Openbravo Store

A software for retail stores ready for unified commerce

Openbravo Store is a modern cloud-based SaaS multi-store solution for different retail verticals, part of the Openbravo Commerce Cloud platform.

A complete store suite that prepares physical stores for agile and innovative unified commerce with integrated features enabling seamless shopping experiences across retail touchpoints and channels while helping to achieve greater agility and innovation for their operations.

↘ Stores catalog management

↘ Stores and retail touchpoints setup

↘ Loyalty programs

↘ Cross-store sales and returns

↘ Discounting execution

↘ CRM and clienteling

↘ Mobile POS

↘ Self-checkout

↘ Store inventory

↘ Store fulfillment for scenarios like Click and Collect

↘ Store reporting

Central management of stores and terminals enables retailers to oversee inventory, sales, and customer data from a single point in real-time, providing a cohesive view across all locations.

Intuitive and easy-to-use POS solution reduces training time and increases staff productivity, streamlining the sales process and increasing customers and employees satisfaction.

Mobile POS with full-access to the whole range of clienteling and loyalty functions enables personalized experiences anywhere in the store, turning every transaction into a relationship-building opportunity.

Flexible discounting engine boosts promotional efficiency and shortens time-to-market, making it easier to launch and update promotions for all or selected stores in real-time.

Real-time inventory control and visibility across locations enhances store stock efficiency and ensures proper stock levels, minimizing overstock and reducing carrying costs.

Order preparation capabilities transform physical stores into fulfillment centers with the ability to efficiently support a variety of cross-store and cross-channel scearios, such as Click and Collect, Ship-from-Store.

Single solution across all retail touchpoints, such as fixed tills, mobile devices, self-checkout terminals and kiosks, harmonizes and simplifies the store systems landscape, thus reducing its overall complexity and maintenance costs.

Global features support retailers international market expansion, facilitating to adapt to local preferences, and overcome country and territory-specific barriers, driving business growth on a global scale.

Full-web and offline-resistant technology avoids the need for local store servers and is device-agnostic, which results is reduced hardware costs and greater store agility.

Modular and API-first architecture boosts innovation and flexibility, enabling easy adaptation to evolving business needs and simplifying integration efforts with all type of systems and technologies.

A fully-managed cloud infrastructure, optimized for each customer and monitored 24/7/365 by Openbravo cloud experts, provides greater scalability, performance, and security.

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Store catalog

Openbravo Store allows stores to react to market demands in real time through merchandising agility, keeping their offerings fresh and relevant.

Central management of the entire catalog of the stores makes it easier to launch and update products, assortments, services, prices, and promotions for all or selected stores in near real-time from a single place.

Easy product setup including single products, kits, and variants definition described by product characteristics, such as color, size, and other attributes, allows the solution to support a wide range of retail verticals. Products can be created in Openbravo Store or easily imported from external systems, such as a PIM or ERP, using standard API.

Unlimited price lists and price list versions offer stores the flexibility to cater to different customer segments, regions, or promotional strategies with specific pricing structures.

Services enhance the value of products thus increasing the satisfaction of customers. Whether transport, warranties, or alterations, they can be created easily, and sold independently or along with products, using flexible pricing rules.

A long list of standard discount types simplifies retailer's promotional efforts and increases their promotional efficiency, with sophisticated rules that control how discounts can be combined and applied, considering parameters such as the store, customer category (e.g., wholesale, retail), product category (e.g., electronics, apparel), or specific products. This enables intelligent and dynamic pricing strategies that can be customized to target particular customer segments or shopping behaviors, encouraging repeat business and increasing overall sales.

Loyalty programs

Openbravo Store allows easy definition and management of loyalty programs that increase customer satisfaction, foot traffic, and brand cohesion.

Point-based, tiered-loyalty programs offer customers incentives with every purchase, using flexible earning and burning rules for each tier that cater to various customer preferences and support continuous engagement.

Redemption of accumulated points at all participating stores increases the value of the program to customers and may encourage them to visit other stores.

Customer coupons and targeted customer promotions incentivize purchases, fosters brand loyalty, and personalizes the shopping experience, driving repeat business and enhancing overall customer satisfaction.

