

ETP



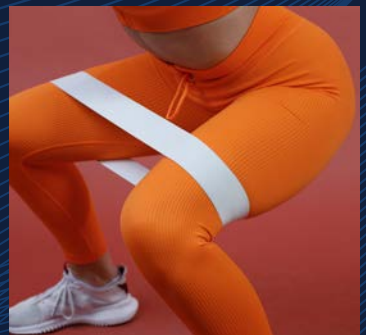
Elevating Retail Performance with Omni-channel Retail Software

ETP V5





THE JOURNEY TO CREATING AMAZING CUSTOMER EXPERIENCES



Asia's leading Omni-channel Retail Solution

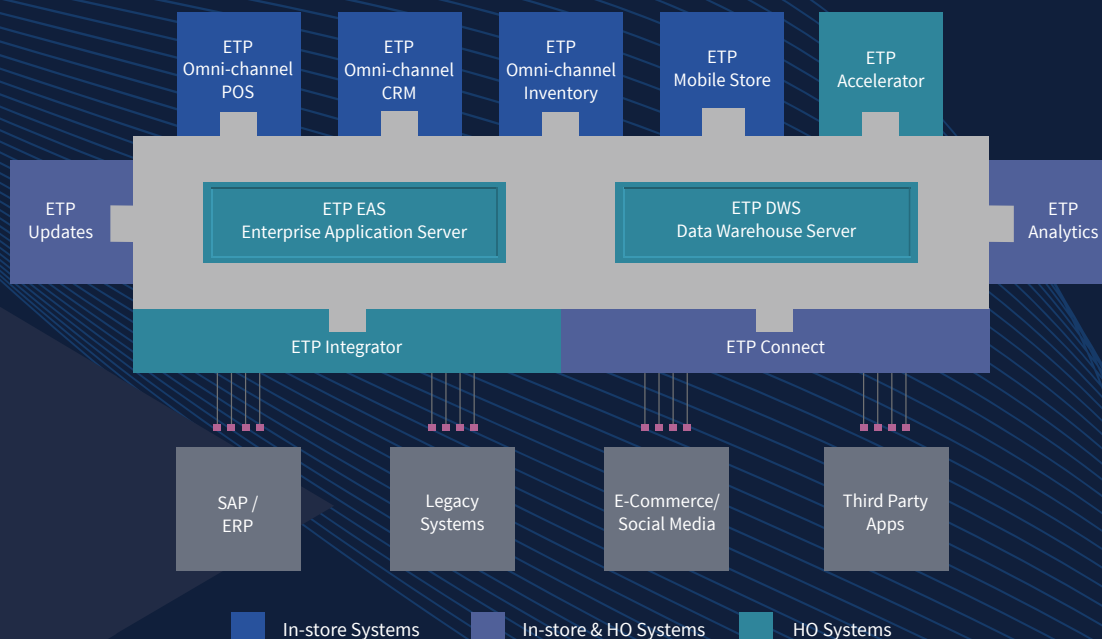
ETP Group is the leading Omni-channel Retail Software company serving market leaders in more than 24 countries across Asia.

ETP's Omni-channel Retail Software - ETP V5 is an enterprise class, scalable and secure platform for large to mid-sized retailers. ETP V5 Omni-channel Retail Software comprising omni-channel POS software, Mobility (mobile POS), CRM software, Marketing and Promotion Campaigns, Order Management & Supply Chain Management, Omni-channel Analytics and Omni-channel Connect provide you with features such as Click and Collect, Click and Deliver, Endless Aisle, a 360 degree view of the inventory, and a single view of the customer, enabling you to deliver a unified brand-customer relationship across all channels. This

is done using real-time integration of ETP's POS solution, CRM solution and Promotions engine with webstores and marketplaces using ETP Connect's secured web services framework, which has the ability to see and manage order flows.

ETP's unique value proposition is its ability to create and deliver innovative products and implement them successfully with domain expertise delivered by hundreds of consultants embodying ETP's best practices. ETP helps its customers get it right in omni-channel retail.

ETP V5 Component Architecture





Understanding Omni-channel Retail

Omni-channel Retail is a concept where a customer can use more than one sales channel such as brick & mortar stores, e-Commerce/Internet, mobile (m-Commerce), social commerce and more to research, buy, collect and return or exchange products from a retailer. Irrespective of the channel of purchase, the customer has a consistent and integrated experience.

