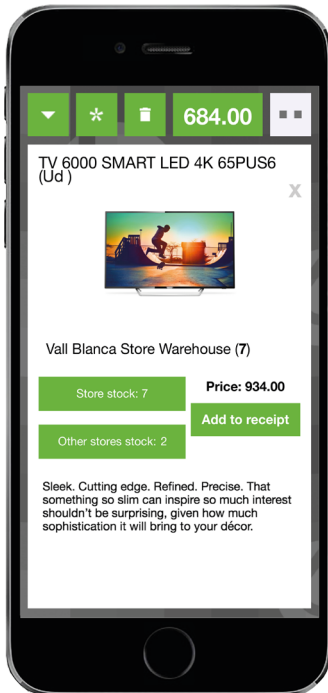
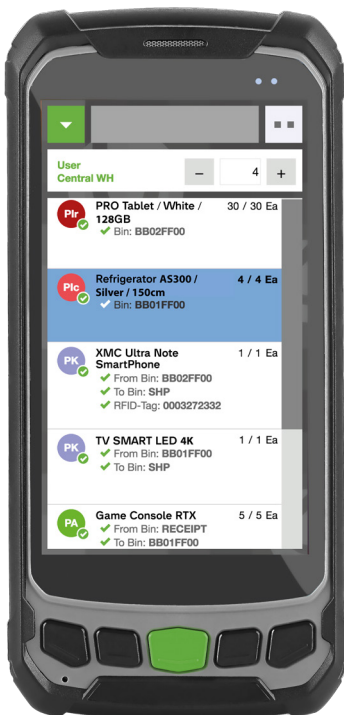


Openbravo for Consumer Electronics and Home Appliances retailers

Cloud-based omnichannel solution



Fully featured mobile POS with strong offline support



Fast and more efficient execution of warehouse activities from mobile devices

Sharpen your focus on customer service with mobile POS

The mobile POS capabilities in Openbravo have been designed to help electronic retailers transform the in-store experience. Deliver the highest levels of customer service irrespective of whether your associates are behind a counter or helping customers on the shop floor through a responsive user interface with complete functionality available from any type of terminal. In addition, the solution is offline-resistant so your service won't be affected in the event of interruption in connectivity.

Manage the variety of your assortment more efficiently

In a fast-moving sector like electronics retailing, it's imperative to increase sell through rate and keep less stock. Openbravo gives you greater inventory visibility with centralized real-time tracking of goods movements, inventory status and quantities across all channels and locations. You can easily manage single products, BOM, kits or variants based on an unlimited number of product characteristics, assign them to multiple price lists and assortments, and make them available to all stores and terminals in a matter of minutes. Serial number tracking makes it simple for your associates to handle returns and process warranty claims.

Optimize inventory costs and management

Rapid technological innovation means electronics products quickly become outdated so it is of critical importance for electronics retailers to be able to accurately forecast demand for products. On the one hand, they wish to avoid overstocks for products rapidly approaching obsolescence, while on the other they have to ensure they sufficient stock to meet the likely high demand when new electronics products are introduced. Thanks to the connector with Frepple, Openbravo helps produce accurate sales forecasts based on various algorithms that optimize purchasing costs.

Go omnichannel to boost customer satisfaction

Online has made its greatest inroads in the electronics sector, so it is important for brick and mortar to truly embrace omnichannel retailing. With the proliferation of channels, customers have heightened expectations and more options for interaction. Openbravo makes omnichannel a reality by enabling an effective integration of the online and offline channels with centralized management of all customers, orders and inventory to deliver the promise of a seamless shopping experience.

Simplify multi-store management

Whether you have a few stores or several hundred, independently of whether you operate in one region or across several countries, Openbravo simplifies your multistore management from one single point. Easily organize your stores and terminals in multi-level hierarchies supporting multiple POS configurations and simplify everyday tasks such as opening and closing terminals and stores, ensuring accurate cash count and reducing the opportunity for fraudulent activities. Because it is cloud-based, Openbravo eliminates the hardware costs and staff overheads associated with a conventional store-based system, and allows implement your store expansion plans more rapidly.

Innovate more rapidly and accelerate business change

Electronics retailing is a rapidly changing, dynamic sector that is highly competitive and hugely influenced by technological developments. Retailers are under enormous pressure to offer unique and differentiated products, services and shopping experiences to their customers. Openbravo has been designed to cope with those highly-demanding market conditions. Built on top of a highly flexible open-source technology platform, it enables electronics retailers to support more efficiently rapid change and faster innovation.



Key Capabilities

POS System

- Web and mobile
- Promotions execution
- Product recommendations
- Services management
- Real-time inventory visibility
- Serial numbers and warranties
- Security and fraud control
- RFID
- Mobile payments
- Self-checkout solution

Merchandise Management

- Merchandise planning (Freppe)
- Merchandise distribution
- Product, pricing and promotions management

Supply Chain Management

- Purchasing
- Mobile warehouse and inventory management
- Shipping and transportation

Omnichannel Operations

- eCommerce integration
- Unified order management

Retail Store Operations

- Multi-store management
- Store inventory
- Store pricing

Corporate Management

- Finance and accounting integration
- ERP connectors

Technology Platform

- Modularity
- Mobile-enabled and cloud-based
- Full web
- Highly scalable and interoperable

Gain real-time visibility into your retail operations

With Openbravo, electronics retailers will gain real-time visibility into sales and inventory across all locations with a single version of the truth that allows them to anticipate and respond efficiently to changing preferences or seasonal factors. Get a better understanding of customer behavior, improve the performance of your physical stores through robust multi-store reporting, and gain much-needed detailed visibility of all your POS and Retail Management processes through advanced analytical tools that can be tailored to specific needs.

Save on hardware and training costs to improve ROI

Openbravo's fully web-based solution imposes minimal demands on your IT staff, so freeing them to concentrate on more productive activities. In-store server hardware is not required and the minimal technical requirements for the POS hardware make it possible to reuse existing equipment and so reduce your upfront investment. In addition, Openbravo has been designed to be highly intuitive for store associates to learn and use, which reduces training costs and the time need to open a new stores.

Integrate better your retail activity with other business processes

For financial departments, Openbravo offers built-in financial capabilities that can be extended through seamless integration with your preferred ERP or accounting package, so enabling you to automate accounting data collection. Other areas such as human resources or production will also benefit from detailed information that can be easily integrated with other existing corporate systems.

Grow with confidence with a mobile-enabled and cloud-ready architecture built for high performance

Openbravo's architecture has been designed for the highly demanding requirements of electronics retailing. Its highly scalable cloud infrastructure offers levels of uptime that beat traditional on-premise solutions and is highly resilient to minimize the effect of outages and service degradation during the busiest of shopping peaks. Running on a dedicated, pre-configured cloud infrastructure ensures you get maximum levels of flexibility and the ability to customize your Openbravo solution in the same way as any on-premise instance.

