

openbravo[®]

adyen



Openbravo Unified
Commerce Hub



OPENBRAVO AND ADYEN JOIN FORCES

Retail is facing today one of its most dramatic moments in history. Many retailers are still in a state of shock, evaluating the damage that the COVID-19 crisis has caused and trying to get back on their feet.

As stores reopen and consumer confidence improves, retailers may be tempted to relax, believing the worst has passed and the situation will soon return to normal.

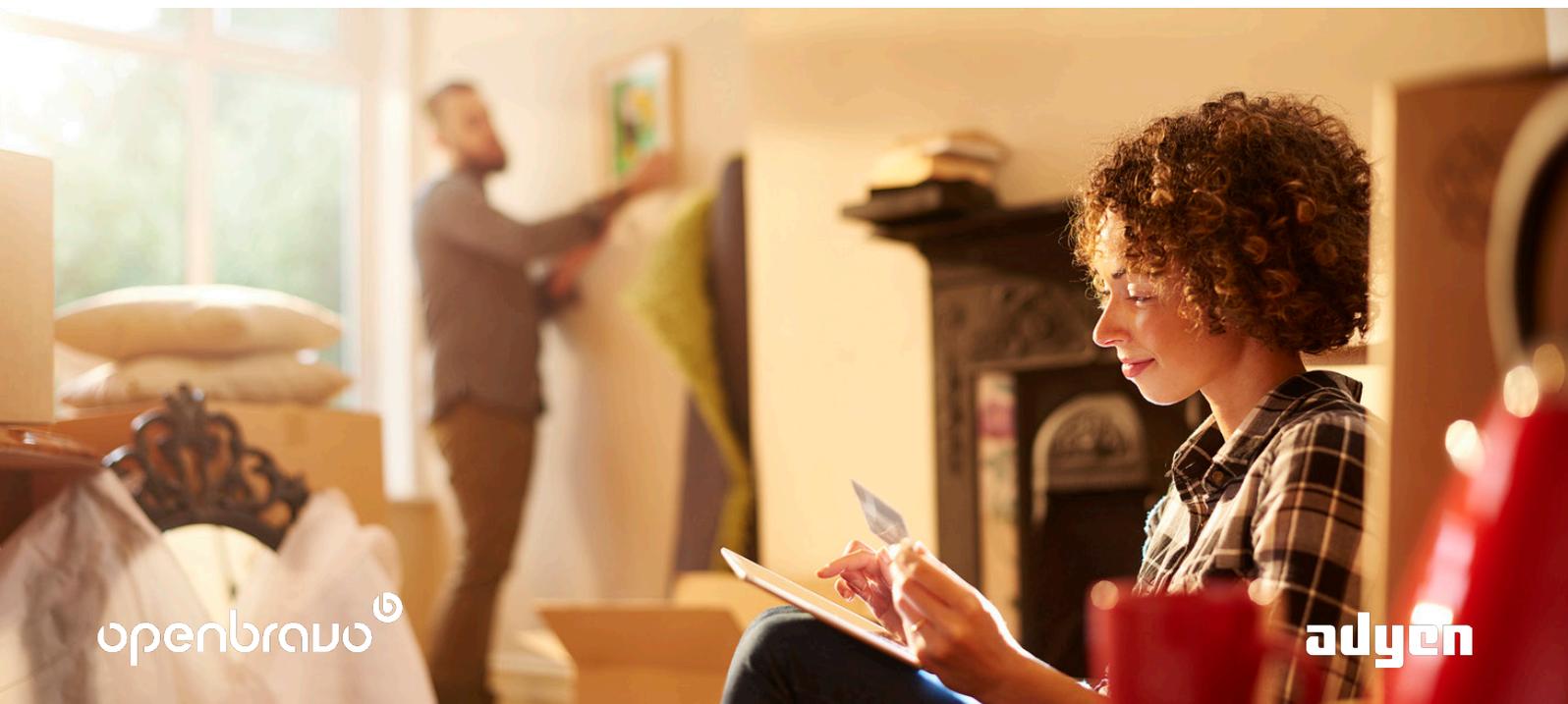
That would be a big mistake. Retailers need to **respond rapidly** and decisively to the current challenges, and they also need to **move quickly** to ensure that their business is **well prepared** to face the next wave of disruption, whether it is due to COVID-19 or another exceptional event.

They need to adapt faster and **accelerate** their omnichannel readiness. The next few quarters will be characterized by turbulent market conditions and the likelihood of more lockdowns, depressing consumer spending and accelerating the shift to eCommerce.

The implementation of social distancing measures that limit mobility and reduce visitor numbers in stores will oblige retailers to think about how to make shoppers feel more comfortable when they visit their stores, whether it is for a "low touch" transaction such as collecting a BOPIS order or a traditional assisted sale.

