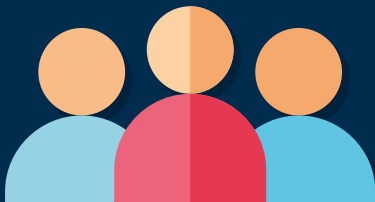




Retail chain

— 7 problems 7 solutions —



Customer segmentation and exploitation by marketing campaigns

Entersoft CRM – Segmentation Builder.

A powerful tool in a graphical environment to easily create clientele segments based on both properties and buying behavior and exploitation of the result by Marketing campaigns.

Online operation with Entersoft ERP (without “interfaces”).

2



Retail customer loyalty schemes

Entersoft Retail co-operates with **Entersoft CRM** (in a fully integrated environment) so sales data is always reliably updated, and all users (back-office, retail POS, tablets with "**Entersoft Sales assistant**" or Loyalty-Self-Service) can check the status of the loyalty cards and redeem in a variety of ways.

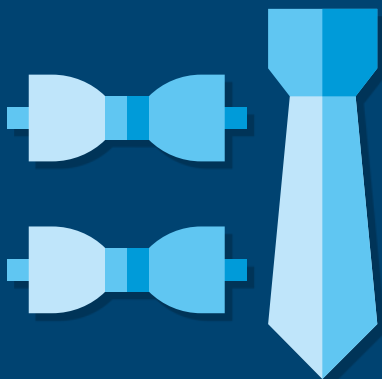
3



Consolidate and control sales results by point of sale

Multi-lingual, multi-country, multi-currency functionality of **Entersoft EBS** and consolidated out-of-the-box cross - company reporting (Statistics, Dashboards, Olap, Budget review, Trial Balances, etc.)

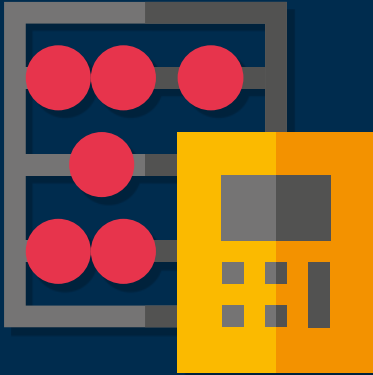
4



Replenish stores inventories

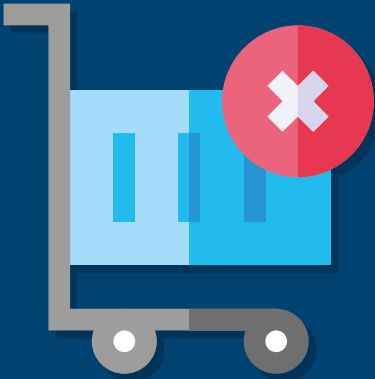
Entersoft EBS generates automatically transfer orders (between sites) by applying “re-distribution of available stock” algorithms, that take into account a dynamic, flexible and highly configurable stock policy (using up-down stock limits per site, per region, per item category etc.).

5



Allocation of available stock

The powerful “stock allocation” process of **Entersoft EBS** supports typical and ad-hoc scenarios of client, store and orders prioritization, for distribute the available stock on orders and reserve it on their behalf, before assignment and execution by the Warehouse (in **Entersoft WMS**) in a fully automated end-to-end process.



Offline store operation

Local application server, **Entersoft Retail** offline (failover scenario) with synchronization and On-line reopening when communication is restored - centralizing all data for processing, sales analytics, etc. with ready processes even from different databases or companies (of franchises).

7



Store Inspection & Control Mystery Shopping

Recording of visits findings through planned questionnaires (and ready graphs for review responses) from **Entersoft Mobile SFA / Merchandising** functionality, photo files, etc.