Omni-channel retailing is a consumer centric approach that is a logical evolution of multi-channel retailing. It refers to the adoption of strategies, variety of engagement tools and seamless approach to the consumer experience through all accessible shopping channels.

Drivers of Omni-channel Retail

- » Increase store throughput (sales/squarefeet - GMROF)
- » Increase inventory turns at stores (GMROI)
- » Increase revenue per employee (GMROL)
- » Increase revenue per consumer through up-selling and cross-selling
- » Improve consumer experience, expand consumer base and increase market share

Advantages of Omni-channel Retail






- » Omni-channel retailing centralizes business operations and implements infrastructure changes
- » Enables organizations to provide a consistent experience to attract and retain customers, thus driving greater sales
- » Improves consumer perception satisfaction
- » Allows single identity for the customer across channels
- » Allows single customer loyalty program across channels
- » Allows access to inventory visibility & ATP across channels
- » Enables transparent pricing & promotions across channels
- » Allows collecting of customer information for targeted marketing strategy
- » Results in enhanced productivity, greater sales, higher margins and a wider presence through new income streams



Benefits of ETP V5 Omni-channel Retail Software

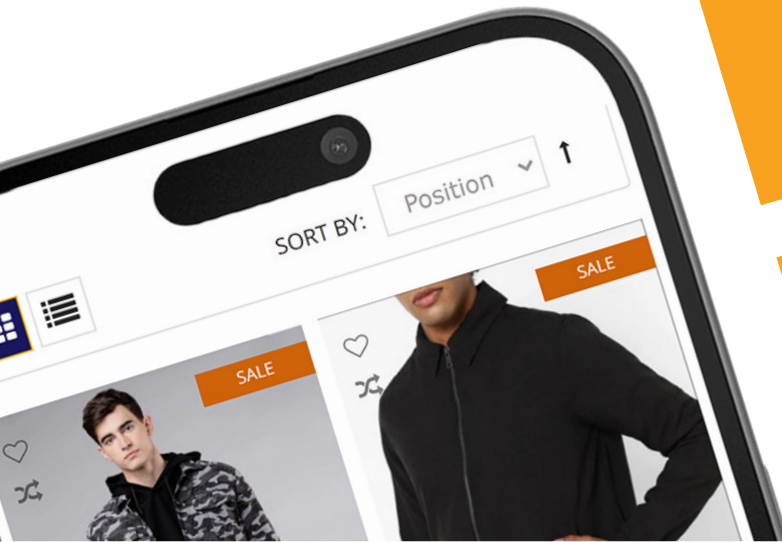
The ETP Omni-channel Software provides seamless integration across all customer touch points. It enables brands to interface with personalized physical and digital retail channels that help to engage better with and create extraordinary value for both the retailer and the end consumers. ETP Omni-channel Retail Software enables true integration between the business back-end operations, supply and demand channels. This ensures the customer can peruse, pick, purchase, like, promote, review, search, seek information and provide feedback from anywhere at any time.

-  **Click and collect:** Customers can purchase products online and pick them up at their preferred store
-  **Click and deliver:** Customers can purchase products online and have them delivered to their preferred location
-  **Single view of customer:** Access customer information across all ETP modules as well as all channels including brand kiosks, social media and online stores
-  **Unified view of inventory:** Have a holistic view of the inventory available across all retail touchpoints to manage stock movement, pricing, location and shipping options

-  **Endless aisle:** Order products not available in stores and have them shipped directly
-  **Easy returns:** Customers can return products at the store or have it collected from the desired location, irrespective of the channel of purchase
-  **Channel-based promotions:** Develop, track, modify relevant promotions for different retail channels
-  **Build loyalty:** Seamless visibility and control of loyalty programs across all customer touch-points
-  **Customer feedback:** Receive actionable feedback from customers to measure and improve store productivity



Enable a unified customer experience across channels with ETP Omni-channel Store



Omni-channel POS

The ETP Omni-channel Store provides your customers a seamless experience across all your stores, e-commerce sites and other touch points. The intuitive ETP Omni-channel POS software is integrated with an in-transaction CRM system which creates a single view of the customer right from registration to billing to customer specific promotions to loyalty management. It is fast, reliable, and easy to learn and use with touch-screen technology – making ETP Store a retail POS software that turns your point of sale into a point-of-delight for both your customers and your store staff.

