NEWSTORE OMNICHANNEL AS-A-SERVICE

FEATURE LIST

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NewStore transforms brick and mortar shopping into app-powered, digitally connected retail experiences. With pre-built connectors into major commerce platforms and intuitive apps for store employees, NewStore delivers Omnichannel-as-a-Service for retailers looking to delight today's digital customer. Combining the only cloud-based order management system with Mobile POS into a single platform, NewStore delivers Endless Aisle, Mobile Checkout, Omni Fulfillment, and Clienteling out-of-the-box.

OMNI-CHANNEL CORE

PURPOSE-BUILT FOR OMNICHANNEL AT SCALE WITH MODERN BEST PRACTICES — FROM AWS TO MICROSERVICES.

Every brand has a vision for how they wish to deliver an omnichannel experience that will delight their customers — from first contact through delivery. However, the alternatives available to retailers consist of well-known legacy commerce solutions, for which omnichannel was an afterthought, to point-solutions that by definition cannot deliver an end-to-end experience. NewStore fills this need.

ONE CUSTOMER TRUTH

SEE YOUR BUSINESS AND CUSTOMERS HOLISTICALLY — IN THE SAME WAY THEY SEE YOU.

In a complex omnichannel retail landscape, brands rely on data to make smart decisions about their business. They need to target the right customers, promote the right products, and connect customers with products across all sales channels. To accomplish this, they must be equipped with tools that can show them pertinent data about their business in real time. NewStore empowers brands with the ability to keep a finger on the pulse of their business, helping them to understand critical KPIs and provide an accurate, real-time view of company performance. It delivers detailed information about stores, warehouses, orders, carriers, employees, customers, and other essential components of day-to-day business.

FLEXIBLE AND FAST

GO LIVE IN MONTHS WITH AN API-RICH, OUT OF THE BOX SOLUTION THAT LEVERAGES YOUR EXISTING IT INVESTMENTS.

NewStore does not require replacing your existing infrastructure. It integrates with the existing IT architecture and supports omnichannel work flows that are impossible to achieve with standalone legacy systems. This results in a significantly faster time to market, which enables brands to more quickly see a return on investment. Further, the NewStore platform acts as a hub for integrations with third party providers, allowing brands to forge their path forward with the newest technology available to them.

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PROMOTIONS

PRODUCT BROWSING

- Configure item and order discounts with fixed/ percentage amounts, date ranges, single/multiple uses, minimum order amounts, and more
- Apply manual % and fixed-amount discounts on cart or item level during in-store checkout
- Search and filter coupons by number of uses, channel, associated discount or time range created
- Purchase a physical gift card in-store via integrated partner
- Provide free shipping

- Search for products by product name, color, SKU, inventory availability at stores, warehouse, and more
- Filter on size, color, price range, location and ATP inventory
- View product details, such as variant group, price, category, color, size, weight and product images
- View product availability across all locations
- Show multiple images per product with ability to zoom
- Add custom attributes to products
- Scan barcodes and QR codes
- Configure if prices include or exclude tax

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CHECKOUT

- Single Point of Sale interface for omnichannel orders
- Create and modify shopping cart and add items via scan or search
- Enable endless aisle purchases with configurable delivery options
- Handle endless aisle and cash-and-carry purchases in a single transaction
- Process zero-value transactions
- Check local and enterprise wide availability of items in shopping bag and during checkout
- List available shipping options for endless aisle orders incl. on-demand delivery, shipping and in-store pickup
- Provide estimated delivery times for all available shipping options
- Collect customer's email address after checkout to create profile and send the sales receipt
- Add gift wrapping at checkout
- Provide gift receipts
- Sell in-store item even if system shows no availability (i.e., negative selling)
- Email or print sales receipts
- Calculate taxes for in-store and endless aisle orders using integrated tax partner
- Support tax exemptions during in-store checkout
- Modify orders during a configurable grace period based on the fulfillment method

