones and computers. Smart Receipt has been developed with the aim of capitalizing on browsing habits as a contact between these devices and receipts, as well as taking advantage of TOSHIBA TEC's special expertise to expand in this business area.

In particular, the development of advertising and promotion that takes advantage of customers' browsing habits on their smartphones or receipts will lead to the creation of new business opportunities. Retailers can increase the number of customers who visit stores by providing bargains and return information via smartphone. Manufacturers can increase the sales and awareness of products by developing new sales campaigns. Customers would welcome such information as many receipts eventually disappear from their wallets. It is the "Smart" way of shopping. Therefore, TOSHIBA TEC provides a unique platform to connect "retailers," "manufacturers" and "consumers" through its Smart Receipt technology. It is anticipated that this system will capitalize on the TOSHIBA TEC's existing business areas, as well as lead to the creation of new business opportunities.

"Let's get started now!"
Development began as MIYAGI COOP readily agreed to our proposal

A consulting firm initially proposed the creation of electronic receipts in 2010. I personally had an interest in this and talked a lot about it with them. But we decided to forgo the proposal as it was too early to proceed back then. The

Great East Japan Earthquake however became the trigger. Although it was not covered much by the media, two out of three manufacturing plants for receipt paper rolls were affected by this huge earthquake, and the supply soon failed to meet demand. Imports did little to help satisfy this demand, so we eventually created a simple manual to operate a cash register without paper rolls. When the need for electronic receipts came up again, we received an offer to jointly develop such a system. However, as we had already obtained a patent regarding the electronic receipt system, our intention was to work on "commercializing" the system rather than just "experimenting" with it. For that reason, it took some time to gain approval from top management, but our plan was finally accepted in the spring of 2013. Indeed, it had been three years since it was first proposed in 2010.

First of all, we started to look for retailers who would be willing to agree to take part in this experiment. Our aim was to provide a service that allows consumers' electronic receipt data to be combined into a single archive, regardless of where they do business, for example, at the pharmacy, family restaurant or supermarket. We made a tremendous effort to let retailers as our customers understand our intent. Under such circumstances, when we visited MIYAGI COOP, they readily agreed to our proposal. We went into full-scale development shortly afterwards.

Rapid progress in four months from the start of development

We managed to perform a demonstration just four months later. It was an extremely rapid development. We requested outside suppliers to develop smartphone applications and build cloud centers, resulting in simultaneous development efforts by three companies, including TOSHIBA TEC. The most difficult task was to maintain synchronization among these three companies at all times. In addition, coping

with the development of new smartphones was something we had never experienced, causing a lot of confusion. Now I really feel that quality and speed were maintained as all of us faced the same challenges to work hard toward a promising future. Yes, it was a very valuable experience.

We also had difficulty in recruiting members; even so, successfully presented the results of our experiment, which benefited all three parties; retailers, manufacturers and consumers. The manufacturers who participated in the experiment have been continuously advertising the service, and according to our survey, 92% of consumers reported they were willing to keep on using it.

Additional services that can satisfy retailers, manufacturers and consumers to be expanded

We need to benefit all three parties, and we have clearly seen that our users are satisfied with the service. Our next mission is to contribute to retail sales. For example, we are planning to use sales promotion tools that attract manufacturers, such as applications for campaigns, coupons and surveys for consumers.

As a top priority, we are currently dedicated to expanding sales in the stores where the systems have been introduced nationwide. We expect Smart Receipt to attract a great deal of attention as it expands, allowing massive campaigns by major manufacturers to be launched.

In addition, the idea of offering customers different types of goods and services will be expanded. For example, if a customer who shops at MIYAGI COOP has a son or a daughter who is ready for job hunting, he or she would receive coupons toward the purchase of appropriate clothing for interviews. I believe that companies offering different types of goods and services will develop a mutual win-win relationship, and Smart Receipt will be the best platform to accomplish this.



Smart Receipt is a platform to connect three parties!

