



Neiman Marcus
lastcall

Unlock Your Workforce

With Theatro's Voice-Controlled
Mobile IoT Platform

The Market Is Picking Winners & Losers. Bringing Mobile to Your Workforce Will Make The Difference.

The mobile revolution has transformed the world. Retail is the poster child for a market being disrupted by mobile. While mobile has spawned massive productivity gains across almost every sector of the world's economy, the mobile revolution has left the hourly retail worker behind. Retailers have been unsuccessful at unlocking the potential of mobile by injecting consumer mobile devices like smartphones and tablets into the hands of store associates for the last decade. These solutions have proven to be expensive, prone to theft, and the screen creates a big distraction that ultimately leads to lower worker productivity and the potential for a poor customer experience.



Enter the potential of Theatro. With instant access to their own Intelligent Assistant and new voice-controlled mobile apps, associates are able to be incredibly responsive to customer inquiries without having to interrupt their time with each customer to search on a mobile device or walk away to look-up information. Customers want eye-to-eye contact when being served, not employees looking at screens on legacy mobile devices. The world is moving to an environment driven by intelligent, IoT connected devices powered by conversational interfaces like Siri, Alexa, and Theatro. Let us make you a winner in this new mobile world.

Innovations for the Forgotten Hourly Worker

We've created the world's first voice-controlled workforce collaboration platform for brick and mortar retail, hospitality, and distribution. Our "heads-up and hands-free" solution instantly connects employees to one another, to headquarters and to enterprise information systems. Teatro's software-as-a-service (SaaS) solution brings the advantages of an Internet of Things (IoT) voice-controlled mobile computer and new workforce-optimized apps together to help improve in-store communication, worker productivity, customer engagement, and business performance.

Theatro's Workforce Optimized Apps



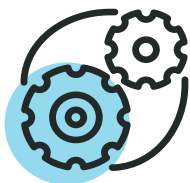
Collaborate



Store Execution



Employee
Locator



Omnichannel
Execution



Educate



Insights



Collaborate

A Connected Team is a Productive Team

Every store employee wears a small, voice-controlled IoT computer connecting them to each other, to management, and to critical IT systems. Associates can quickly tap into the expertise of their teammates and share their own knowledge when needed. With Theatro's collaboration apps, the collective knowledge of the entire store team can be unlocked and available to answer any customer's question.

Store Execution

Increase Speed of Service and Decrease Customer Wait Times

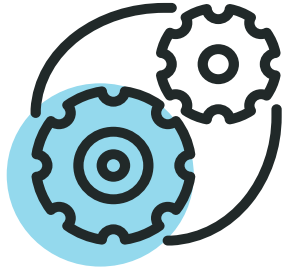
Close the loop and finally measure the speed of service of key tasks in near-real time. Deliver morning huddle and sales performance data to everyone, regardless of location or shift, ensuring the entire team is aligned on the same goals. Seamlessly receive alerts from task or workforce management systems without having to check back-room terminals or log into a handheld app.



Employee Locator

Build an Agile, On-Demand Workforce

Retail executives and store managers can immediately find specific employees by name, expertise or location to optimize floor coverage and team sales. Ensure that key areas of the store have the coverage you need to drive engagement and sales. With Theatro, you can operate your stores with greater intelligence, efficiency and provide customers with the agile, on-demand associate that the modern retail environment requires.



Omnichannel Execution

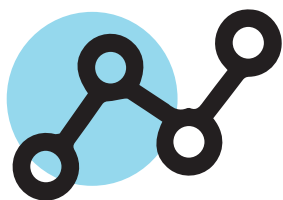
Frictionless In-Store Fulfillment

Theatro connects to your omnichannel systems, enabling voice activated inventory checks across all stores, price lookup, and store fulfillment pick alerts. Our solution also connects to your mobile app or in-store kiosk, allowing associates to know exactly when a customer has arrived to pick up their order, creating a frictionless BOPIS experience.

Educate

Make your Employees Experts On Day One

Customers expect your associates to be faster and more educated than ever. With Theatro, training moves to the sales floor where it matters the most. Associates are provided on-demand and contextual training related to their role, their location, and their skill-set, allowing them to answer any question even on their first day.