PAYMENTS

- Card payment with payment terminal
- Signature on mobile device
- Manual card entry with PIN pad on card reader
- PCI compliant credit card processing using payment provider partner
- Accept cash transactions and calculate change
- Use gift cards as payment and refund method using integrated gift card partner
- Redeem physical or virtual gift cards during checkout
- Manual entry of gift card number
- Check remaining gift card balance
- Split amounts in any combination of the supported payment methods
- Pay on the customer's device without any external hardware
- View payment history of an order, including split payments, payment methods, status (authorized, captured, etc.) and processor transaction ID

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ORDER MANAGEMENT

FULFILLMENT

- Show omnichannel inventory and fulfillment options to any sales channel, such as ecommerce
- See a single source of truth for orders across channels
- Inject orders from any channel, such as ecommerce, for routing and fulfillment
- View the availability of products across all locations, including stores and DCs
- Route order using configurable logic based on shipping address, inventory location, shipping speed, and more
- Configure single/split shipment rules
- Modify or cancel store and DC orders during configurable grace periods, including modifying incorrect addresses, swapping items, and more
- Reroute orders in case of fulfillment issues
- Hold order for manual review when conflicts arise (e.g., missing inventory, failed payment capture, etc.)
- Define custom attributes for orders
- Access all order related documents
- Configure sales and order documents and labels
- Import historical POS or OMS orders for omnichannel returns and exchanges
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- Fulfill orders with intuitive app-based guided pick and pack process
- Scan items to ensure picking and inventory accuracy, without additional hardware
- Prioritize orders in a store-level queue based on shipping speed
- Handle picking issues and rerouting in case of inventory inaccuracies
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SHIPPING

- Integration with shipment providers: traditional carriers and services for on-demand and same-day delivery
- Fulfill orders from stores or DCs
- Support in-store pickup as an order fulfillment option
- Track real-time order status and shipping
- Send customer configurable notifications for order status changes
- Offer free shipping

RETURNS / EXCHANGES

- Access returns for orders from any channel with item-level information, including buy-online-return-in-store
- Process partial or complete returns or exchanges for orders from any channel
- Process even or uneven exchanges with automatically calculated refunds
- Support returns and exchange for orders originally transacted on another system
- Assign reason codes to returns
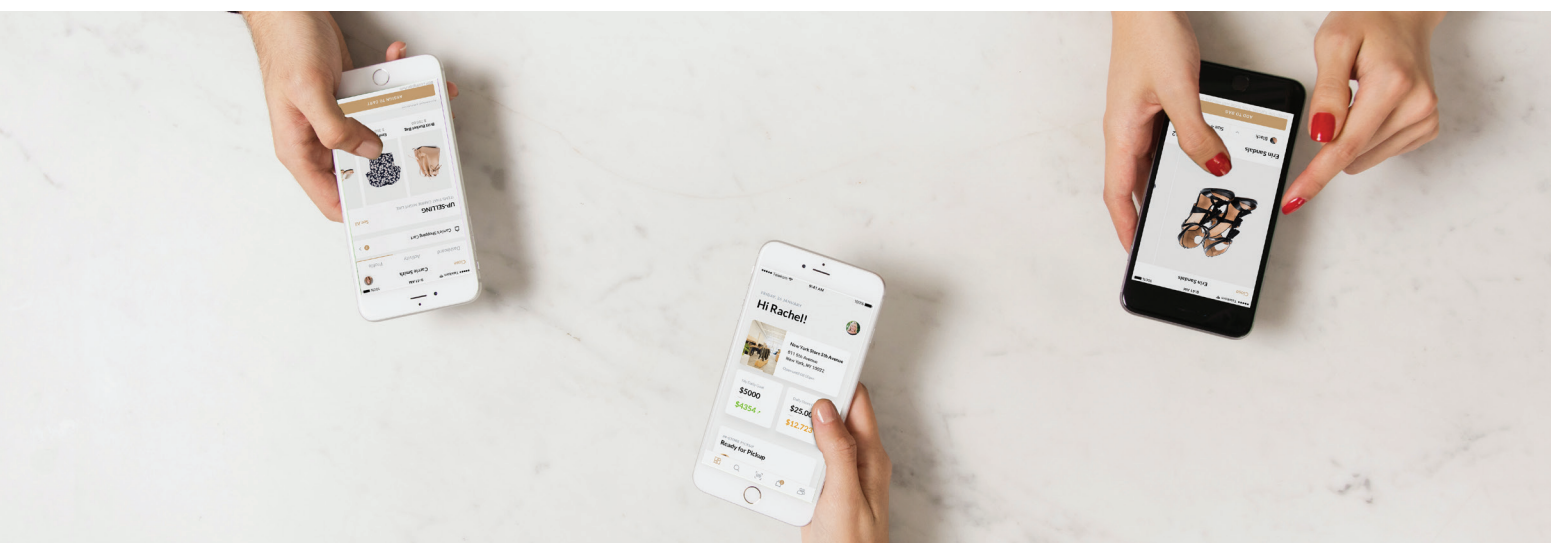
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CUSTOMER INFORMATION

