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Mobile Barcode Trends Featured Article

March 09, 2010

M-Dot Network to Assist Food Retailers in Technologic Change: Aberdeen Study



By [Raja Singh Chaudhary](#), TMCnet Contributor

Aberdeen ([News - Alert](#)) Group, a provider of fact-based research focused on the global technology-driven value chain, has released a new study outlining the food retail industry's rapidly changing future.

Titled "The Food Retail Technology Guide," the study takes a look at the current state of the food retailing industry, and the ways it can be revived in the year 2010 through a combination of business and technology strategic drivers. Additionally, the guide highlights the state of the customer, business, and systems in this vital segment of retail, and focuses upon two important factors of the market, which are mobile couponing and web couponing.

The study report by Aberdeen says that the current year will be a crucial phase for food retail revival, as the results of its retail surveys conducted in the year 2009 predict that even though food retailers are at the forefront of bearing the brunt of harsh economic realities, increased competition for consumer wallet share, and dynamic shelf-level customer preferences, the focus on both traditional and non-traditional business process and technology improvements continues unabated.

It is not possible to see business sustenance and growth within grocery, c-store, supermarket, and general merchandise food retail with traditional business processes and technologies, as food retailers need to expand customer-centric



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improvements, supply chain, and replenishment programs more rapidly in hopes of re-engaging and re-activating the less loyal customers and keeping existing customers extremely satisfied. Elevation of business process, technology infrastructure, and technology applications layers is needed for the food retail industry to create a customer-ready retail environment, the report claims.

M-Dot Network, a retail technology company that provides retailers with an enterprise platform to manage their digital coupons and incentives, helps retailers meet the challenges being posed by the current times. The company eliminates paper coupons and connects retailers, digital coupon issuers and shoppers by speeding up check-out lines and expediting the reimbursement of coupons to retailers and reducing coupon fraud through its digital transaction network that provides real-time connectivity between Internet and mobile based technologies to in-store point of sale or 'POS' systems for the purpose of enabling real-time redemption of digital coupons and incentives.

M-Dot Network leverages its exclusive software platform to institute this technology, which has the ability to connect product manufacturers and coupon issuers directly to their consumers by issuing instantaneous and immediate coupon delivery through Internet and mobile phones.

According to Bill Catania, CEO and founder, M-Dot Network, the company recognizes this need within the industry and is prepared to satisfy it, with its focus entirely exclusive to retail technology offering retailers, both large and small, avenues for establishing a system for web couponing and mobile couponing.

Sahir Anand, author of the study report and research director at Aberdeen Group, said M-Dot has a comprehensive loyalty platform and ecosystem relationships to deliver seamless cross-channel loyalty needs of retailers, and web, mobile loyalty and response-marketing programs are giving traditional mediums a run for their money in the retail sector. Anand continued that the company provides both web and mobile loyalty programs that can add value to the current loyalty and marketing programs of retailers.

Raja Singh Chaudhary is a contributing editor for TMCnet. To read more of Raja's articles, please visit his [columnist page](#).

Edited by [Patrick Barnard](#)

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