There will be a lot of lessons that retailers can learn from the current crisis. One of the most obvious is that if your stores are forced to close again, you need to ensure your omnichannel operations can scale up to handle more online sales, while your stores must be prepared to take on a different role.

The hard reality, however, is that many retailers today are not prepared for another wave of disruption on the scale of the COVID-19 crisis. This is where Openbravo and Adyen can help **with the Openbravo Unified Commerce Hub**.



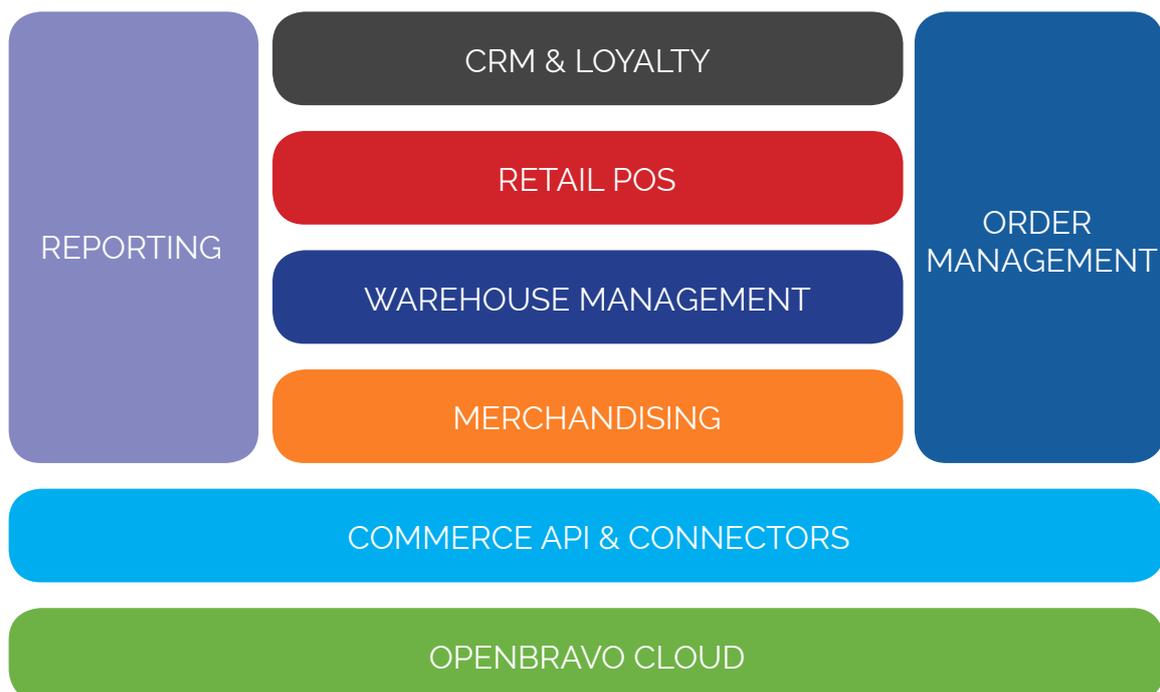
WHAT IS OPENBRAVO UNIFIED COMMERCE HUB

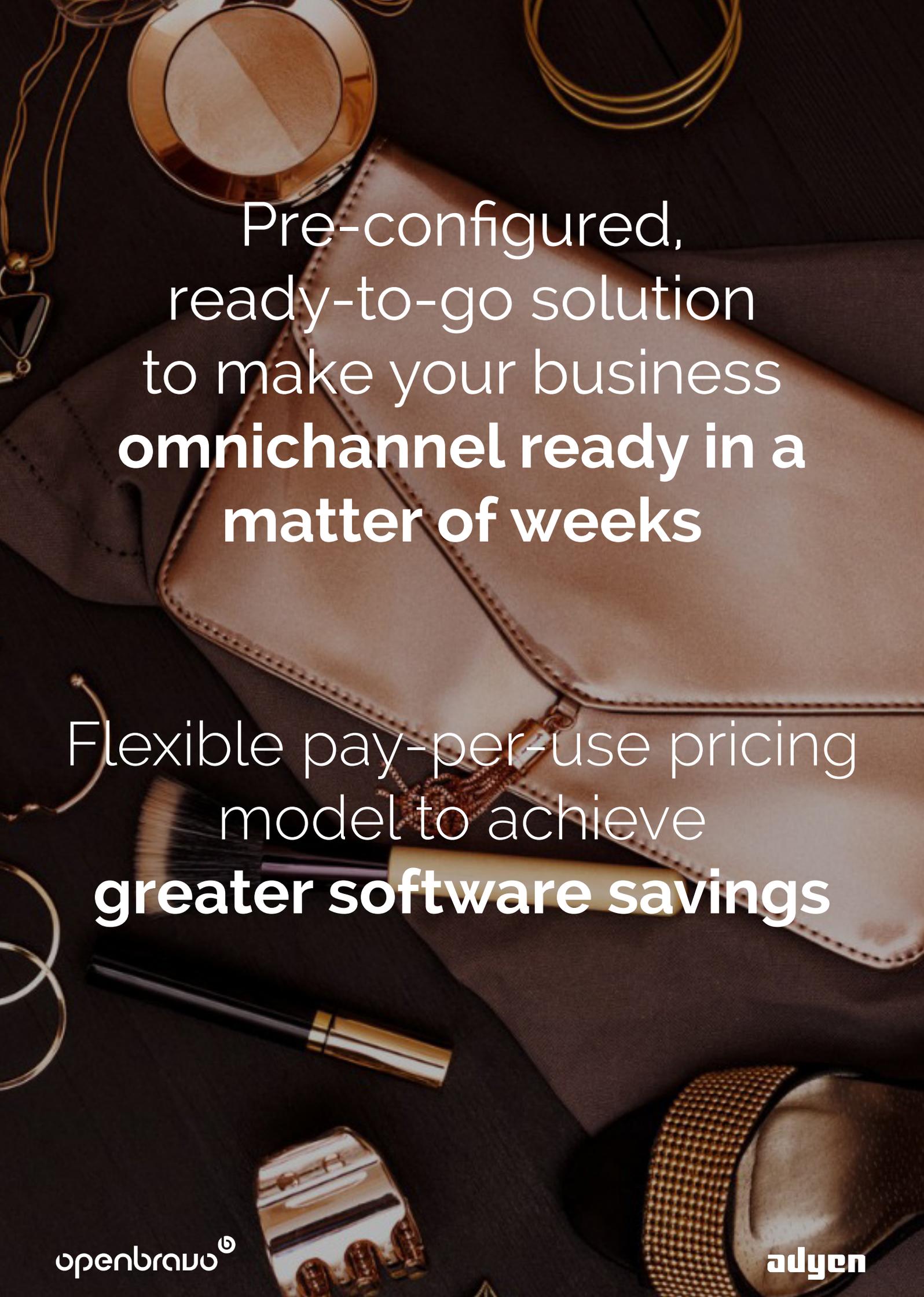
The **Openbravo Unified Commerce Hub** is a **pre-configured ready-to-go solution** that combines the power of the Openbravo and Adyen platforms to provide comprehensive, out-of-the-box support for key omnichannel, store and inventory scenarios.

It has been designed for specialty retailers that sell both online and offline and typically have a chain of 20 physical stores or more selling product categories such as fashion, sporting goods, furniture and decoration, electronics or food & beverage.

It allows retailers to rapidly start managing uncertainty around consumer habits and other challenges caused by the new reality thanks to:

- Its support for a **variety of omnichannel scenarios such as BOPIS** and others;
- The possibility to **transform stores into fulfillment centers and rapidly implement new contact-less scenarios**, while avoiding the need for in-store server hardware;
