

openbravo®



Openbravo Store

# OPENBRAVO STORE

Openbravo Store is one of the key elements of the Openbravo commerce platform. It is a modern cloud-based and mobile-enabled solution that helps international retailers expand the role of their physical stores by providing the tools required to meet the demands of today's omnichannel consumers.

This highly scalable and configurable solution is composed of three main components:

**Openbravo POS** offers retailers the most flexible point of sale solution in the market. Empower your store associates to deliver excellent customer experiences and prepare physical stores to support a variety of assisted and unassisted in-store and omnichannel scenarios.

**Openbravo Store Operations** facilitates store managers daily tasks with comprehensive store back-office functionality that lets them keep full control of what is happening on the store floor.

**Openbravo Commerce Central** simplifies multi-store management for retail managers providing unified, real-time visibility into the activity of the entire store network and acting as a single point for configuration and integration with external systems.

Openbravo Store is at the top of the Openbravo Technology Platform, which lets retailers maximize the benefits of cloud computing with Openbravo Cloud, while delivering the flexibility retailers need to adapt and evolve according to future business needs.

Openbravo Store works seamlessly with the rest of Openbravo solutions like Openbravo OMS and Openbravo WMS.





With Openbravo Store retailers can:

**Empower in-store associates to offer better service** with a solution that delivers more personalized experiences and provides guidance on products, prices, stock or promotions anywhere in the store.

**Provide faster and more convenient checkout experiences** that save sales and drive customer satisfaction.

**Enable endless aisle and omnichannel services** that extend the breadth and depth of a store's inventory beyond what is currently sitting on the shelf without requiring additional storage or display space and, at the same time, prepare stores to support a variety of omnichannel scenarios like ship-to-store, ship-from-store, BOPIS and BORIS.

**Gain in-store inventory management efficiency and accuracy** through easy management of a variety of stock transactions from mobile devices, such as goods receipts, goods shipments and movements, inventory counts and picking.

**Achieve greater promotional flexibility and introduce new lines more quickly** with a powerful engine that offers the ability to have changes made at central level transferred to stores and terminals almost in real time.

**Simplify multi-store management and reduce total cost per store** with the elimination of local servers, while ensuring uninterrupted sales thanks to Openbravo offline resistant technology.

# OPENBRAVO POS

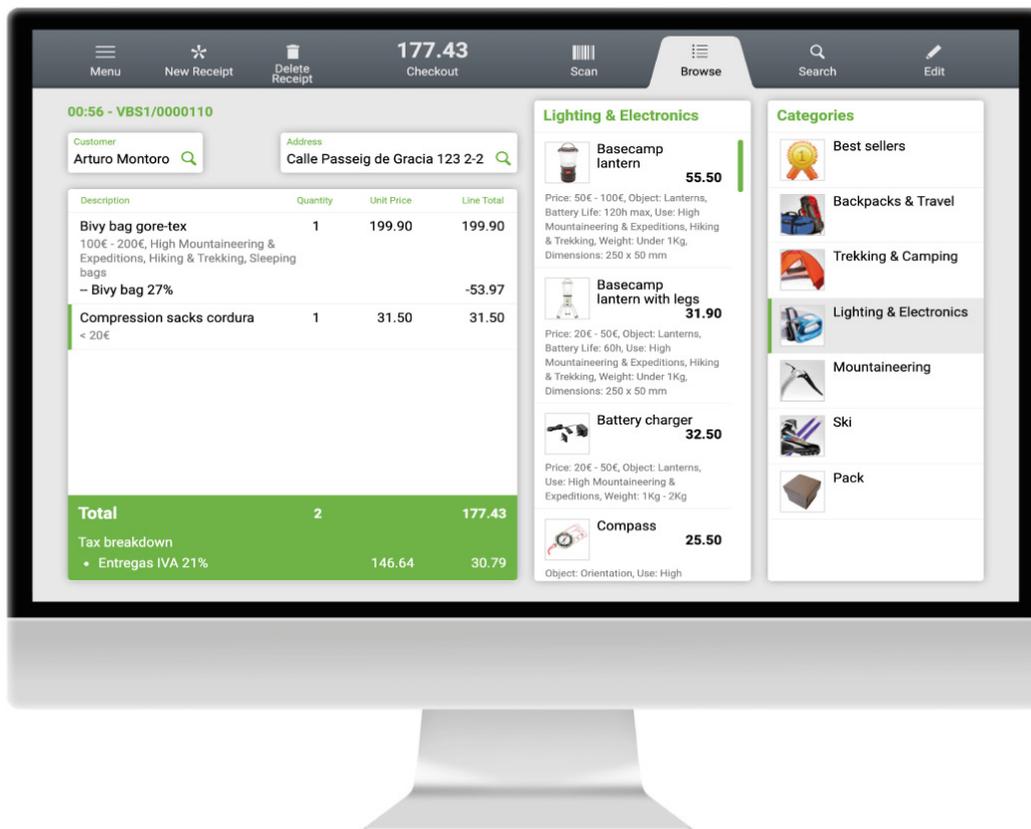
The point of sale component of Openbravo Store is a modern web and mobile-enabled POS solution that enables retailers to offer safe, convenient and personalized in-store experiences that customers will value most.