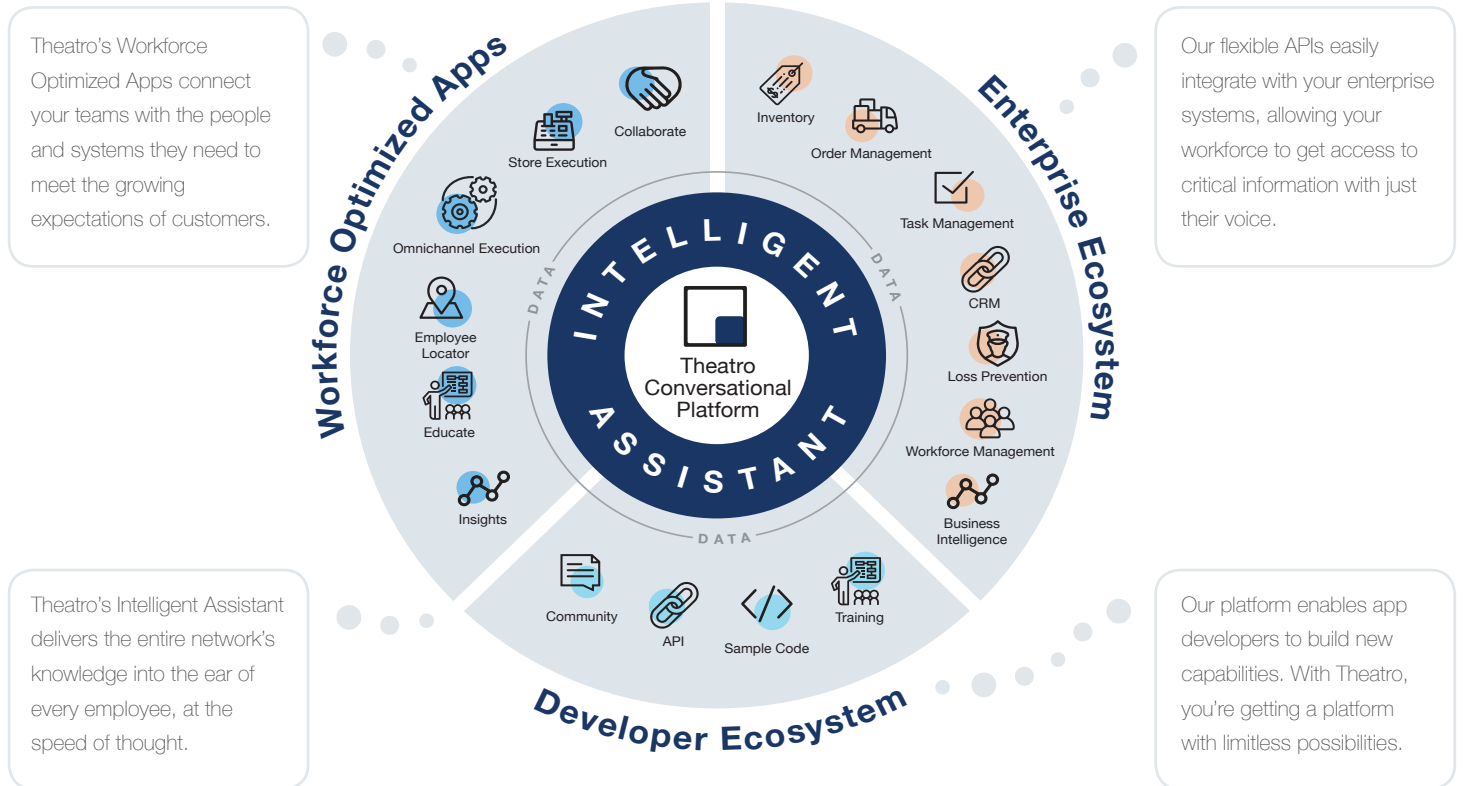


Insights

Reveal New Insights on Workforce & Store Performance

Theatro further broadens a manager's span of control by providing access to employee performance data never before seen within the retail environment. Evaluate patterns and trends in productivity and communication and measure performance down to any level. Make better informed decisions that direct service and the bottom line.

Our IoT Platform Makes It All Possible



Flexible Tools Connect Store, Field, and HQ Teams



The Communicator

Theatro's Communicator is a small voice-controlled computer (1.5 oz.) that works in conjunction with a discreet ear bud and runs across your store Wi-Fi network. We supply the Communicator at no cost to every hourly employee, and handle all aspects of device management, repairs, and software upgrades. Free up your IT team to focus on customers, not your hardware.



Manager's App

Our Manager's App is an iOS and Android app that provides managers on the go with access to Theatro's in-store capabilities, improving span of control. You can talk privately with individual employees, communicate with an entire store or region, and monitor performance....all from the road or regional office.



Content Distribution Manager

Theatro's Content Distribution Manager is the world's first content management platform built for messaging across the enterprise to those who don't have company email or voicemail. Whether instantly or on a regular schedule, our CDM enables the delivery of mission-critical messages to every hourly worker, including training and compliance messages. If you need to communicate effectively with thousands of members of your workforce, there's no better way.

Don't Just Take our Word for It

“Theatro is the biggest game changer I've seen in my 20+ years of retail experience. I can't imagine everyone won't be on them within a few short years.”

Craig Newburn, Former Divisional Vice President - Cabela's

“I would absolutely recommend Theatro to others and frankly I would question [retail] executive leaders that are not seriously considering them.”

John Thrailkill, EVP of IT - The Container Store

“We literally paid for the whole cost of the [Theatro] pilot by Day-2 in loss prevention [improvements].”

Scott Emmons, Head of Innovation Lab - Neiman Marcus

Theatro at a Glance:

50,000
Connected associates

500
Stores

8x
Annual Growth Rate

Select Customers:

Cabela's
WORLD'S FOREMOST OUTFITTER

The Container Store®

Neiman Marcus



At Theatro, we believe that every employee should be able to instantly answer any customer question, or solve any operational challenge, even on their very first day. As the inventors of the world's first voice-controlled mobile app platform and Intelligent Assistant for retail, hospitality, and distribution, we connect employees to each other and to critical enterprise information, enabling hourly workers to provide incredible customer experiences that drive performance.

Not only do we produce financial results for our customers, we also aim to enhance the work experience of the employees who are using our solution every single day. They are empowered, connected, and agile, and report a higher level of satisfaction with their jobs once Theatro is deployed.

Theatro, based out of Dallas Texas, serves the world's most notable brands, including Neiman Marcus, Cabela's, The Container Store, and many more. Give us a call - we'd love to discuss with you how Theatro can help transform your hourly workforce to drive operational excellence and amazing customer experiences.



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