OPENBRAVO COMMERCE CLOUD
Enabling omnichannel retail with increased agility and innovation in the cloud

© 2018 Openbravo Inc. All rights reserved.
Openbravo Commerce Cloud Positioning
Cloud-based solution for agile and innovative omnichannel retailing

<table>
<thead>
<tr>
<th>INDUSTRIES</th>
<th>BUSINESSES</th>
<th>PRODUCTS (*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Packaged Goods (CPG)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wholesale and Distribution</td>
<td>Medium and Large Businesses</td>
<td>Sports</td>
</tr>
<tr>
<td>Retail</td>
<td>Multi-channel</td>
<td>Fashion</td>
</tr>
<tr>
<td></td>
<td>International Operations</td>
<td>Electronics</td>
</tr>
<tr>
<td></td>
<td>Multi-store</td>
<td>Furniture</td>
</tr>
</tbody>
</table>

Achieve greater agility and capacity to innovate in your retail operations and so improve the competitiveness of your business thanks to a cloud-based omnichannel solution that is the most flexible and adaptable in the market

(*) Some examples of the product line, for illustration purposes only.
Cloud-based Solution for Agile and Innovative Omnichannel Retailing

**COMPLETE**

Comprehensive Omnichannel and Supply Chain functionality to deliver real omnichannel experiences and achieve agile omnichannel management.

**INTUITIVE**

Very easy to use and learn, with a full web and mobile-enabled user interface that accelerates end-user adoption and boosts productivity.

**FLEXIBLE**

Very easy to adapt to support the most specialized of business requirements and gain greater capacity to innovate and change faster.

**RELIABLE**

Secure, high performing and scalable to run smoothly today and support future business needs with confidence.
Mobile Point of Sale Solution

Adopt an omnichannel strategy with a greater focus on the customer

Solution features

- Web and mobile with offline support.
- Customer management and loyalty.
- Agile discounting engine.
- Assisted sale features.
- Real-time inventory visibility.
- Mobile payments, RFID, self-checkout.
- Opening and closing operations for stores and terminals.

Key benefits

- Reduce the complexity and cost of your in-store IT infrastructure.
- Offer greater customisation and a better service from anywhere in the store.
- Gain real-time inventory visibility at the point of sale.
- Offer greater speed and convenience at the time of the payment.
- Enjoy the same functionality on any type of device.
- Easily integrate with e-commerce platforms to support omnichannel scenarios.
Merchandise Management
Improve the quality of your forecasts and agility when launching new products

Solution features
- Advanced demand and inventory planning (Frepple).
- Management of products, variants, kits and services.
- Product characteristics, serial numbers, batches, etc.
- Flexible pricing engine (with or without taxes, based on costs, versions, etc).
- Extensive list of discount and promotion types (automatic, manual, by quantity, by percentage, combos, etc.).

Key benefits
- Generate detailed forecasts of predicted demand.
- Launch new products, prices and promotions more quickly.
- Manage the increasing complexity of your assortments more effectively.
- Support a wide range of promotion and pricing schemes.
Supply Chain Management
Optimize costs and management of your inventory

Solution features
- Management of suppliers and purchase orders associated with demand and detailed monitoring of the associated costs (customs, transport, etc.).
- Restocking through stock transfer orders between locations.
- Advanced management of warehouses with definition of areas, routes, priorities, stock statuses and algorithms to perform tasks from mobile devices.
- Management of routes and vehicles for the shipping and transport of merchandise.

Key benefits
- Manage your purchasing more efficiently according to the estimated demand with detailed monitoring of costs.
- Simplify the management of the restocking of your stores or distribution centres.
- Optimize the space, stock and staff available in your warehouses.
Omnichannel Retail
Offer a seamless shopping experience across all channels

Solution features
- Mobile point of sale solution.
- Integration with ecommerce through connectors.
- Centralised management of products, customers, orders and stock.
- Visibility of stock in real time.