Stores and terminals setup

Whether launching new locations, setting up pop-up stores, or simply adding new terminals in existing stores during peak situations, Openbravo Store enables retailers to quickly respond to market changes and customer demands, supporting business expansion with new openings, enhancing performance, and ensuring excellent customer service.

Rapid setup of stores and retail touchpoints reduces the time needed to open new locations or add new terminals, automating configuration and reducing manual tasks. Create stores and terminals using others as templates, organize them hierarchically, apply standardized settings and preferences, and manage all from one single place.

Rich store and terminal configuration options, such as assortments, price lists, languages, currencies, printing formats, payment methods, and others, enable efficient support for each store's needs.

Store opening and closing

Openbravo Store simplifies the execution of daily store operations, with intuitive opening and closing capabilities, encompassing everything from initial opening to end-of-day reporting. This ensures cash consistency, prevents discrepancies, and maintains employee accountability.

Guided opening and closing processes, including prompts for cash counts, system checks, and other essential tasks, reduce errors and ensure consistency across shifts and employees. Enhanced cash control features enable precise tracking of any discrepancies between expected and actual cash amounts, which can be configured to require managerial approval.

Accurate tracking of deposits and withdrawals at each till allows for proper operational and fraud control, requiring reasons for each movement that provide transparency and facilitate reconciliation, ensuring that every transaction is accountable.

Detailed closing reports at the end of each shift and business day, which include sales summaries, cash counts, discrepancies, and more, provide detailed information on the status of each terminal. Each terminal's detailed opening and closing history can be accessed directly from the back office.

Point of sale

As physical stores evolve into both transactional hubs and experiential destinations, Openbravo POS, the POS component of Openbravo Store, offers retailers a point-of-sale solution that not only streamlines the sales process but also elevates the shopping experience for customers and employees in scenarios like regular sales, cross-store sales, quotations and layaways for reserved products.

Its intuitive front-end user interface reduces training time and enables a uniform experience across touchpoints, supporting fixed tills, mobile devices, self-checkout terminals, and kiosks using the same solution.

A keymap editor tool that can be used from the back office or the point of sale, facilitates the configuration of different screen layouts, making it easy to adapt the solution to different store scenarios and devices.

Easy-to-use ticket management functions boost cashier productivity and increase checkout speed, reducing customer wait time. Associates can easily search and create new tickets for fresh transactions, void unwanted tickets, temporarily park tickets for later completion, and invoice completed tickets. Items can be added through various methods, browsing the store catalog, searching

for specific products, or reading barcodes and RFID tags.

Real-time stock visibility gives customers immediate and accurate information on product availability and location. This not only helps in meeting customer expectations but also in managing stock levels efficiently, reducing the risk of overstocking or understocking.

E-mail receipts allow retailers to provide customers with a digital receipt, with a traditional printed hard copy receipt, or both. The option to email tickets directly to customers not only saves on printing costs but also aligns with environmentally friendly

practices and provides the customer with a digital record.

Manager approvals for specific actions such as removing a ticket, deleting a line item, or changing a price, ensure that critical changes are overseen by authorized personnel. Approvals are recorded with the ticket and can later be accessed by managers from the store's back office for operational control and fraud detection.