- The option of a **super-fast implementation in just a matter of weeks**;
- A flexible, pay-per-use pricing model that **optimizes overall costs**





Pre-configured,
ready-to-go solution
to make your business
**omnichannel ready in a
matter of weeks**

Flexible pay-per-use pricing
model to achieve
greater software savings

KEY SOLUTION FEATURES

PRE-CONFIGURED AND READY-TO-GO FUNCTIONALITY TO SUPPORT A VARIETY OF OMNICHANNEL, STORES AND INVENTORY SCENARIOS.

OMNICHANNEL

- ↘ Support for BOPIS, BORIS, Buy Online Home Delivery
- ↘ Support for cross-store sales & returns (ship-to-store, ship-from-store)

ORDER MANAGEMENT

- ↘ Central orders database (Order Hub)
- ↘ Fulfillment processing (Order Broker)

RETAIL POINT OF SALE

- ↘ Assisted sale (recommended products and promotions, product characteristics)
- ↘ Promotion execution (automatic/manual)
- ↘ CRM & Clienteling
- ↘ Loyalty management
- ↘ Real-time inventory visibility
- ↘ Selling of services (optional/mandatory, fixed/calculated price)
- ↘ Returns (same store, cross-store, online)
- ↘ Special orders (layaways, quotations)
- ↘ Mobile POS
- ↘ Self check-out (SCO)
- ↘ RFID

PAYMENTS WITH ADYEN

- ↘ Certified connector
- ↘ Supports multiple international payment methods at the POS: Visa, Mastercard, American Express, Alipay, WeChat, ApplePay, UnionPay, JCB, Maestro and more

STORE INVENTORY

- ↘ Inventory management (available to back-office users on mobile devices): goods receipts, shipments, movements, picking, inventory count
- ↘ Distribution orders for replenishment