Key benefits
- Achieve a unified view of the activity of each customer.
- Offer consistent product information across all channels.
- Support scenarios such as Buy Online and Pickup/Return in Store (BOPIS/BORIS) or fulfilment of online orders from store inventory.
- Easily integrate with other systems used to manage your orders.
Multi-store Management
Simplify the management of your multi-store network

Solution features
- Hierarchy of stores, terminals and types of terminal.
- Suppliers, prices and promotions by store.
- Detailed monitoring of openings and closings.
- Management of security and employee permissions.

Key benefits
- Achieve real-time visibility of the activity in all your stores (customers, sales, stock) from a single point.
- Introduce new products, prices or promotions in a matter of minutes.
- Reduce the complexity of IT management and total IT costs by eliminating the need for in-store server hardware.
- Support ambitious store opening plans by reducing the time required to prepare new stores.
Corporate Management
Efficiently integrate your retail activity with other business processes

Solution features
- Configuration of accounting for customers, suppliers, products, payment methods or specific events.
- Detailed information on sales to calculate commissions.
- Support for production processes using built-in functionality or by integration with external systems.
- Existing connectors for ERP systems.

Key benefits
- Improve your financial performance by automatically capturing accounting data from your retail transactions.
- Maximise the productivity of your employees with a modern, easy-to-use solution.
- Easily integrate with your existing ERP or accounting systems.
Retail Analytics
 Obtain real-time visibility into the state of your operations

Solution features
- Integrated OLAP engine with analysis and graphic representation.
- Widgets: most sold products, most sold categories, etc.
- Multi-dimensional reports: sales by product, category, store, etc.
- Analytical cubes defined in application dictionary: sales, discounts, closings, etc.

Key benefits
- Create new reports or performance indicators adapted to your needs.
- Ease user adoption with a solution that is fully integrated into the Openbravo user interface.
- Simplify the deployment of the solution with the installation of a module that can be installed on the Openbravo server.
Technology Platform
Innovate more and manage change more effectively

Solution features
- 100% web and open source.
- User interface self-generated from metadata.
- Fully modular for the development of extensions.
- Web services for integration with external systems.
- Mobile technology that is resilient to lost connectivity.
- Highly scalable.

Key benefits
- Avoid the costs associated with core software and database by using open source components.
- Achieve greater flexibility and capacity to adapt and innovate, and do so more quickly.
- Protect existing IT investments with a system that is easy to integrate.
- Support your future needs and growth.
Dedicated Cloud Infrastructure
Operate without problems on a secure and reliable cloud infrastructure

Solution features
- PaaS (Platform as a Service) with dedicated infrastructure.
- Production, reporting and testing environments.
- 99.5% availability time, 1 hour RPO, 12 hour RTO.
- System monitoring and backups (available minimum 30 days)
- Single or multi-server architectures with high availability options.

Key benefits
- Free yourself from the complexities and costs of managing the technology stack.
- Ensure the greatest possible flexibility, performance and security with a dedicated and optimised cloud infrastructure under the control of the solution's producer.
- Scale easily, adding or removing resources as needed.
- Enjoy support 24/7, 365 days a year.

99.5% Availability time
1 hour RPO
12 hour RTO
Summary

**Solution for medium and large companies**
With significant retail activity, already installed in +20,000 POS

**Support for international operations**
Multi-language and multi-currency capabilities

**Greater streamlining and innovation capability**
Highly flexible and mobile platform

**Quick deployment in the cloud**
Dedicated infrastructure for greater freedom and security

**Ready for the future**
Highly scalable in single or multi-server architectures

**Protection of earlier IT investment**
Easily integrated with existing systems or technologies

**Solid product roadmap**
Adoption of new industry requirements, technologies and trends

**Ownership cost is highly competitive**
Reduction of initial HW, SW, training, maintenance and operating costs thanks to mobility and the cloud.
THE GLOBAL CLOUD-BASED OMNICHANNEL SOFTWARE VENDOR
FOR AGILE AND INNOVATIVE RETAIL

Notices
© 2018 Openbravo Inc. All Rights Reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without express permission of Openbravo. The information contained herein may be changed without prior notice. These materials are provided by Openbravo for informational purposes only, without representation or warranty of any kind, and Openbravo shall not be liable for errors or omissions with respect to the materials. The only warranties for Openbravo products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty, or an obligation to deliver any material, code or functionality. In particular, Openbravo has no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein.