



Newsletter Vol. 58 - Introduction

Softengine News is dedicated to keeping you up to date with the latest information regarding SAP Business One systems, Softengine solutions and Best Business Practices.

What's New?

Spotlight on Product: Apparel Retail POS (iVend)

The global apparel retail industry grew by 3% in 2008 to reach a value of \$1,025.9 billion. In 2013, the global apparel retail industry is forecast to have a value of \$1,184.1 billion, an increase of 15.4% since 2008. All apparel retailing industry sectors are heavily dependent on consumer spending. Since, consumer spending represents two-thirds of the U.S. economy these retailers become extremely vulnerable to wide economic swings.

Retailers in the Specialty Apparel Retail face an arduous challenge to keep pace with competition they face from the larger mass market retail counterparts who offer wider selection options and extremely competitive prices. The challenge is compounded by the pressure to increase revenue from the existing stores and the available in-store infrastructure – be it store design & layout or the Information System.

Specialty Apparel retailers also face the challenge to differentiate themselves from the competition in innovative ways not solely based on competitive prices. The pressure is high to stand out with focused customer service, in store shopping experience, assortments & prices, instant suggestions to up sell & cross sell.

A Specialty Apparel Retail owner fulfills multiple roles – CFO, buyer, store manager, planner. Imperative in such a situation is effective collation and analysis of customer information, his buying patterns, sales trends, inventory levels, and customer feedback. This information is critical across the business chain for effective inventory planning, optimum in-store stock levels, innovative loyalty schemes, targeted campaigns – all leading to increase in customer footfall and larger ticket size.

With an ever increasing pressure to increase margins, retailers are looking at sourcing their goods from The Far East economical markets. Ability to plan inventories, styles & assortments and competitive pricing is far too critical considering the larger lead times for replenishments. Such a balance requires an integrated business management solution that allows flexibility to cater to the diverse & unique demands of Specialty Apparel Retailers. A system that seamlessly integrates all business processes from the POS at store to the planners at the Head Office lowering the overall cost of operations, simplifying expansion and enabling the Specialty Retailer maintain his unique proposition and positioning.

BENEFITS

Stay connected with your business operations – SAP Business One

iVend Retail comes as an end-to-end business solution for specialty apparel retailers seamlessly integrating point of sale, in store inventory management, logistics, back office store and head office processes. **It integrates seamlessly with SAP Business One** for head office operations (including **WMS**) and is an extensive retail management application to manage store and POS operations. The failsafe integration with SAP keeps the head office always connected with the store operations across the complete retail chain.

Inventory control and replenishment

Head office operations get complete visibility of stock across the retail chain and can effectively push stock rather than relying on store requisitions. Additionally the merchandising department can raise purchase orders in time to avoid stock out situations. Store Managers and POS operators can gain complete visibility of stock across stores or at the main warehouse / distribution centers right from the POS interface.

Smoothly process routine and complex transactions

Combine multiple transaction types with in single POS transaction. POS operators can process a sale refund and sale transaction in a single transaction rather than a two-step process.

Promotions that maximize profitability

Manage targeted promotions in multiple formats by easily analyzing detailed customer trends at individual stores and across the retail chain.

Retain customers and manage customer communication

The loyalty management module in iVend allows you to define flexible / attractive campaigns, ensuring customer loyalty. Get a full range of analytics and service capabilities that help you better understand customer's trends and design promotions that maximize the potential of all your customer relationships by informing customers of available points, their value and their validity.

Grow your average sales ticket

Pop Ups for Up Sell & Cross Sell and Promotions based on sale total at the POS interface enabling the POS operator to make additional recommendations to the customers.

Digital Passes

iVend Passes is a platform for retailers to deploy Digital Passes for Apple Passbooks and Android smartphones. The process of creating Passes is simplified. iVend Passes removes the technical challenge so you can focus on your consumer engagement. Digital Passes help retailers to stay connected with their customers. Build your pass template for your targeted customer base, create a pass at Point of Sale (POS terminal) and send Passes to all your customers without the hassle of a custom mobile application.

Mobile POS

iVend Mobile POS is a POS on a handheld device. Operating on iOS devices and select models of Android Tablets, it has far more to offer than just POS functionality. It results in Enhanced Customer Experience by faster checkouts as a queue buster. It also allows small format retail chains to expand faster and open new outlets by significantly reducing time required to setup an IT infrastructure.

For more information about SAP Business One Retail POS solution, please contact Barry Lederman: 818.704.7000, blederman@softengineusa.com

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