STORE FULFILLMENT

- ↘ Order notification, preparation & shipping
- ↘ Delivery methods

MULTI-STORE OPERATIONS

- ↘ Stores and terminals setup and maintenance (templates, hierarchies, payment methods, assortment, pricing, printed ticket format, language...)
- ↘ Products and assortments
- ↘ Pricing and discounting
- ↘ Opening and closing (stores/terminals)
- ↘ Cash management
- ↘ Manager approvals

WAREHOUSE MANAGEMENT

- ↘ Advanced setup options (routing areas, storage bin groups, bin capacities, dynamic priorities, travel sequences...)
- ↘ Inventory tasks management and execution from mobile devices
- ↘ Distribution orders for replenishment

RETAIL INTELLIGENCE

- ↘ Sales, inventory and orders reports
- ↘ Reporting engine based on TIBCO Jaspersoft

OTHER INTERNATIONAL FEATURES

- ↘ Multi-tax, multi-language, multi-currency
- ↘ Localization packs

TECHNOLOGY PLATFORM

- ↘ Openbravo Cloud
- ↘ Commerce API

IN TWO

DIFFERENT FLAVORS

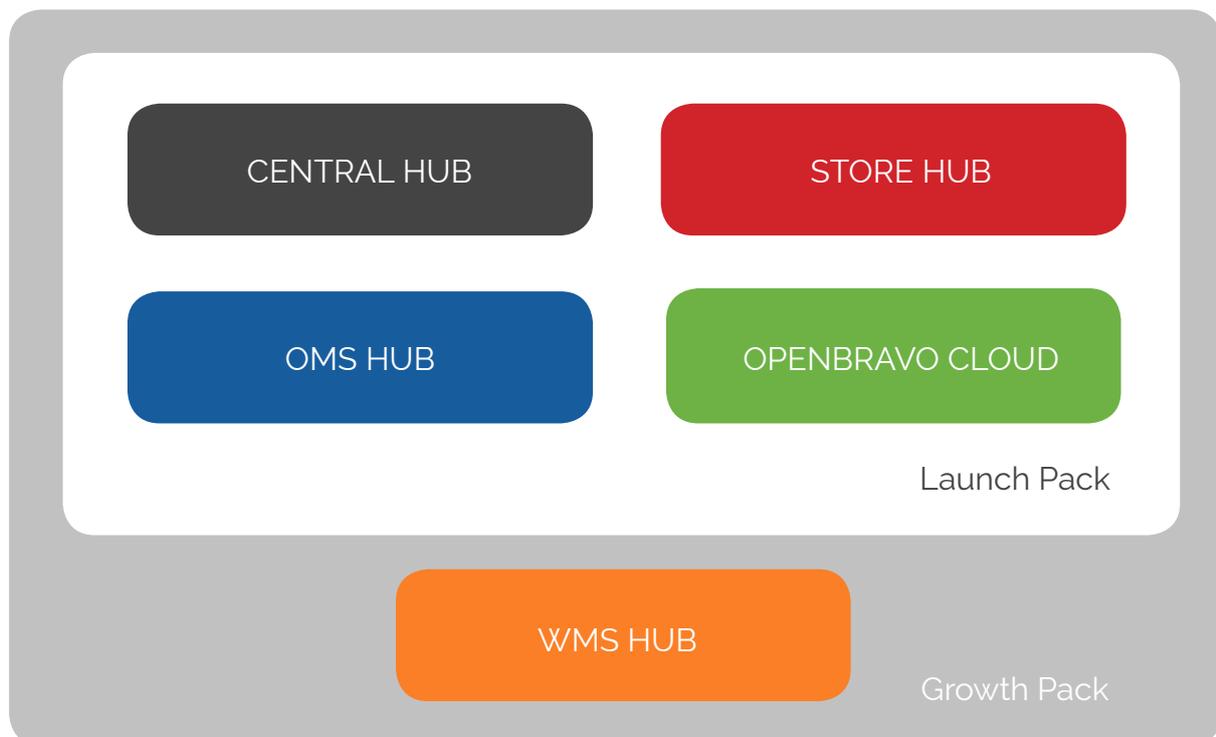
THE UNIFIED COMMERCE HUB IS OFFERED IN TWO DIFFERENT FLAVORS. CHOOSE THE ONE THAT BEST FITS TO YOUR BUSINESS NEEDS.

OPENBRAVO UNIFIED COMMERCE LAUNCH PACK

- A ready-to-run solution focused on **omnichannel and store operations**
- All standard Openbravo retail functionality included, except WMS
- Solution setup (coding and extensions not included)
- Implementation in a matter of weeks (roll-out is planned separately)

OPENBRAVO UNIFIED COMMERCE GROWTH PACK

- **All components of the Openbravo Unified Commerce Pack**
- **Plus a full WMS implementation** for warehouses and DCs
- Option to add more integrations and minor additions to the standard solution
- Implementation time agreed on case-by-case basis





**Retailers must
respond rapidly
to the current
challenges and
move quickly to
ensure they are
well prepared
for the new
reality**

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ACCELERATE YOUR OMNICHANNEL JOURNEY

A COMPLETE OMNICHANNEL ORDER MANAGEMENT FRAMEWORK THAT BOOSTS A RETAILER'S BOPIS STRATEGY AND SUPPORTS A VARIETY OF CROSS-CHANNEL SALES AND RETURNS SCENARIOS.

