

Bluebird and Reflexis Team Up to Deliver StorePulse on Windows 10 Tablets and Mobile Computers

Partnership enables store associates to use Reflexis StorePulse® for real-time store execution on Bluebird tablets and mobile computers with significant impact on operational efficiency and customer experience. Solution to be demonstrated at the Retail's BIG Show in New York, January 17-19.

Seoul, South Korea ([PRWEB](#)) January 13, 2016 -- [Bluebird, Inc.](#), innovator and manufacturer of Bluebird handheld computers, tablets, and mobile payment devices, today announced a strategic partnership with [Reflexis Systems, Inc.](#), a pioneer in real-time store execution and workforce management software.

The partnership provides access to Reflexis StorePulse® from Bluebird's tablets and mobile computers, operating Windows 10—from anywhere on the sales floor or even from the field. Store managers and associates can use a Bluebird tablet or mobile computer to access StorePulse, which works as a dashboard for multiple store systems, even ones that are not inherently mobile-enabled. It makes it possible to detect real-time events and trends, and intelligently redirect store associates to respond to unplanned events such as stock-outs, employee call-outs, surveillance alarms, shift swap requests, unexpected customer arrivals, unplanned truck deliveries, and store pick-ups—without being tied to a computer in the back office.

Reflexis has implemented StorePulse on a broad range of Bluebird Windows 10 enterprise-grade tablets and mobile computers, including the BM180, BP30, EF500/EF500R, and EF400. In addition, Bluebird and StorePulse support Android.

“Store associates have to complete a broader set of tasks than ever before and must be able to respond to hundreds of unexpected events every day,” says Brett Walker, vice president of global alliances and solutions consulting at Reflexis. “By partnering with Bluebird we can now offer retailers uniform access to StorePulse from any type of Windows 10 device, including PCs, tablets, and mobile computers, enabling real-time store execution and more efficient handling of unplanned events.”

“Today's connected consumers demand that store associates have greater product knowledge and they expect a higher level of service than ever before,” says Jangwon Lee, CEO of Bluebird. “Our partnership with Reflexis helps retailers level the playing field by providing store associates with information at their fingertips so they can spend more time selling and helping customers and thereby have direct impact on revenue and customer satisfaction.”

The Reflexis StorePulse solution will be demonstrated on Bluebird devices at NRF, the Retail's BIG Show, January 17-19 at booth 3717 (Reflexis) and booth 1528/1529 (Bluebird, Inc.).

About Bluebird Inc.

Bluebird is the innovator and manufacturer of enterprise mobility and payment technology solutions with a diverse products portfolio, including mobile computers, tablets, payment devices, bar code scanners, and RFID readers. The products leverage cutting-edge technology to meet customers' daily requirements on ultra-mobility, real-time visibility, full ruggedness, and easy-to-use computing technology.

From secure mobile payments to workforce automation and customer engagement, Bluebird's broad product



portfolio spans all markets, connecting people to information, wherever they need it. The company's target markets include retail, hospitality, transportation and logistics, and the financial and public sectors. Bluebird is committed to support customers to streamline workflows, improve workforce productivity, and maximize the return on their investment in mobile solutions.

With more than 3,000 customers and 600 partners in over 120 countries, Bluebird is truly a global company. The company is headquartered in Seoul, South Korea, and has local sales office in the USA and R&D center in India. To learn more, visit <http://www.mypidion.com>.

About Reflexis Systems, Inc.

Reflexis is the pioneer in real-time store execution and workforce management solutions that enable retailers to execute their customer engagement strategy flawlessly and uncover profit. The Reflexis platform of real-time store execution, task management, KPI/compliance, time and attendance, and labor scheduling (including budgeting, forecasting, and employee self-service) enables retailers to align store labor/activities to corporate goals and institutionalize best-practice response to real-time metrics and alerts.

For the past 14 years, more than 200 of the world's best companies in multiple vertical categories such as retail, hospitality, and Quick Serve Restaurants have reported dramatic improvements in compliance with corporate strategies; higher productivity of corporate, field, and store employees; and increased revenue and profitability after implementing Reflexis workforce management and real-time execution solutions. Reflexis StorePulse® (patent pending) synchronizes activities with real-time KPIs, alerts, and customer demand. Stores, hotels, and restaurants can systemically execute best practices to provide a greater quality of customer engagement, leading to higher revenues.

Reflexis Systems, Inc. is privately held and headquartered in Dedham, Massachusetts and has offices in Atlanta, London, and India. For more information, visit www.reflexisinc.com.



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