**Strong transactional support** to increase the productivity of cashiers and also reduce the time needed for training new hires.

- Lookup, create, void, park or invoice tickets
- Add ticket items by browsing your catalog, searching products or reading barcodes and RFID labels
- Start a sale in one terminal, resume it and finish it in another
- Set different invoicing and delivery modes
- Manage special orders like quotations and layaways
- Require approvals for tasks like deleting a ticket, deleting a line or changing a price
- Continue selling even in case of a connectivity loss

**Flexible returns** functionality that improves customer service and employee compliance.

- Support returns from sales in any store or from the online channel (buy online return in the store)
- Ensure accurate refunds by using original prices and same discounts and taxes used during the original sale
- Prevent fraudulent returns by giving cashiers visibility to items that have already been returned in a specific transaction





## CRM and Clienteling

**CRM, clienteling and loyalty management functionalities** let associates identify and know customers better at the point of sale so as to deliver enhanced and more personalized shopping experiences.

- Create or look up customers and assign them to tickets
- Access order history and buying behavior data like buying frequency, average sales and monetary value
- Enroll customers in various loyalty programs that let them earn and burn points based on configurable rules

**Recommendations on products and services** that increase in-store customer satisfaction and upselling and cross-selling opportunities.

- Search products by characteristics matching customer preferences and inform on complementary products
- Notify about associated services to products
- Gain real-time stock visibility at the POS to inform about on-hand inventory in the store and at other locations

A **flexible discounting engine** ensures accurate execution of configured discounts and promotions.

- Let your POS automatically apply a variety of standard discount types
- Allow manual discounts that may require a manager approval
- Benefit from special discounts such as combos or discounts by payment method

# Checkout experience

**Mobile POS** allows retailers to reduce waiting times due to long checkout queues during the busiest parts of the day or seasonal peaks, and capture a sale that would have otherwise been lost by giving associates the flexibility to handle transactions in an aisle, at a counter, at the checkout or outside the store.

- Access 100% of the point of sale functionality from mobile devices
- Benefit from a web POS solution that avoids the need to install any local applications

A **self-checkout solution** that reduces the time employees spend working on checkouts and customer wait times, so boosting customer satisfaction.

**Multiple supported payment methods** help retailers provide greater payment convenience to customers.

- Gift vouchers and gift cards, store vouchers, store credit, multi-currency payments and much more
- Mobile payments that offer faster and safer experiences
- Existing connectors with market-leading payment platforms



# Employee productivity

An **intuitive user interface** that increases employees productivity and can be adapted to meet retailers' operational and branding needs.