ACHIEVE REAL OMNICHANNEL ORDER MANAGEMENT

The Openbravo Unified Commerce Hub solution incorporates a flexible order management system (OMS) that allows retailers to gain more control and visibility in their order management execution.

- Provides access to orders registered across all channels as well as detailed information on logistics or commercial terms through the **Order Hub**
- Ensures an optimized fulfillment process with different rules applied by the **Order Broker**, such as a minimum number of shipments, complete order preparation from a single location or warehouse priorities
- The OMS seamlessly integrates with other key modules such as the Retail POS, Inventory and Warehouse Management, CRM and Loyalty, Product, Pricing and Promotion Management to ensure effective order execution
- Order flows requiring the participation of third-party systems can be supported through the use of **existing standard connectors and an open commerce API** for efficient end-to-end omnichannel order management execution

GAIN ENTERPRISE-WIDE INVENTORY VISIBILITY

The Openbravo Unified Commerce Hub gives retailers access to the rich range of capabilities of its mobile-enabled inventory management and warehouse management systems.

- Gain **real-time stock visibility** across locations
- Maximize staff productivity with smart tasks management that can be executed **from mobile devices**.
- Support **a variety of warehouse management requirements** with the definition of parameters like internal routing areas, storage bin groups, dynamic priorities or travel sequences
- Streamline order preparation and return, and implement picking and putaway strategies using different **warehouse algorithms**
- Configure automatic **quality inspection tasks**
- Use **distribution orders** to move merchandise from one location to another (replenishment)

STREAMLINE PROMOTIONS EFFICIENCY

Benefit from a powerful promotions engine included in the merchandising module that provides greater flexibility and simplifies the management of all global or channel-specific promotions

- Access to **central and shared product and pricing information** database with products being created at the headquarter backoffice or automatically imported from external systems like an ERP or PIM
- Leverage an **extensive list of out-of-the-box discount types** such as ticket or line discounts, per quantity or percentage, automatic or manual...
- Define **sophisticated application rules** based on a combination of multiple criteria and control the order on how discounts will be applied
- Manage an **unlimited number of price lists** and price list versions
- Define **prices and promotions by channel**

KNOW CUSTOMERS BETTER AND PROVIDE MORE PERSONALIZATION

Know your customers better with the access to central and shared customers database that offers **360° customer view and insights across channels**,

- Access customer records from all touchpoints, making it easy to keep information up-to-date and deliver a truly personalized customer experience
- Create and **manage loyalty programs** and different rules for earning and burning points



EXPAND THE ROLE OF YOUR PHYSICAL STORES

STAY AHEAD OF COMPETITORS AND EMPOWER YOUR STORES TO PLAY A NEW, EXPANDED ROLE IN THE NEW COVID-19 DRIVEN REALITY WHILE DRAMATICALLY SIMPLIFYING YOUR OVERALL STORE IT INFRASTRUCTURE.

DELIVER EXCELLENT CUSTOMER SERVICE

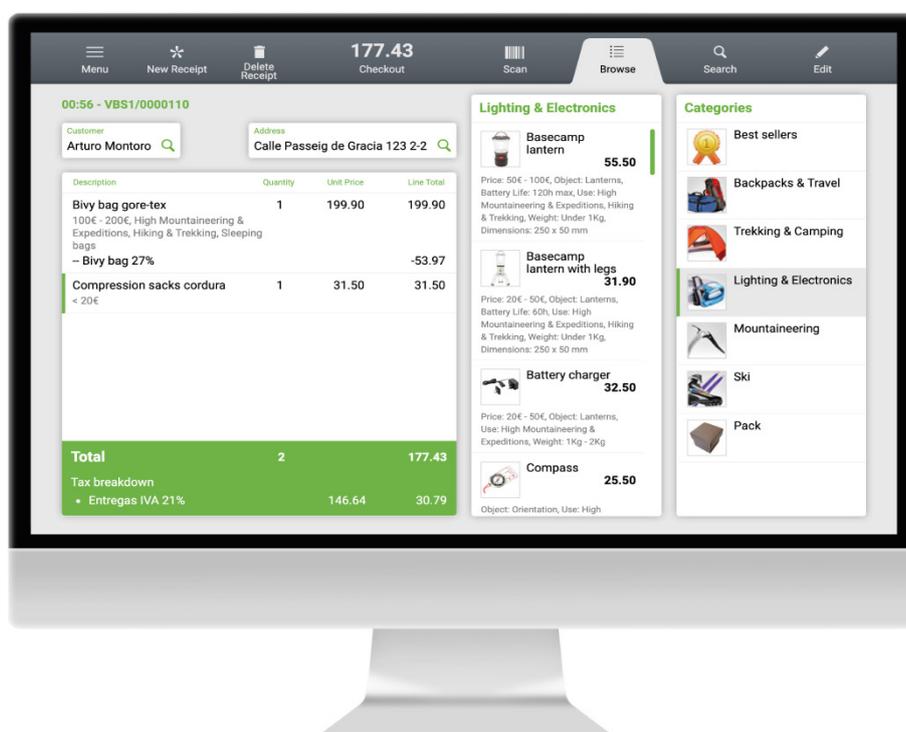
Empower associates to deliver excellent and more personalized customer service with a modern Retail POS solution.

