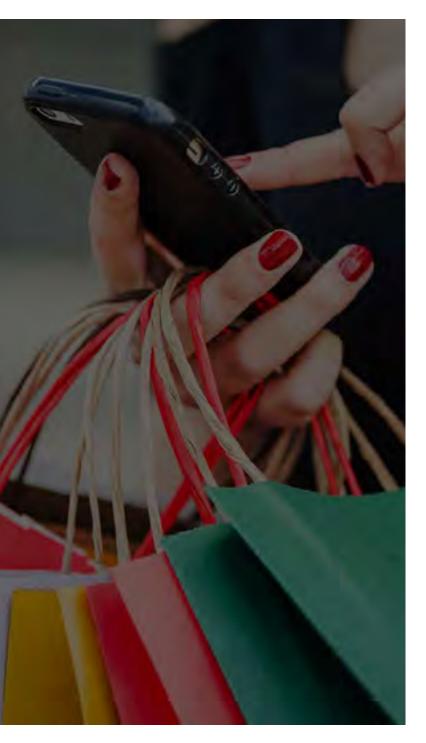# Optimus Omnichannel Retail

Optimus Omnichannel Retail is an integrated solution that is architected keeping in view the adaptability needs of the retail industry.

Optimus Omnichannel Retail solution is an integrated solution of Optimus Retail and Optimus E-commerce working seamlessly to provide end to end process automation for online and retail operations. Omnichannel is a multichannel approach to sales that seeks to provide the customer with a seamless shopping experience whether the customer is shopping online from a desktop or mobile device, by telephone or in a bricks and mortar store. The most important factor being "seamless". Optimus Omnichannel ensures all your customer interaction channels are sharing the same information.

Single view of Customer

Optimus Omnichannel commerce ensures that the customer is at the centre of the process. Consumers want the ability to engage with the retailer via a variety of channels, as well as the freedom to pick up where they left off on one channel and continue another. Optimus enables organisation to know their customers better than ever. Optimus allows organisations to understand customer's browsing patterns, past shopping history, buying behaviour, social media interactions and channel preference using its retail and E-commerce platform. A comprehensive customer profile is available by linking customer transaction histories, interaction histories and insights gathered from across channels. This information provides the retailer with an extremely detailed picture of a customer's buying potential, lifestyle and preferred product lines, and even sensitivity toward price ranges.

Consolidated Product Catalogue

With the advent of e-Commerce, product attributes have evolved to allow for more efficient search, and now include far more customer-centric attributes like care information, place of manufacture, quantity at hand, product image, product video and consumer description are just some of today's commonly used product attributes that have been proven to help consumers make more informed buying decisions. Optimus E-commerce and Retail employs a common product catalogue to ensure consistency in data accessed using various channels. The product data when shared across channels provides a more relevant experience for customers, no matter where they choose to shop.

Distributed Order Management

Optimus e-Commerce engine responsible for managing information, executing processes and monitoring performance to ensure customer orders are fulfilled accurately and cost-effectively across a complex network of sourcing and fulfilment processes. It delivers consistent functionality across channels, so that consumers can use the same promotions, shipping choices and other functions, without worrying whether a specific feature is supported on a given channel.

Fulfilment and Logistics

Optimus Omnichannel fulfilment is carefully engineered so that organisation can hold just the right amount of inventory on a wide assortment of products, ensuring the right inventory is at the right store. Optimus dynamic fulfilment ensures that the product if available at any location is delivered to the customer irrespective of the channel he / she shops.
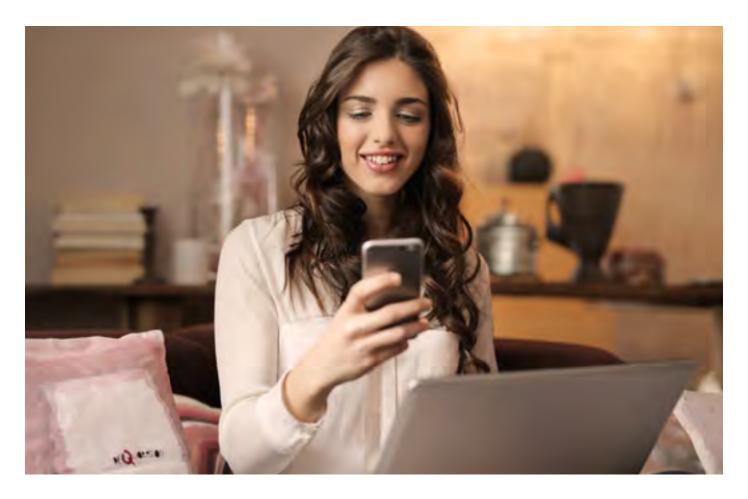

Cross-Channel Inventory Visibility

Optimus ensures that the consolidated inventory data is visible to all the channels for timely delivery. This significantly reduces the routinely cancelled orders placed online because of lack of inventory and eliminates the issues of product going out of stock, only to find that the product is available at their physical stores, resulting in loss of revenue. To execute an order effectively, Optimus seamlessly displays inventory visibility across all channels — online, mobile or brick-and-mortar.

Central Deployment

- All offices / locations accessible centrally.
- Users can have access to the information based on access rights.
- Centralized inventory.
- Centralized reports.

Web Enabled

- Browser based application.
- Accessible anywhere.
- Accessible through multiple devices (PC, Laptops, Tablets, Smart Phones).
- Central installation and maintenance.
- Scalable.
- Improved interoperability.
- Secure.

Modules

- POS – Point of Sale
- ECOM – e-Commerce
- PM - Product Management
- CRM - Customer Relationship Management
- OMS - Order Management System
- SCM - Procurement & Supply Chain Management
- WHM - Warehouse & Inventory Management
- Costing & Pricing
- BI & Reports

three sixty degrees

Lower TOC

- Open source based system deployment
- Reduced license cost
- Faster Implementation
- Central maintenance and support

Enhanced Customer Loyalty

- Loyalty Program management
- Availability of updated customer information across all locations
- Gift voucher and promotions
- Managing the customer interactions
- Access to product/design related information at the store level

Express Checkout Option

- Checkout through pos terminal
- Handheld devices
- Self checkout using touch screen kiosk
- Multiple payment options