CLIENTELING

- Automatically populate customer profiles from new and imported historical orders
- Access omnichannel customer information: transactions across all channels, average transaction amount, customer purchase activity, customer statistics, and more
- Store and modify customer contact details, addresses, and configurable custom attributes
- Search customers across all channels
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- Create customer profiles with contact information, preferences, shopping history, and configurable customer attributes
- Equip every sales associate with a rich "black book"
- Import customer segmentation from 3rd party tools
- Use a single interface for omnichannel selling
- Engage and transact with customers outside of the the store

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STORE OPERATIONS

- Manage store printers, including error handling and re-printing
- View associate profile with list of open and closed fulfillments tasks
- Access app diagnostic logs and information for IT support
- Manage NewStore users with role based permissions to control access to certain features, such as dashboards, customer accounts, sales records, promotions, configurations, and more
- Import sales and shipping document templates and email and push notifications
- Create and manage stores as fulfillment nodes, including location and staffing details
- Configure store and associate-level availability for order fulfillment, gift wrapping, and more
- Define delivery methods and assigned users per store location

ANALYTICS & REPORTING

- Search and filter omnichannel sales by order ID, customer, promotion, product, fulfillment type, and more
- Access customer reports, including average order value by channel, repeat purchase rate, average items per order
- Produce revenue reports, including growth and return rates by channel or location
- Obtain store reports, including sales, fulfillment rates, orders shipped, inventory turnover,
- View fulfillment reports, including request reject rate, fulfillment times, delivery times; can be shown per location and associate
- Export order, payment, routing, promotion events and more through a real-time event stream
- Export order and sales csv reports

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APIS / INTERFACES

- Search and filter omnichannel sales by order ID, customer, promotion, product, fulfillment type, and more
- Access consumer reports, including average order value by channel, repeat purchase rate, average items per order
- Produce revenue reports, including growth and return rates by channel or location
- Obtain store reports, including sales, fulfillment rates, orders shipped, inventory turnover,
- View fulfillment reports, including request reject rate, fulfillment times, delivery times; can be shown per location and associate

ARCHITECTURE / SECURITY

- Scale on a modern tech stack completely designed for omnichannel retail
- Ensure stability by running a full microservice architecture on AWS platform with distribution across multiple Availability Zones
- Handle large catalogs and easily scale search with integrated Elasticsearch
- Process tasks more efficiently using bi-directly job queuing
- Improve stability and efficiency with a true multi-tenant architecture,
- Use distinct sandbox, staging, and production environments
- Receive automatic software updates
- Bank level security and encryption for all persisted and transmitted data
- Strictly follow PCI best practices to handle payment data