ETP Omni-channel Store is a JPOS compatible, Java based and platform independent system. It is robust, flexible, and capable of high volume transactions that

can fit within various corporate environments. It leverages your company's existing IT infrastructure and lowers your operational costs. It is Payment Card Industry Payment Application Data Security Standard (PCI PA-DSS) certified so you can ensure the data security of your customers' payment information.

ETP Omni-channel Retail POS solution ensures improved brand visibility, sustained engagement, easy access to products, and cross/up-selling promotions to increase the revenue per customer steadily. It does quick and detailed billing, cash management, reports, audit trails and can run in online as well as in offline mode. The solution offers features like click and collect, endless aisle and easy omni-channel returns and exchanges.

» "You get what you see" – with the display of product images and price on the Customer Dual Display screen, give your customers full transparency of the transaction at the point of sale.

» Ensure accurate reconciliation of sales, collection, and inventory in stores as well as monitor and control the shrinkage in the stores to optimize your working capital management.



Leverage mobile POS technology to improve store productivity with ETP Mobile Store



Omni-channel mPOS

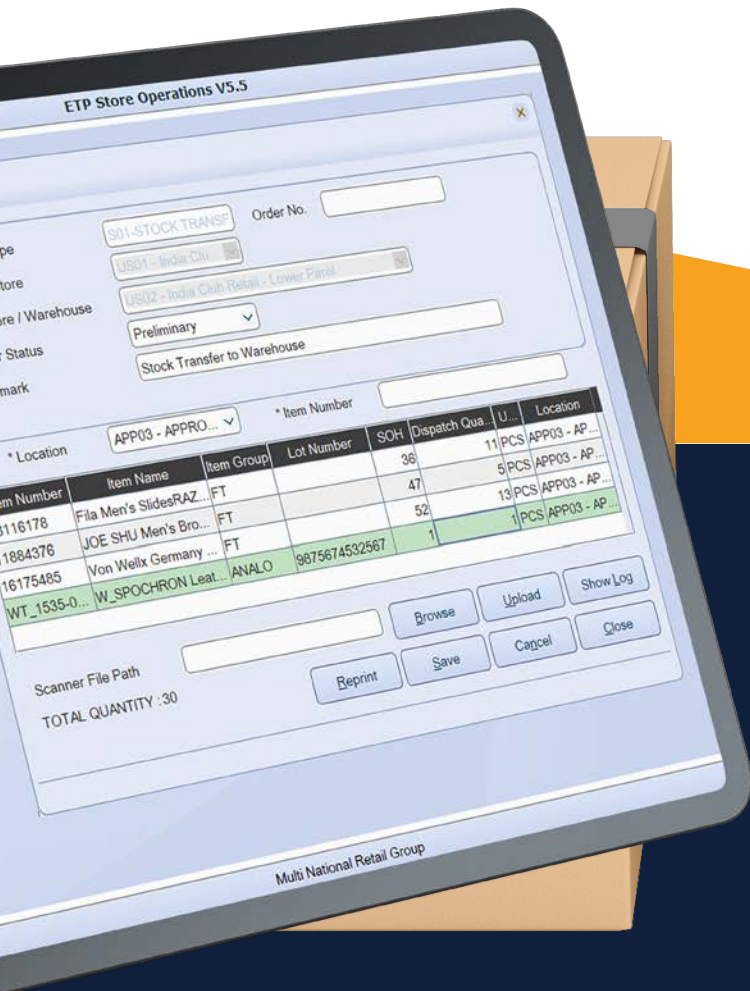
The ETP Mobile Store is a complete billing, retail mobility solution on android-based smartphone devices which can be also used as a queue busting solution. It is designed keeping in mind the physical store floor space availability.

The ETP Mobile Store helps you to assist customers with registering in your CRM program, give them information about their loyalty points, lookup stock, reduce queues by creating invoices for the customers as they wait for checkout, and even put away items on a hold bill. This keeps your customers meaningfully engaged and delighted by the in-store brand experience. The retail Mobile POS software seamlessly integrates with the other ETP omni-channel retail solutions to ensure information accuracy across all sales channels.