Payment methods such as cash, credit cards, digital coupons, gift cards, gift vouchers, loyalty points and Tap-to-Phone amongst others provide faster and more convenient checkout experiences.
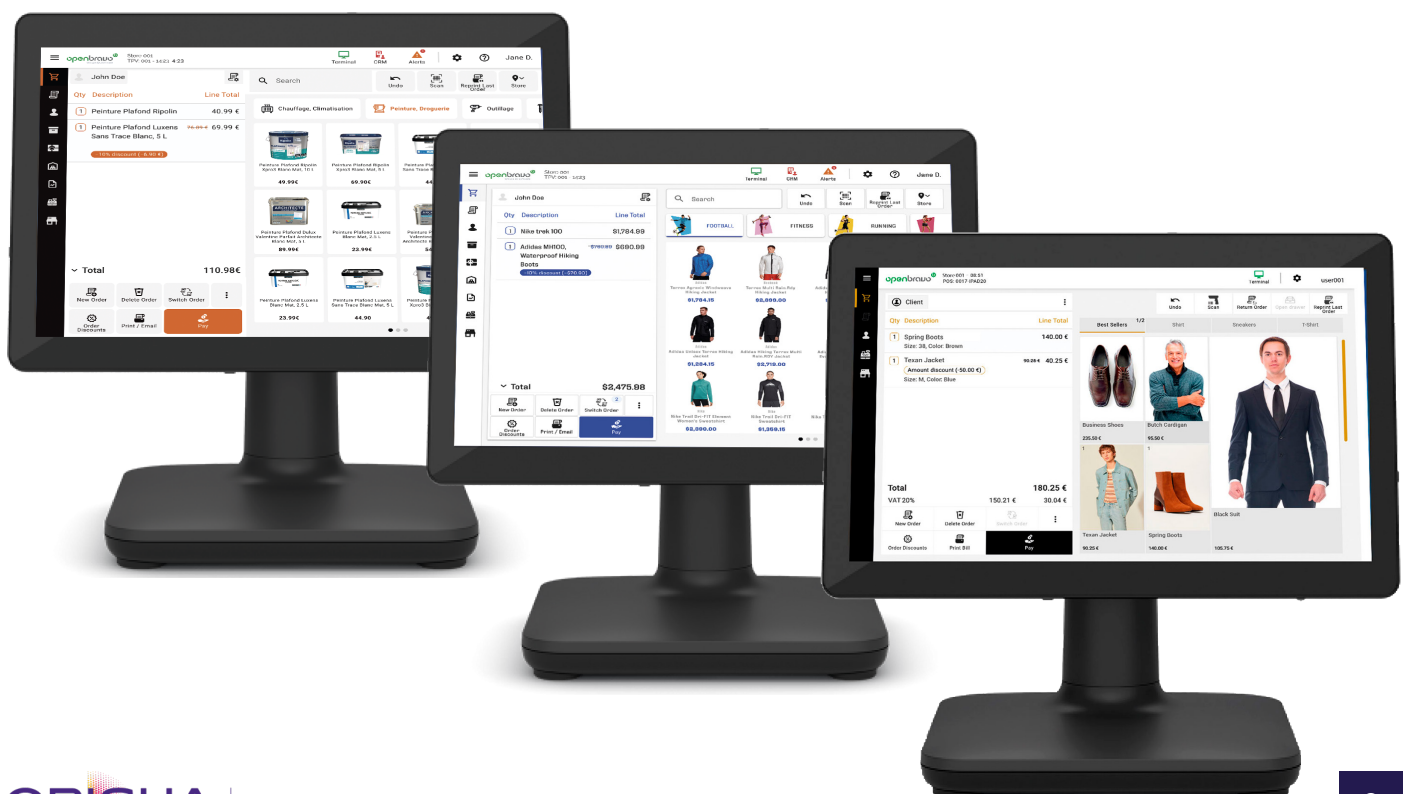
CRM, clienteling and loyalty

With customers today asking for seamless and more personalized experiences, Openbravo POS provides stores with tools to better understand their customers and build more personalized interactions.

Rapid customer creation and search allow associates to easily assign customers to a new transaction. The solution supports the automatic validation of customer data in real-time when creating new customer profiles, which ensures accuracy, minimizes errors, and enhances data integrity.

Complete order history provides insights into customer preferences and buying behaviors across all retail channels and locations that can be used by associates to offer enhanced service.

Recommendations on products, services, and promotions increase the likelihood of additional purchases with more upselling and cross-selling opportunities, boosting sales and improving customer satisfaction.

Easy enrollment to various loyalty programs enhances customer engagement from their very first purchase. Associates can easily inform customers about their accumulated points that can be used as a payment method or converted into tangible benefits such as coupons or gift certificates.

Automatic application of customer discounts builds customer loyalty, and streamlines checkout, leading to quicker transactions and satisfied customers.

Surveys at the end of the sales process generate immediate engagement, inviting customers to share their experiences and insights. Tailor questions to gather valuable information on satisfaction, preferences, or areas for improvement that can drive continuous enhancement of products services, and overall customer experience.

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Discounting execution

Provided by a flexible discounts and promotion engine, Openbravo POS ensures that customers receive relevant and timely incentives at the point of sale, increasing satisfaction and loyalty.