- Select the devices of your choice thanks to a responsive user interface that automatically adapts to the screen size
- Set up buttons that give direct access to associates most frequently executed tasks
- Adapt the look & feel by arranging, resizing or hiding elements and changing colors

**Data validation processes** ensure the quality of the registered customer data.

- Optimize data quality on capture with standard validations at data entry to check that customer data fields are complete and accurate
- Leverage infrastructure that support integrations to external providers of specialized solutions for optimizing data quality, such as customer address, phone or email



# OPENBRAVO STORE OPERATIONS

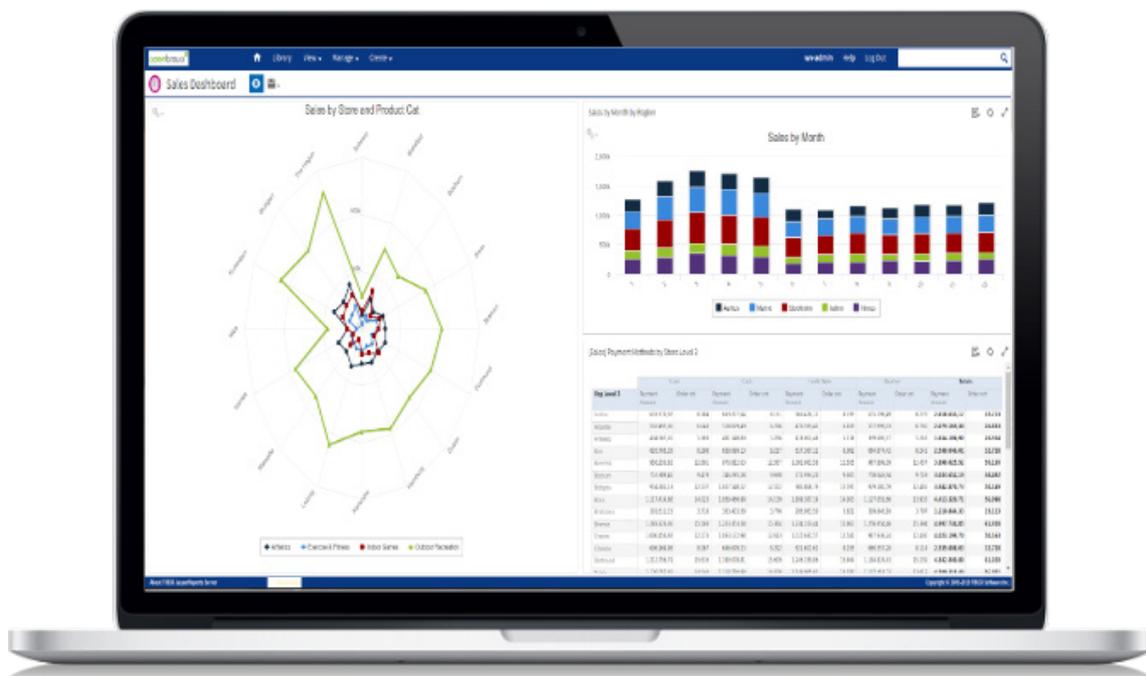
Openbravo Store Operations offers store managers a complete store back-office functionality and gives them more control and visibility into store performance while simplifying management of all daily activities.

**Central view of store activity** provides complete visibility into sales made on all terminals so allowing managers to perform various types of controls and audits.