Keiichi Hasegawa

Smart Receipt Promotion Department,
Product, Marketing Division,
Retail Solutions Business Group



Expansion of Global Environmental Action 2014

The TOSHIBA Group implemented the Global Environmental Action from April 1 to May 20, 2014, and the TOSHIBA Group Simultaneous Social Contribution Action on December 5, which is the International Volunteer Day, by bringing together all its employees and getting individuals and sites around the world to take part in environmental and social contribution activities at the same time.

The TOSHIBA TEC Group participated in this action and carried out various activities all over the world.

TOSHIBA TEC GERMANY IMAGING SYSTEMS GmbH



We collected waste electronic devices and sold them to recyclers. Then, the sell-off funds contributed to the well renovation project.



TOSHIBA TEC EUROPE IMAGING SYSTEMS S.A.



We held public events related to the environment and biodiversity.



TOSHIBA TEC (H.K.) LOGISTICS & PROCUREMENT LTD.



TOSHIBA TEC U.K. IMAGING SYSTEMS LTD.



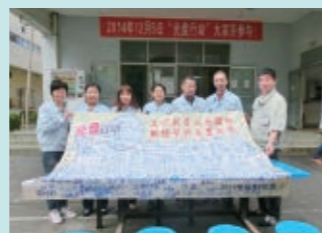
We donated the funds raised by our employees to the local Save the Children.



TOSHIBA TEC INFORMATION SYSTEMS (SHENZHEN) CO., LTD.



We carried out the campaign called "Let's Eat Up" leading to a 65% reduction of leftovers.



TOSHIBA TEC CORPORATION, Domestic Group Sites



We performed cleanup activities around the head office, Shizuoka Business Center, branches, sales offices and affiliates, as well as parks in the neighborhood.



TOSHIBA TEC CORPORATION, Head Office



We collected used stamps and postcards from the domestic group sites, and donated them to the Shinagawa Volunteer Center.



TOSHIBA TEC CORPORATION, Domestic Group Sites



We conducted a blood drive at the head office, branches and affiliates, many employees participated in this event.



TOSHIBA TEC CORPORATION, Shizuoka Business Center (Mifuku)



We cleaned up the Nabesawa River to create an environment in which living beings can thrive.



TOSHIBA AMERICA BUSINESS SOLUTIONS, INC.



We collected a variety of shoes in cooperation with the TOSHIBA Group companies in North America and donated them to countries in need.



TOSHIBA AMERICA BUSINESS SOLUTIONS, INC.



We planted trees in the premises of the plant as part of global warming prevention.



P.T. TEC INDONESIA



We performed cleanup activities in the Melayu Beach. We will continue this activity for the next generation.



TOSHIBA TEC MALAYSIA MANUFACTURING SDN. BHD.



We performed river cleanup activities in the Penang Botanic Gardens.



TOSHIBA TEC SINGAPORE PTE LTD.



We invited the children from the orphanage and provided environmental education through factory tours.



TOSHIBA TEC CORPORATION, Head Office and Shizuoka Business Center



To support the recovery from the Great East Japan Earthquake, we had a Tohoku fair on the premise and provided special menus using Tohoku ingredients at the cafeteria.



TOSHIBA GLOBAL COMMERCE SOLUTIONS, INC.



We performed cleanup activities in the 215-acre Lake Crabtree County Park.



Global Environmental Action 2014

TOSHIBA TEC Corporation, its domestic group companies and overseas subsidiaries developed corporate citizenship activities planned respectively, with the aim of embodying environmental communication programs which 'connect' employees around the world.

We held a large report event on June 5, 2014 at Lazona Kawasaki Plaza (activities were carried out for two months from April to May).



Social contribution by
Toshiba Group's 200,000 Employees
Committed to People. Committed to the Future.

TOSHIBA Group Simultaneous Social Contribution Action 2014

To make the world a little better, 200,000 TOSHIBA Group employees are working together around the globe to accomplish great things by the power of cooperation. To achieve this, individuals in our offices worldwide took part in Simultaneous Social Contribution Activities on December 5, the International Volunteer Day.

7,760 employees of the TOSHIBA TEC Group participated in such activities in Japan and overseas.