

## Retailers can enhance customer shopping experience and loyalty

Defining and executing dynamic and complex promotion programs

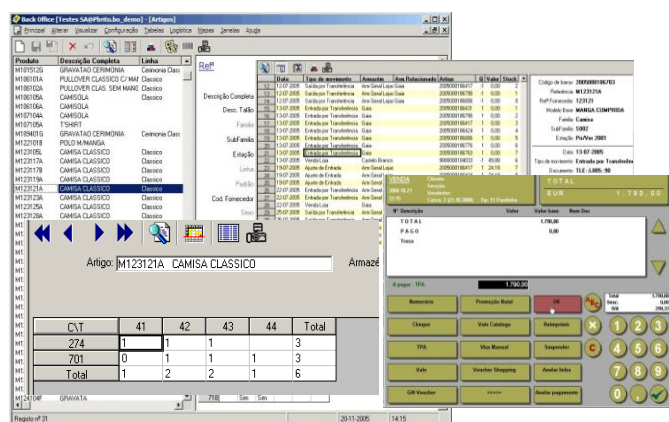
- > Leveraging the sophisticated and flexible built in rule-based promotion engine

Implementing a complete loyalty and campaign management environment

- > Customer enrollment and profiling
- > Targeted promotions definition and deployment
- > Sales data acquisition and analysis
- > Tracking and measurement of campaigns

Offering more convenience and advanced interaction with consumers via advanced functionalities in the store

- > Item reservation, wedding list, advanced return mgmt, item size & color, up selling suggestions, etc.
- > Tender management , store movements, miscellaneous transactions
- > Employee presence control and motivation.



## Smarter store operations to achieve a quick ROI

Easy to deploy: protecting retailer's investments

- > Multi-store architecture
- > Same front-end application deployed on different devices
- > Single data model and integration via open standards

Easy to manage: adapting to changing business needs

- > Centralized management of store processes and parameters
- > Centralized management of promotions and loyalty campaigns

Easy to use: enhancing productivity

- > Touch screen technology
- > Flexible and user-friendly
- > Adaptable user interface
- > Rich functionality



## Knowing the business with a smart BI

Business Intelligence Retail Manager BI is an affordable, easy-to-use intuitive BI solution designed for retailers. It delivers, on a easy way interactive reports, dashboards, KPIs, etc.

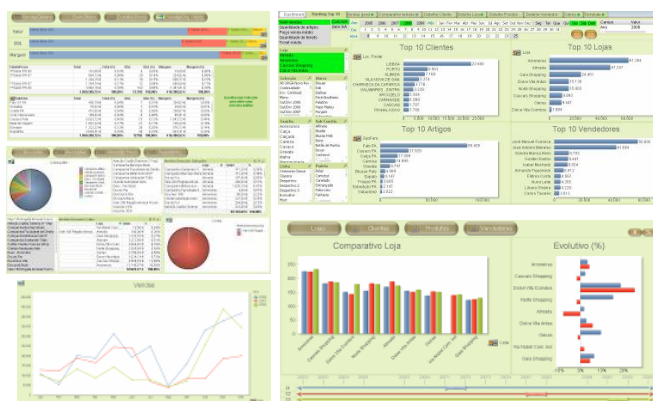
As a Business Intelligence solution that is designed exclusively for retailers, Retail Manager BI transforms your business data on decision-making information.

Retail Manager BI covers retail functions across your enterprise: sales, customers, vendors, inventory, suppliers, etc. At every stage, from the supply chain to the stores, a wide range of features including reporting, analysis, dashboards, alerting, and monitoring will provide on time rich information on different areas:

- > Operational: automated data access, resource planning, supplier analysis and inventory optimization
- > Customer: marketing automation and optimization, sales analysis, store and vendors performance control
- > Inventory: inventory planning, assortment, size, space, price, promotion, and markdown optimization

Ease to use BI data will be reached according to user profile:

- > Windows based environment
- > Web-based environment
- > Mobile devices
- > Different information spread methodologies



## ERP integration

Retail Manager is fully integrated in both senses with Sage ERP X3, including Retail Manager Mobile integration with logistics and inventory management.