- **Identify and manage customers** at the point of sale
- Recommend products for **up-selling and cross-selling**
- Inform customers about applicable discounts
- Sell optional or mandatory **services**
- Manage **loyalty programs at POS**
- Gain **real-time inventory visibility** at the POS across all stores and other locations
- Deliver faster and convenient checkout experience with mobile payments, RFID and self-checkout

ENHANCE CUSTOMER SERVICE AND BOOST BOPIS STRATEGY

Empower your physical stores to support the expected growth in BOPIS orders and returns, and ensure they can continue working in case of future lockdowns by repurposing them as fulfillment centers.

- Accept **BOPIS** (Buy Online Pickup In Store) and **BORIS** (Buy Online Return In Store) scenarios
- Support **cross-store** sales and returns (ship-to-store, ship-from-store)
- Offer **multiple delivery options** at the POS, at ticket or line level





SIMPLIFY MULTI STORE OPERATIONS

SIMPLIFY MANAGEMENT, REDUCE IT COSTS AND GET REAL-TIME INFORMATION OF YOUR ENTIRE STORE NETWORK, WHETHER IT CONSISTS OF A FEW STORES OR SEVERAL HUNDRED, OPERATING LOCALLY OR INTERNATIONALLY.

GAIN ACCESS TO CENTRAL AND REAL-TIME INFORMATION ON STORES AND TERMINALS STATUS

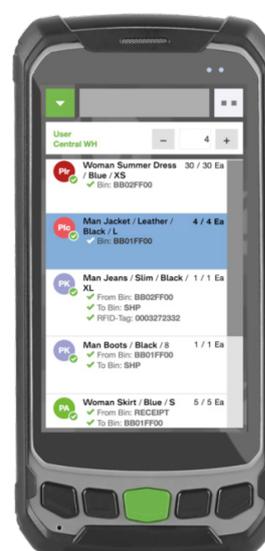
Accurately track what's going on in your stores with complete and detailed information on sales, inventory and status of any store or terminal **from any single point**.

- Easily check which stores and terminals are open or closed and see the complete opening and closing history of a particular terminal for internal audit purposes.
- Create new stores and terminals easily using others as templates and organize them in multi-level hierarchies
- Set up **sophisticated store and POS configurations** including ticket formats, security settings or supported payments
- Set up **international features** like multiple currencies, taxes or languages to support overseas operations

GAIN STOCK CONTROL AND ACCURACY

Increase the efficiency of your in-store stock management with a rich, mobile-enabled inventory management solution.

- Execute all kind of inventory activities such as goods receipts, movements, inventory counts or picking **from mobile devices**
- **Optimize** store replenishment



BRING NEW PRODUCTS, PRICES AND PROMOTIONS TO YOUR STORES FASTER

- Reduce the time needed to introduce new products, prices changes, discounts or promotions
- Manage all changes from a single location and make them available to all your stores and terminals **in a matter of minutes**

SIMPLIFY EXECUTION OF DAILY STORE TASKS WHILE INCREASING YOUR OPERATIONAL CONTROL

- Offer system-guide opening and closing activities including accurate control of cash differences
- Assign different roles to users to control the types of activities that can be executed at the POS
- Manage store staff information, and increase operational and fraud control with manager approvals

LOWER YOUR OVERALL STORE IT COSTS

- Reduce complexity and costs of your overall store IT infrastructure by **eliminating the need for in-store servers**
- Gain the flexibility to reuse existing POS hardware that only has to meet **minimal technical requirements**
- Adopt cost-effective mobile devices as POS terminals while retaining all the functionality of desktop terminals.
- Reduce time and effort to adapt the UX of the POS **using simple CSS coding**



OFFER NEW CUSTOMER EXPERIENCES

RE-IMAGINE YOUR IN-STORE SERVICE WHILE SUPPORTING NEW CONTACTLESS INITIATIVES THAT YOUR SHOPPERS WILL VALUE.

