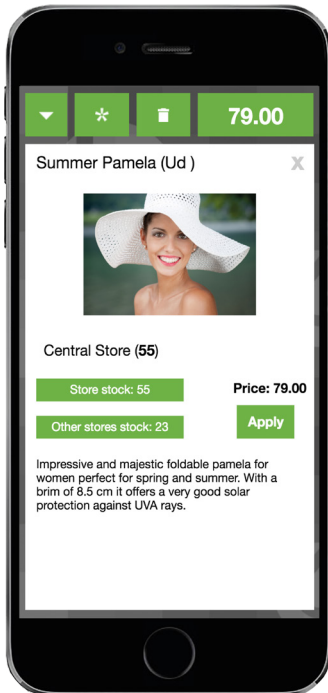


# Openbravo for Fashion Retailing

## Cloud-based omnichannel solution



Fully-featured mobile POS with strong offline support



Fast and more efficient execution of warehouse activities from mobile devices

### Put the customer at the center of your shopping experience with a mobile point of sale

A highly personalized service is a key aspect in fashion retailing. Openbravo offers a fully featured and mobile-enabled point of sale solution that can be used from any type of device to provide excellent customer service anywhere in the store, backed by a broad set of assisted sales capabilities. Increase the basket size with product recommendations based on customer preferences and gain flexibility to apply offers based on multiple criteria. Customers will enjoy a faster and more convenient checkout experience with the option to use mobile payments, RFID or self-checkout terminals.

### Manage more products and more frequent introductions more efficiently

Simplify the creation of products, prices or promotions, which can be created or updated to be available in all your stores and terminals in a matter of minutes. Easily manage simple products, lists of materials, kits or variants based on an unlimited number of features, as well as an extensive list of types of discounts and promotions that will allow you to acquire new customers, as well as increase your loyalty to ultimately increase your sales.

### Optimize inventory costs and management

With Openbravo you will gain detailed visibility of your inventory with centralized real-time tracking of your movements, status and quantities in all channels and locations. Predict precisely the demand of your products thanks to the connector with Frepple, with which you can produce accurate sales forecasts based on multiple algorithms that optimize purchase costs.

### Enable your omnichannel strategy to increase customer satisfaction

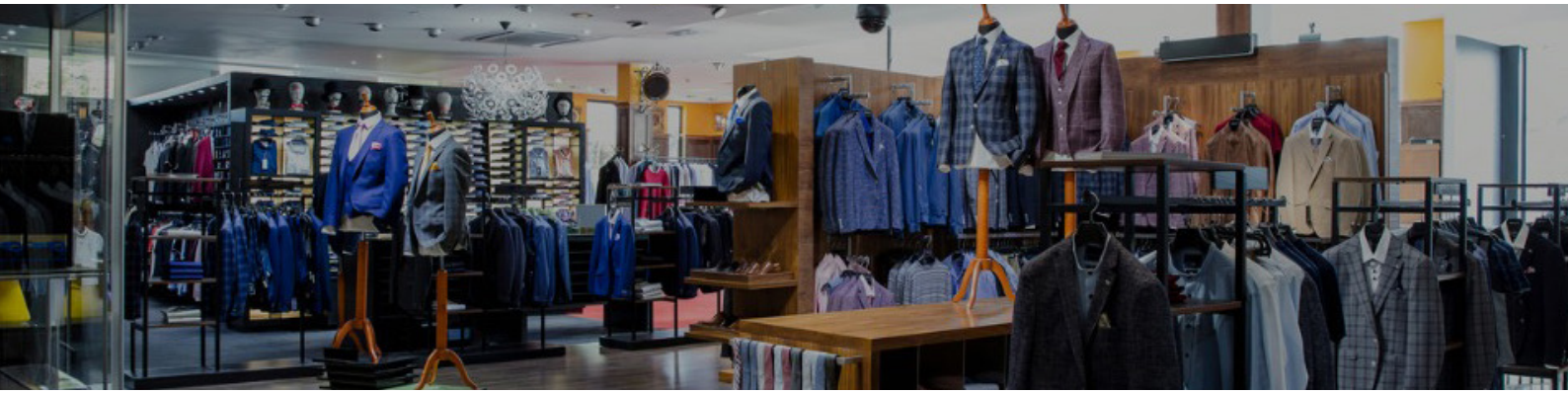
Fashion retailers who want to differentiate the customer shopping experience must adopt an omnichannel approach. Openbravo makes omnichannel a reality by enabling centralized management of all customers, channels and inventory to deliver the promise of a seamless shopping experience. Retailers are reassured that they are adopting a solution that is capable of supporting current needs, as well as the fast-changing expectations of omnichannel customers in the future.

### Secure your openings plan and simplify your multi-store management

Thanks to the deployment in the cloud, Openbravo eliminates hardware and personnel costs associated with traditional systems that require installation in stores, and allows you to execute your expansion plans more quickly. Whether it's a few stores or several hundred, in one region or in several countries, Openbravo simplifies the management of your store network from a single point. Easily organize your stores and terminals in multilevel hierarchies with different configurations and simplify daily tasks, such as openings and closings, guaranteeing an accurate cash counting and reducing the risk of fraud.

### Innovate more and manage business change more effectively

Fashion retailing is now more competitive than ever and is very influenced by the fast-changing lifestyles and tastes of customers. Retailers are under enormous pressure to offer unique and differentiated products, services and shopping experiences to their customers. Openbravo has been designed to deal with this type of conditions. Built on a highly flexible open source technology platform, it allows retailers to more efficiently manage change and innovate more and more quickly.



## Key Capabilities

### POS System

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

### 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, fashion 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 fashion 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.