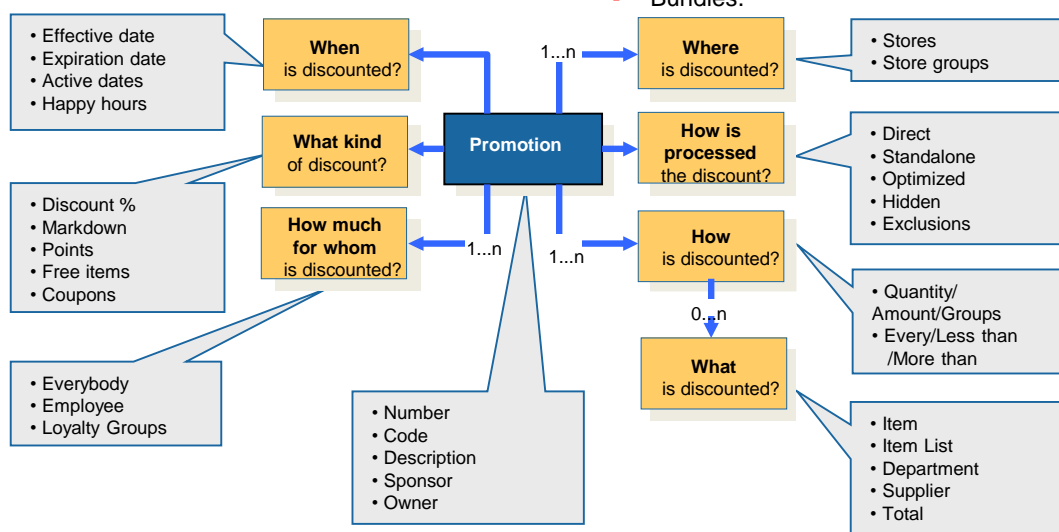
**20 years of retail solutions implementations, transforms challenges in business opportunities**

## Product and business definitions

Product information contains:

- > Size and color matrix with different size tables and color tables (eventually those used by suppliers)
- > Different internal and external codes, including one or more barcodes per item, supplier codes, etc.
- > Specific article data (family, sub-family, supplier, brand, line, usage, thematic color, composition, washing instructions, collection, permanent item, etc.), VAT rates
- > Combined products, with special rules (sell only together or isolated, supply only ensemble available, etc.)

Stores must be organized by insignia/brand, country and region and must have information about supervisor, manager, timetable, type of store (shopping mall, street, department store corner, etc.), area, etc.



Retail business organization must be seen in their specific form - one-brand store, multi-brand stores, free shop stores, outlets, corners, franchising, etc. – very often existing different realities on the same organization.

- > Pricing management by country, store reality, store, etc.
- > Inter-branch transfers and invoicing
- > Different campaigns and sales strategy
- > Different distribution criteria.

## Logistics

Logistics support the replenishment process during the season, following different methodologies (based on sales, rotation, minimum quantities by article and size).

Product movement can be from suppliers directly to stores, from warehouses to stores, inter-stores, both owned and franchised. Distribution criteria are based on:

- > Group of stores with the same distribution criteria
- > Products are distributed only for a certain number of stores
- > A minimum number of sizes are logical to be together for each product.

## Pricing and campaign management

Pricing and campaign management is a tool that provides:

- > Psychological prices
- > Different consumer prices according to country, franchising contract, store group, etc.
- > Prices update per store
- > Promotions and campaign management per product family, store group, marketing strategy
  - Time: during a certain period of time (including happy hour facility)
  - Discounts: % or fixed value
  - Quantity: according to quantities sold or ordered
  - Cross selling: applies to a certain group of articles
  - Value: applies to value ranges or number of products per ticket
  - Bonus and vouchers: loyalty and affiliate programs
  - Bundles.

## Fashion market requirements

- > Colors and sizes matrix
- > Milliner management
  - Flow control
  - Sales and delivery to the client
  - Communication with the client
- > Window control
  - Monitoring and analysis of the effect of window decoration
- > Sales correlation with external effects (weather, works on the access, special events, etc.)
- > Press loans
  - Articles tracking when assigned to the press
- > Returns and loss control