ETP Mobile Store is available for deployment on iOS and Android-based smartphones and tablets as an app. The retail invoice can be printed with Bluetooth, Wi-Fi or it can be sent via email using the customer's email address. The mobile POS (mPOS) solution can be connected to the ETP Store Operations system within the store on Wi-Fi or, in the case of an atrium or kiosk sale, to the Central Server EAS through cloud computing. ETP Mobile Store is one of the best mobile POS (mPOS) software developed to facilitate a superlative brand experience.

» Delight customers by serving them anywhere in the store – by looking up inventory, item, price, and customer information with ETP Mobile POS.

» Ensure shorter wait times at the checkout counter for your customers by providing them queue-busting MPOS technology.



Ensure 100% order fulfilment and manage in-store inventory processes with ETP Omni-channel Inventory

Omni-channel Inventory Management

ETP Omni-channel Inventory Management module helps you manage and control the different inventory processes carried out inside stores both for retail sales and online sales.

The Stock Transfer function enables you to manage inter-store stock transfers, warehouse to store stock transfer, store to warehouse transfers and direct to store deliveries. With ETP Omni-channel Inventory Management, you can also perform local purchases at the store level. It is a simple and quick process for receiving goods from vendors with reference to order documents. The Stock Take function enables you to perform stock take for a group of items at a time i.e., product-wise stock take. Once the stock take is authorized, the system reflects the difference in stock

take (physical stock vs system stock) in the stock ledger. It also allows physical counting of the inventory offline using hand held device, recording and uploading the same to the application. This reduces the stock take lead time for updating physical count of the store inventory. The module also provides for creating indents for sending inventory requests to warehouses. You can also perform dispatches and stock issues for items with no inventory balance at the store. All in all a well-rounded and robust Omni-channel Inventory Management system.

- » With the inventory lookup function in ETP Store Solutions, reduce lost sales for the stock available in the back-of-the-house storage.
- » Reduce the need of more warehousing space by managing fulfilment from your store back offices by using them as regional warehouses.

- » With real-time inventory sync across channels, ensure higher sales, greater order fulfilment percentage, and a higher inventory turnaround.
- » Lower your inventory obsolescence and markdowns through better inventory utilisation using FIFO.

Omni-channel CRM

The ETP Omni-channel CRM solution is integrated with the ETP Omni-channel Retail Software and it connects the business back-end operations with the supply and demand channels.

This ensures the customer can peruse, pick, purchase, like, promote, review, search, seek information and provide feedback from anywhere at any time. Using the omni-channel retail CRM software, channel-based promotions can be developed, tracked and modified while capturing valuable customer feedback. It provides seamless visibility with a dedicated OMS engine to optimize customer order fulfilment. Customers are delighted with personalized offers and

empowered with multiple retail channels, modes of payment and delivery options which further aid sales frequency.

The ETP Omni-channel Retail CRM software integrated with the ETP Omni-channel POS solution ensures improved brand visibility, sustained engagement, easy access to products and cross/up-selling promotions to increase the revenue per customer steadily.

» Centrally manage all your customer data – information fed through any channel is instantly updated in the CRM and easily reflected for viewing and editing in the other channels.