Rich discounting rules ensure that customers receive the best discounts possible. Whether tied to specific products, seasonal promotions, or customer loyalty levels, these

discounts are seamlessly applied to the ticket, ensuring a smooth transaction process.

Manual discounts allow special pricing adjustments following

store policies. For greater control, manual discounts may be set to require managerial approval. These approvals are recorded along the ticket in the back office, making the process fully auditable.

Returns and refunds

Openbravo POS offers returns flexibility by supporting a variety of full and partial return scenarios, including cross-store and cross-channel returns, which allow customers to return products across different channels and locations.

Dedicated return terminals create a specialized area for handling returns and exchanges. This increases store efficiency while also contributing to a positive customer experience.

Automatic system validations that cross-check returned items and quantities against original purchase details make the return process quick, easy for customers, and error-free.

Reasons for returns for each returned line provide valuable insights for future business decisions.

Accurate refunds help ensure that the correct amount is returned to the customer by recovering all the information from the original sale and considering rules such as the obligation to use the same payment method.

Mobile POS

Openbravo POS is a mobile-enabled point of sale solution that simplifies the implementation of a variety of in-store mobile sales scenarios.

Mobility allows to process sales transactions anywhere, whether it's in-store assistance or curbside service, enhancing customer experience and reducing waiting times.

Its full web and responsive technology provide retailers freedom to select their preferred mobile devices, without the need of installing any native application. This significantly reduces the operating costs and complexity associated with mobile device use.

Full POS functionality available from mobile devices empowers associates to serve customers anywhere in the store with access to the complete range of features offered by Openbravo POS.
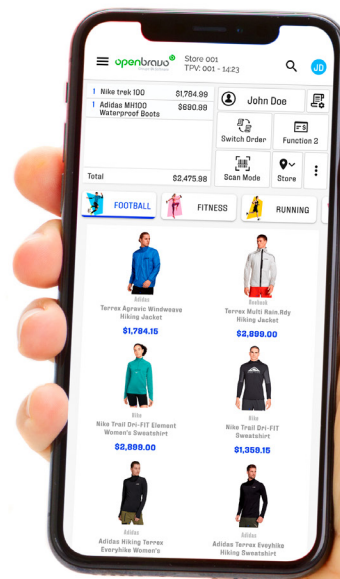
Self-checkout

Recognizing the trend from retailers to offer more checkout options and flexibility in the stores, Openbravo Store offers a self-checkout solution that shortens wait times, lower operational costs for retailers, and caters to modern shoppers' preference for a streamlined, touchless transaction, thereby increasing overall customer satisfaction.

Power self-services scenarios that leverage item-level RFID and enable your smart checkout initiatives.

An easy and intuitive user interface makes it easy to use for the customers and also easy to manage by store staff, with features that guide the customer through the whole checkout process.

Store inventory

Openbravo Store offers a comprehensive solution for executing all required inventory management operations at the physical store and providing a centralized view of inventory levels across locations from one single place in real time.

Flexible counting methods including physical counts, cycle counts, and recounts, support each store's needs and ensure the highest accuracy of stock information, supported by automatic and manual replenishments to lower stockout situations.

Mobile execution allows associates to execute inventory tasks from mobile devices, with a full-web and offline-capable front end that optimizes stock management, minimizes errors, and accelerates inventory processes.

Inbound processing allows flexible execution of store inventory tasks such as inventory look-up, label printing, goods receipts from other stores, warehouses, vendors, and customer returns.

Outbound processing simplifies the execution of tasks such as picking and shipping, required by different processes such as returns to vendors, order fulfillment, and transfers to other locations.