MOBILE POS

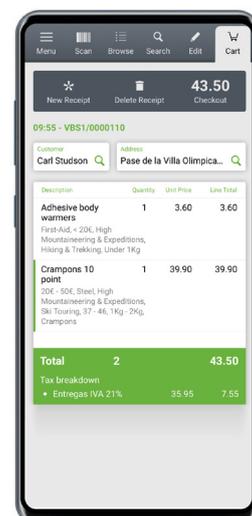
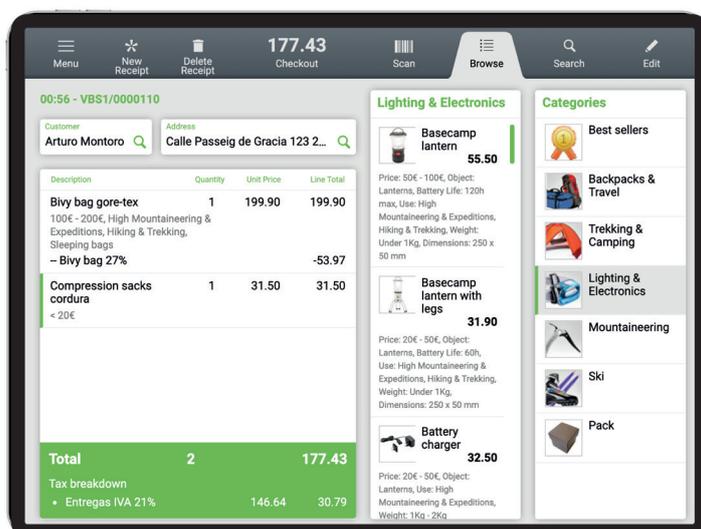
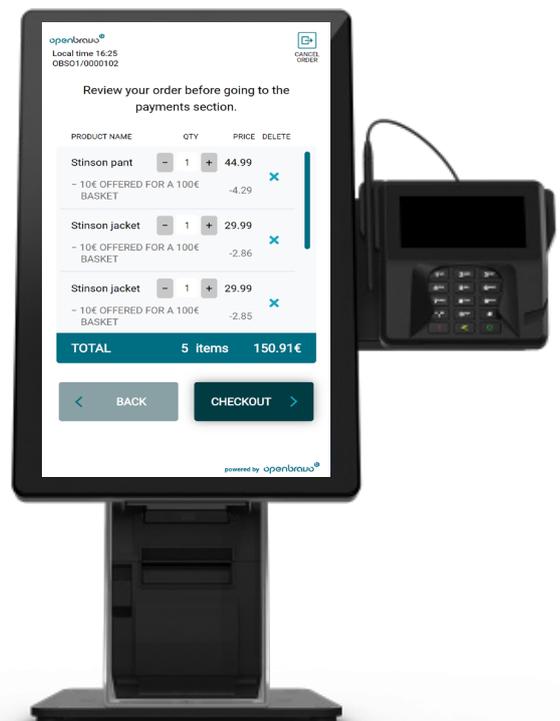
Assist and sell to your customers inside or out, on the shop floor or, if needed, outside in the street or parking lot.

SELF-SERVICE

Create a safer checkout experience by supporting non-assisted sales scenarios inside or outside your stores.

MOBILE PAYMENTS

Adyen helps avoid the need for customers to touch payment terminals by allowing them to pay with mobile devices.



ADYEN: ONE PLATFORM, ALL CHANNELS, FUTURE PROOF

ADYEN OFFERS A MODERN TECHNOLOGY SOLUTION TO ACCEPT PAYMENTS ANYWHERE IN THE WORLD.

Adyen is unique in that it **is the only global payments solution that combines modern technology and all functions in one single platform**: PSP/Gateway, risk management, acquiring.

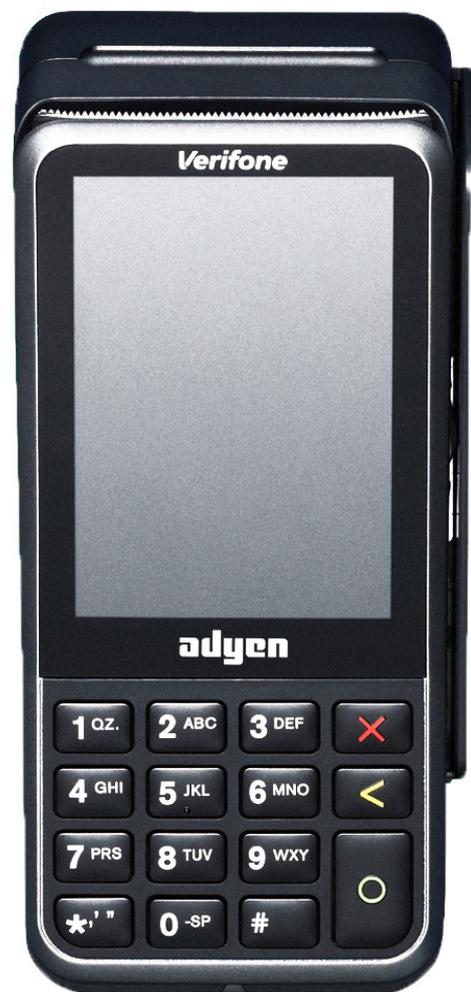
Built in-house, it is an end-to-end infrastructure connecting you directly to Visa, MasterCard, Amex, CUP, JCB, and all key payment methods, delivering frictionless payments across online, mobile, and in store.

