

Store Solution

A state-of-the-art store management solution that helps retailers transform their physical stores channel and succeed in their new role in today's omnichannel retail. Including a very easy to use and learn POS solution with a comprehensive transaction set available from any device, and offering comprehensive backoffice support to deliver timely personalized shopping experiences and help associates excel in their daily operations.



KEY BENEFITS

Leverage cloud with a full web solution including strong offline capabilities that are very easy to deploy and use

Save time dramatically by updating your stores and terminals immediately with new or updated products, prices and promotions

Enhance customer service with a powerful mobile POS providing assisted sale and inventory visibility everywhere in the store

Ensure secured store operations with role-based security and manager approvals

Gain deeper insights into store performance and customer behaviour with embedded analytics

Enable your stores to become real multichannel hubs

Leverage prior IT investments and integrate easily with existing corporate systems like SAP or others

Gain higher business agility with a very easy to deploy and use solution:

- Open new stores and terminals faster with a *cloud-ready solution* that *only requires running a browser*
- Ensure uninterrupted operations with *strong offline capabilities* that allow you to work even in case of connectivity outage
- Train your associates in minutes with a *very intuitive* and *easy-to-use POS* touchscreen interface and a *powerful back office solution*
- Support your international expansion with available *multi-organization, multi-language, multi-currency and multi-tax capabilities*

Enhance your brand image and provide an extended service with mobile POS:

- Enjoy exactly the *same functionality from any device*, either mobile or fixed, no matter its size
- Gain full freedom to select the devices of your choice thanks to a *user interface layout that automatically adapts* to the device size
- Reduce your total store hardware costs by *using mobile consumer devices*

Speed up your process of creating and modifying products, prices and promotions:

- Easily manage a huge number of products, assortments and price lists thanks to its *complete merchandise management capabilities*
- Design highly targeted promotions faster based on a *combination of multiple criteria, like products, customers or stores*, among many others
- Gain full discount flexibility by supporting a *wide range of discount types* either automatic or manual
- Gain the capacity to *update prices and promotions immediately* or in a scheduled way in all your stores and terminals

Empower your employees and influence purchasing decisions everywhere in the store with a complete set of assisted sale capabilities:

- Start offering personalized experiences by *identifying your customers at the point of sale*
- Navigate your catalog based on customer preferences with a powerful *product characteristics-based search*
- Increase up-selling and cross-selling opportunities by *informing associates on time* about applicable discounts or existing complementary products
- "Save the sale" with *inventory visibility* across multiple locations

“ Thanks to the Openbravo Commerce Suite we adopted an emerging and modern solution capable to effectively address our Retail business requirements whilst being well aligned with our budget. ”

Decathlon Sports India



Provide payment and tax convenience with a complete set of supported functionalities:

- Allow *combining multiple payment methods* in a single ticket or *paying multiple tickets* in just one payment
- Offer greater convenience to your international customers by *supporting multi-currency payments*
- Support your most complex tax requirements with a *flexible tax engine*, including features like single or multi-level taxes or tax exempt transactions

Gain higher control and accuracy in your in-store inventory management activities:

- Minimize stockout situations and manage store replenishment with a *powerful alerts system* that informs you about stock levels in real-time
- Take informed decisions regarding your warehouses thanks to *centralized visibility into inventory information* on all your stores and locations
- Leverage available *mobile inventory functionality* for managing in-store stock movements or physical inventory

Reduce fraud with different levels of security for associates and managers:

- Ensure your employees access only the information and functionality they need by means of a *flexible security system*
- Prevent associates from registering any activity before the store opening or after the closure for a specific business date with a *comprehensive open/close store functionality*
- Secure your most critical point of sale actions like returns, tickets deletion by means of requiring *manager approvals*
- Validate all your transactions with *detailed back office information about each ticket* including products, payment methods, discounts and manager approvals

Gain actionable insights and react faster to customers' behavioural changes with a comprehensive embedded analytics and reporting functionality:

- Increase visibility into your store performance with available *analytical reports*, including store productivity, cash up analysis or discounts analysis amongst others that can be easily adapted and extended
- Facilitate faster access to *key performance indicators for your store managers* directly in their customizable workspace
- Gain the capacity to leverage *multiple data sources in one single repository* thanks to being a solution which is very easy to integrate with

Enable your physical stores to become real multichannel hubs:

- Prepare yourself better for cross-channel scenarios by *integrating your e-commerce platform* for centralized management
- Leverage *available connectors with e-commerce platforms* like Magento or Prestashop
- Support store fulfillment by leveraging available solution and platform capabilities that will allow you to *build your own order management system (OMS)* for distributed order management

To find out more, contact **Openbravo** at www.openbravo.com/contact or visit www.openbravo.com/retailers