- Check the information and status of any registered order, including channel, lines, quantities and delivery modes
- Run random validations to confirm how discounts and approvals are applied
- Track and monitor store and employees performance with various reports that leverage the powerful TIBCO JasperSoft reporting technology

**Guided opening and closing processes** help to ensure accurate and effective cash management.

- Simplify the task of reviewing pending tickets, counting cash and other monetary assets
- Reduce the risk from potentially fraudulent actions by requiring approvals for cash differences or deletion of tickets
- Gain real-time visibility from one single point into the status of all terminals and tills, and access a complete cash-up history for each terminal for monitoring and audit purposes



# Inventory management and order preparation

## Rich mobile-enabled inventory functionality

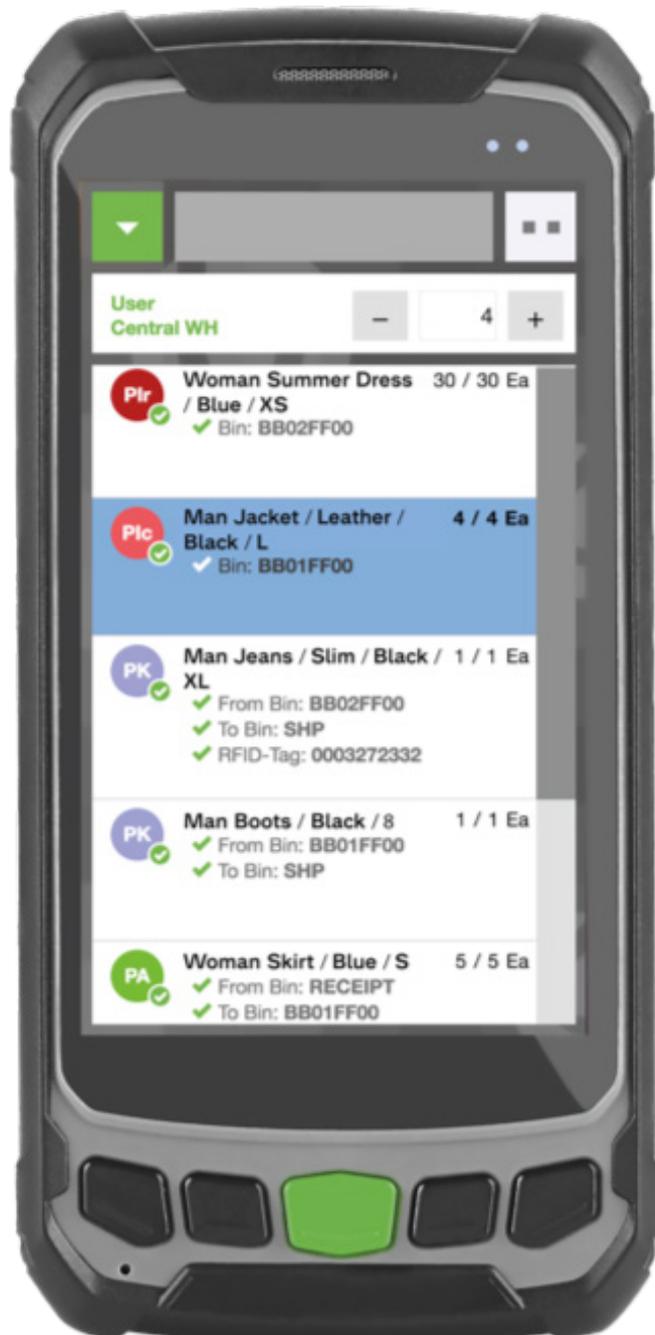
helps optimize in-store stock operations.

- Assign and execute inventory tasks from mobile devices
- Support a variety of transactions like goods receipts, goods shipments, in-store goods movements, picking or goods transfers to other stores
- Improve your inventory accuracy by making it easier to track and count physical inventory

## Order preparation functionality

simplifies the task of preparing orders from sales in any store or in the online channel to support omnichannel scenarios like Click & Collect and others.

- Allow cashiers to start the order preparation after the payment is complete and automatically generate picking documents
- Assign, process and confirm a picking
- Automatically generate a shipping document once the picking gets confirmed

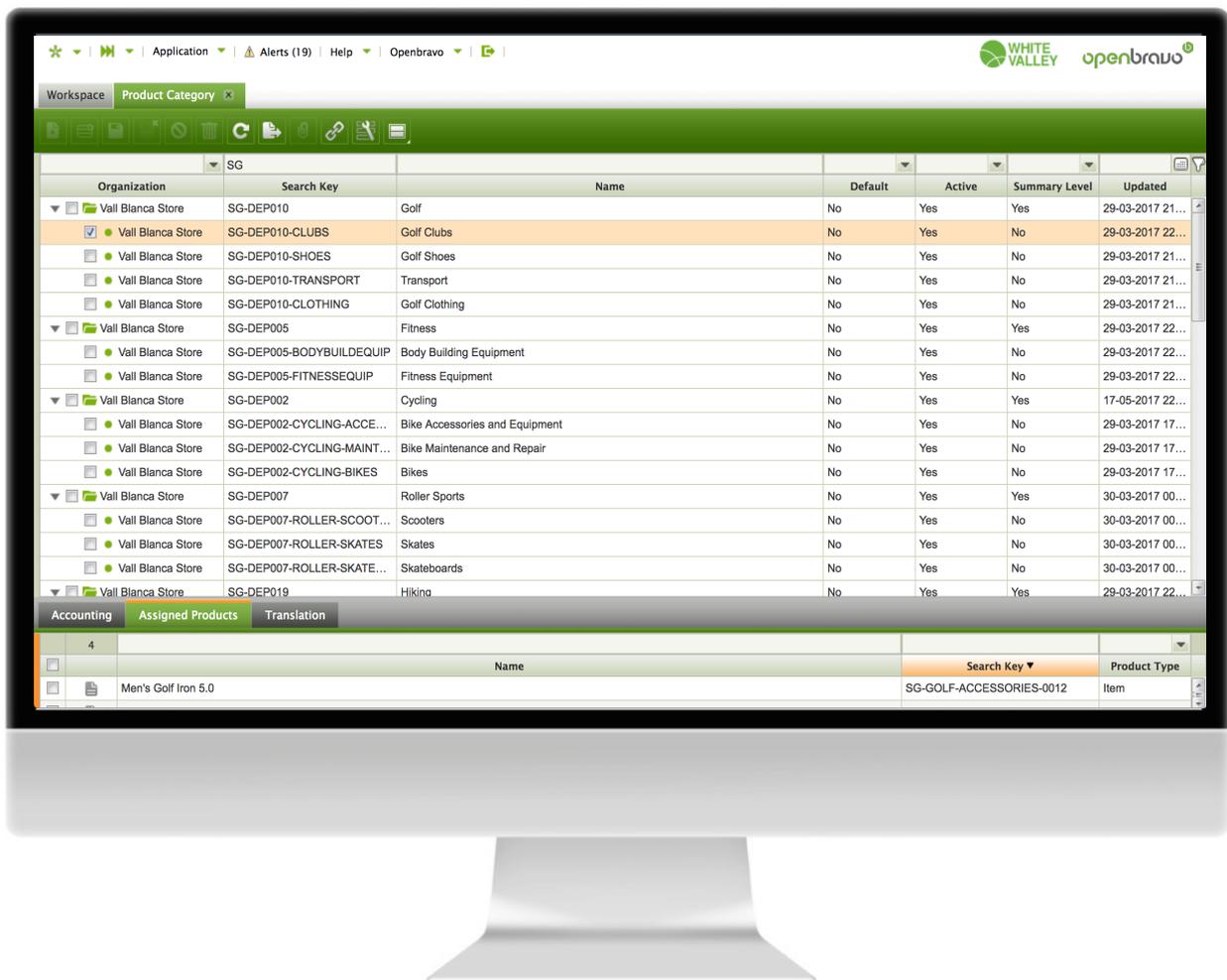


# OPENBRAVO COMMERCE CENTRAL

Openbravo Commerce Central provides retail managers with centralized, real-time visibility into the activity of the entire physical stores network from one single point. It also gives them a single, shared repository for the configuration of all the features and processes supported by Openbravo Store.