Adyen brings all your sales channels into a single system, simplifying your operations and providing unrivalled data insights. Adyen's advanced tools leverage this data to optimize each payment, driving conversions, blocking fraud and increasing revenue.

One platform to consolidate. Over channels and geographies offering all relevant payment methods.

Leading technology, scalable & secure. Adyen focuses on innovation and customer experiences.

Partnership. Not just a payments supplier but someone who partners with you to create value.

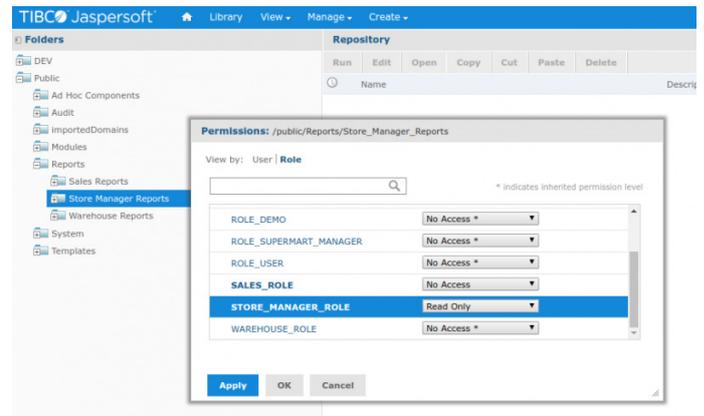


GAIN INSIGHTS INTO YOUR OMNICHANNEL OPERATIONS

POWERFUL REPORTING ENGINE

Benefit from a powerful reporting engine based on the leading **TIBCO Jaspersoft** technology. Some of its key features:

- Self-service solution for creating reports that is web-based, intuitive (drag and drop) and allows easy access to and management of data sources
- Secure authentication and single sign-on across Openbravo and TIBCO Jaspersoft with efficient role-based authorization mapping
- Creates pixel-perfect, interactive and mobile-ready reports
- Reports can be delivered to users in printed form, as PDFs or embedded inside an application
- Support for role-based report bursting
- Flexible and extensible data model to support a complete retail data warehouse infrastructure with incremental standard load and update scripts for master and sales data



TIBCO™ Jaspersoft®

STANDARD OMNICHANNEL REPORTS

Track your sales, inventory, the performance of your stores and other indicators of your omnichannel operations by using available standard reports.



ACHIEVE **GREATER** **AGILITY** IN THE CLOUD

FOCUS ON YOUR BUSINESS AND LET OPENBRAVO EXPERTS TAKE CARE OF YOUR SECURE CLOUD INSTALLATION, ONE THAT IS FULLY MAINTAINED, UPDATED AND MONITORED BY OPENBRAVO.

The Openbravo Unified Commerce Hub includes **Openbravo Cloud**, a Platform-as-a-Service (PaaS) solution that leverages leading cloud infrastructure providers to deploy Openbravo on virtual servers in a highly secure cloud installation that is fully maintained, updated and monitored by Openbravo.

Openbravo Cloud is today offered in two different options: with **Amazon Web Services** or **Microsoft Azure**.



AN OPTIMIZED CLOUD INFRASTRUCTURE, DEDICATED SOLELY TO YOU

Openbravo Cloud is offered under a single tenant model. It runs on a dedicated, pre-configured Cloud infrastructure that is sized for your specific needs, thus ensuring you get maximum levels of performance.

THE EFFICIENCY OF A SINGLE TRUSTED PROVIDER

Eliminate the hassle of managing multiple vendors. Openbravo assumes responsibility for both the software and infrastructure under your Openbravo installation in the Cloud. You get one trusted partner and one point of contact for design, development, implementation, hosting, and support.

FAST IMPLEMENTATION FOR FASTER ROI

The quicker you're up and running, the quicker you're generating revenue. Take advantage of a rapid Cloud deployment and the Openbravo Fast Track Unified Commerce Implementation Methodology. You get faster implementation with highly efficient installation, testing, and training.

OPTIMIZED CLOUD COSTS

Openbravo Cloud allows you to easily scale up or down to support your growth or changing business needs - in case you again have to close stores during a future lockdown, for example.

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