Openbravo for
CONSUMER ELECTRONICS AND HOME APPLIANCES

Product Overview
Enabling your electronics retail business for agile and innovative omnichannel retailing in the cloud

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<tr>
<th>Attribute</th>
<th>Description</th>
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<tr>
<td>COMPLETE</td>
<td>Comprehensive Omnichannel and Supply Chain functionality to deliver real omnichannel experiences and achieve agile omnichannel management</td>
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<td>INTUITIVE</td>
<td>Very easy to use and learn, with a full web and mobile-enabled user interface that accelerates end-user adoption and boosts productivity.</td>
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<td>FLEXIBLE</td>
<td>Very easy to adapt for supporting the most specific business requirements and gain capacity to innovate and change more and faster.</td>
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<td>RELIABLE</td>
<td>Secure, high performing and scalable to run smoothly today and support future business needs with confidence.</td>
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Go omnichannel and sharpen your focus on customer service with mobile point of sale

- WEB AND MOBILE POS
- CUSTOMER MANAGEMENT & LOYALTY
- PROMOTION EXECUTION
- PRODUCT CHARACTERISTICS
- REAL-TIME INVENTORY VISIBILITY
- SERVICES
- LAYAWAYS
- RETURNS
- MOBILE PAYMENTS
- RFID
- SELF-CHECKOUT SOLUTION
- eCOMMERCE INTEGRATION
- CENTRALIZED ORDER MANAGEMENT
Simplify management of your assortment complexity and gain greater agility to launch new products, prices and promotions.

- PRODUCT CATEGORIES
- PRODUCTS AND ASSORTMENTS
- SINGLE PRODUCTS, BOM, KITS, VARIANTS
- PRODUCT CHARACTERISTICS AND ATTRIBUTES (COLOR, SIZE, SERIAL NUMBER...)
- FLEXIBLE PRICING AND DISCOUNTING ENGINE
- WARRANTY MANAGEMENT
- RAPID UPDATE ACROSS STORES
Improve the quality of your sales forecast and optimize the cost and management of your inventory

► SALES FORECASTING AND INVENTORY PLANNING (FREPPLE)
► PURCHASING
► MOBILE WAREHOUSE AND INVENTORY MANAGEMENT
► DISTRIBUTION ORDERS FOR REPLENISHMENT
► SHIPPIING AND TRANSPORTATION
Lower overall IT costs and simplify multi-store management

- SIMPLIFIED STORE IT
- CENTRALIZED MULTI-STORE MANAGEMENT
- ADVANCED SETUP OF STORES AND TERMINALS
- OPENING AND CLOSING ACTIVITIES
- SECURITY AND FRAUD CONTROL
Gain real-time visibility into your retail operations

- OLAP ENGINE
- WIDGETS
- MULTI-DIMENSIONAL REPORTS BY PRODUCT, CATEGORIES, STORES...
- ANALYTICAL CUBES
Save on hardware and training costs to improve ROI

- VERY EASY TO USE AND LEARN
- MINIMUM TECHNICAL REQUIREMENTS

- MULTI-TASKING
- NOTES, ATTACHMENTS
- MAIL INTEGRATION
- WINDOWS PERSONALIZATION
- ALERTS
Integrate better your retail activity with other business processes

- COMPLETE ACCOUNTING SETUP
- EASY TO INTEGRATE WITH OTHER PROCESSES AND SYSTEMS LIKE FOR HR OR MANUFACTURING
- CONNECTORS WITH ERP SOLUTIONS
Innovate more rapidly and accelerate business change

- 100% WEB AND OPEN SOURCE
- MOBILE-ENABLED
- OFFLINE RESISTANT
- TRULY MODULAR
- HIGHLY INTEROPERABLE (WEB SERVICES LAYER, CONNECTORS)

Apache Tomcat

PostgreSQL

Java

HTML 5
Grow with confidence with a mobile-enabled and cloud-ready architecture built for high performance

- RESPONSIVE WEB AND MOBILE TECHNOLOGY
- OFFLINE RESISTANT
- DEDICATED CLOUD INFRASTRUCTURE
- SINGLE OR MULTI-SERVER ARCHITECTURE
- HIGH AVAILABILITY OPTIONS
Reach out to us and get ready to boost the competitiveness of your electronics retail operations

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<td>E-Mail</td>
<td><a href="mailto:info@openbravo.com">info@openbravo.com</a></td>
</tr>
<tr>
<td>Call</td>
<td>Barcelona, Spain 947</td>
</tr>
<tr>
<td></td>
<td>+34 932 725 947</td>
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<td></td>
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THE GLOBAL CLOUD-BASED OMNICHANNEL SOFTWARE VENDOR
FOR AGILE AND INNOVATIVE RETAIL

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