**Central repository of customers, sales and inventory** allows retail managers to access a single and shared view of the activity across stores from one point.

- Gain insights into the performance of your entire physical network
- Leverage detailed transactional information that can be easily transferred to other systems such as your central ERP, CRM or WMS



# Retail organization

## **Retail organizational set-up functions**

let you rapidly and easily configure all the elements that model the retail organization.

- ↘ Save set-up time using existing stores and terminals as templates and create hierarchies reflecting your retail organization
- ↘ Establish store properties like price list, assortment, currency or printed ticket format
- ↘ Configure all the different payment methods supported in your stores and associate them with terminal types and terminals

# Loyalty programs

**Loyalty programs** help reward customers with benefits that motivate them to keep coming back. Over time, these efforts can improve customer retention and build brand loyalty. With Openbravo, retailers can leverage an embedded loyalty engine or integrate with external loyalty platforms.

- ↘ Set up loyalty programs with multiple categories (e.g. Bronze, Silver, Gold)
- ↘ Configure rules defining how a customer can move from one category to another
- ↘ Define earning rules that allow the customer to accumulate points based on the processing of transactions, and burning rules for consuming points in various ways (e.g. as money, cheques, discounts or gifts)

# Merchandising

## **Product, pricing and assortments data**

**configuration** supports the modeling of your product catalog. This information is usually maintained by existing legacy systems like the ERP, PIM or others and it's seamlessly synced through Openbravo standard APIs.

- ↘ Manage single products, variants, bill of materials and kits
- ↘ Describe your products using an unlimited number of characteristics (like color, size and width) and attributes (like serial number, lot number and expiration date)
- ↘ Manage multiple price lists and price lists versions

**Services** let you enhance the value of your products thus increasing the satisfaction of your customers.

- ↘ Set up services like warranties, transportation and arrangements that will be later sold independently or associated with specific products
- ↘ Establish mandatory and optional services that will be proposed to associates at the point of sale
- ↘ Apply different rules to calculate the price of your services

## **A powerful discounts and promotions**

**engine** empowers retailers to achieve greater discounting and promotional flexibility to target their customers in a more effective way.

- ↘ Set up item- and transaction-based promotions
- ↘ Support a variety of discounts like fixed promotional prices, percent-off or dollar-off discounts, single-use coupons, combo discounts, happy hour discounts and more.
- ↘ Establish automatic rules for applying discounts based on a combination of multiple criteria, and control how multiple discounts will be applied simultaneously.

# TECHNOLOGY PLATFORM

The Openbravo Technology Platform lies at the heart of the Openbravo Store solution. A secure, reliable and scalable platform, it provides the core set of technologies to support the operations of your physical stores and gives you the capacity to adapt Openbravo Store to fit your retail business as your needs change all over the time.

Leverage a full web architecture that **simplifies your overall IT infrastructure** and minimizes vendor lock-in thanks to its 100% open-source stack.

**Gain deployment flexibility and scalability** by running Openbravo Store with Openbravo Cloud. Openbravo Cloud is a single-tenant cloud option that provides the core infrastructure including support for high availability, disaster recovery and security.

**Achieve the level of customization and extensibility you need** thanks to a truly modular architecture that simplifies updates and upgrades by decoupling extensions from the core functionality provided by Openbravo, so enabling continued innovation and differentiation while lowering risks.

**Integrate and connect easier and faster** with different system and in-store technologies. Openbravo offers retailers a standard web services commerce API and available connectors that help protect prior IT investments and reduce the integration time and effort.

# INTERNATIONAL RETAIL OPERATIONS

Openbravo Store delivers a broad set of international capabilities that may be required to implement retailer's global initiatives.

Localization packs and modules cover country-specific requirements such as translations, tax configurations and support for special payment methods or devices such as fiscal printers.

Together with store-specific settings for date, time, numbers and currency, **Openbravo Store lets retailers comply** with local requirements for data formatting, tax, currency, fiscal regulations, local customs, and language and more.



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