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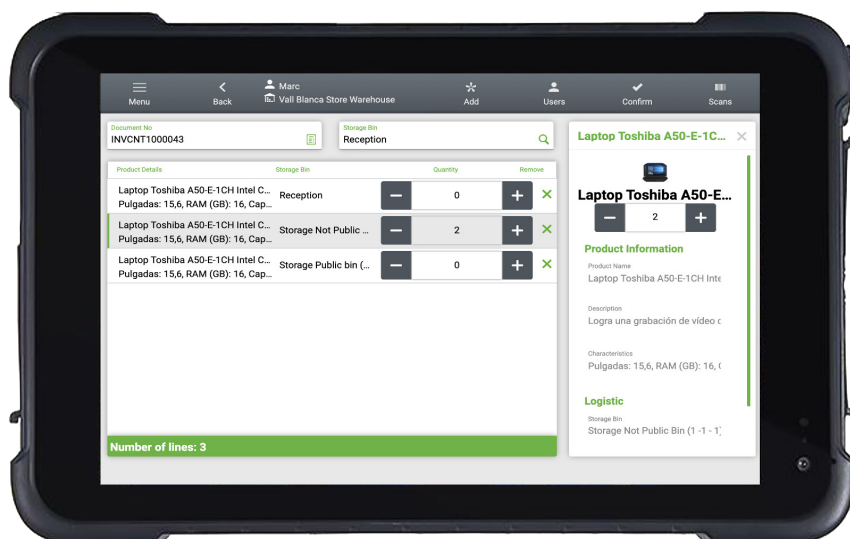
Store fulfillment

Openbravo Store prepares physical stores for the successful development of their role as fulfillment centers. A key objective for the success of any unified commerce strategy, which ensures not only an improved service to customers but also more profitable operations.

Flexible order fulfillment features give stores the ability to handle in-store pickups, home deliveries, and cross-store transfers in scenarios such as orders from the same store, orders from other stores, Click and Collect, Ship from Store, and e-Reservations.

Joint work with Openbravo OMS ensures the selection of the best stores to prepare an online order, using different fulfillment rules that optimize the preparation process. Stores can accept or reject the preparation of an order.

Mobile execution enables the processing of preparation tasks from mobile devices, resulting in a faster and more efficient preparation process.

click + collect queue

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Store reporting

Openbravo Store integrates data from all physical stores into one platform to provide a comprehensive view of store operations across locations. This facilitates the delivery of cohesive reports and insights, enabling retailers to analyze trends, identify inefficiencies, and make informed decisions.

A robust and extensible retail data model provides a complete retail data warehouse infrastructure to easily consolidate huge volumes of detailed front and back-end store data.

Standard reports and dashboards empower managers and staff with easy access from any touchpoint and back office, safeguarded by robust permissions.

Monitor precise sales and inventory metrics, encompassing ticket details, discounts, and approvals, for complete channel performance analysis and timely alerts. This data-driven approach assists in making informed decisions, optimizing store performance, and ensuring market demand alignment, all of which lead to increased profitability.

Global solution

Openbravo Store offers a future-proof store solution, adopted today by leading international retailers across more than 50 countries, that provides agility, innovativeness, and peak performance for successful unified commerce execution.

Comprehensive country compliance capabilities enable international market expansion, reaching customers worldwide.

Leverage built-in advanced features for local taxes, invoicing, certified localizations, etc, as open APIs and extensions to address country specifics.

A highly experienced team offers deep knowledge in fiscalization, data protection, ESG, AML, and other areas, screening 30+ territories every month to anticipate the impacts of any type of legal changes.

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Technology platform

Orisha | Openbravo provides a flexible retail platform in the cloud, designed for simpler and faster integration and extensibility. A modern and high-performing platform that offers greater agility to respond to current and future business and technology challenges more efficiently.

Cloud-based SaaS with a fully-managed cloud infrastructure, optimized for each customer and monitored 24/7/365 by Openbravo cloud experts, provides best-in-class availability in terms of server uptime, RPO (Recovery Point Objective) and RTO (Recovery Time Objective) supported by periodic backups, database archiving, and high availability options.

Security best practices are applied at all levels to keep your solution up and running and your customers' information safe from malicious access, including advanced options such as Openbravo WAF (Web Application Firewall).

Mobility improves the shopping experience and increases operational agility, and ensures retailers freedom of choice for their devices, such as iOS, Android, and Windows.

Web and offline-resistant frontend technology provides a seamless user experience, increases productivity, and enables offline functionality for improved reliability.

The API-first approach offers a service-oriented architecture that boosts innovation and simplifies integration efforts Leverage a standard web services-based API and connectors driving efficiency and flexibility.

Modularity empowers retailers with flexibility and scalability, enabling easy adaptation to evolving business needs. Retailers can choose and implement specific modules based on their requirements, ensuring efficient operations, cost optimization, and seamless future expansions.

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