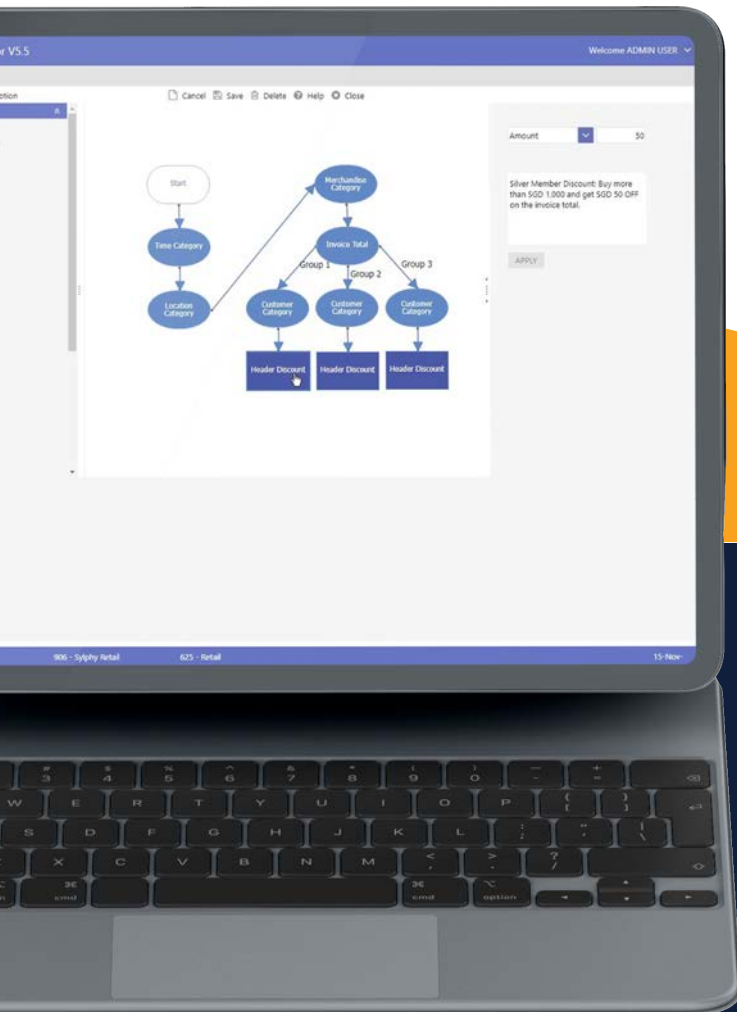
» Delight customers with instant loyalty registration and loyalty rewards with ETP's in-POS CRM.

Enhance omni-channel customer experience with ETP omni-channel CRM

The screenshot displays the ETP Store V6.5 interface for 'International Retail Group'. The main menu includes COUNTER:1, BILLING, RETURN, ORDER, OMNI-CHANNEL, LOOKUP, CASH MGMT., KPI, INFO, and SHIFT:1. The 'CUSTOMER CREATION' window is active, showing a form with the following fields:

* Customer Template Id	TEMP_MEMBER/MEMBER	Mobile Number	095	567567567	Area	
Customer Number		Phone Number			Town/City	Select
Title	Ms.	Secondary Phone No.			State	Select
* Customer Name	Alice Smith	Country	Singapore		Postal/Zip Code	
Customer Group	Member/Club	Company			Fax Number	
* Customer Type	Regular	Address1			Reference	
EmailAddress	alice.smith1992@gmail.com	Address2				

At the bottom of the form, there are buttons for 'Save', 'Cancel', and 'Close'. A summary bar shows 'Discount 0.00', 'Change Due 0.00', and 'Net Amount 0.00'. The system status bar at the bottom indicates 'SUPERADMIN', 'US21-STORE US21', and '25/10/2020 15:52:59'.



Easily deploy and centrally manage omni-channel promotions with ETP Accelerator

Omni-channel Promotion Planning

The ETP Omni-channel Retail Promotion Planning solution – ETP Accelerator, is developed to help retailers plan, execute, and monitor retail marketing promotions and deploy them quickly across the online and offline channels.

It is designed with a powerful business rule engine that allows you to visualize a promotion across merchandise, channel, location, time and customer dimensions.

ETP Accelerator is equipped with an intuitive dashboard that enables retailers to stay abreast of the customer response to their promotions against various goals and targets set for each promotion, then tweak their retail marketing promotions as well as easily reactivate previously successful promotions. Merchants

- » Create and deploy complex, customer-centric promotions with ease to increase loyalty and conversion.
- » Use the promotion testing feature to fully understand how your promotions will work in the real world.

and stores can view their various marketing promotions across various periods in a daily, weekly and monthly calendar format using the in-built promotions planning calendar allowing them to further sync their promotions with the brand's social media network. The ETP Promotion Planning software also enables you to save promotions and their performance for various seasons or events, review them the next season or event, and redeploy them after tweaking them. ETP Accelerator helps you create a knowledge based promotions strategy.

- » Use Promotion Planning to get higher inventory turn by promoting-out ageing inventory.
- » Measure the impact and success of your promotions using the promotion performance dashboard.



Get actionable insights to make business better with ETP Omni-channel Analytics

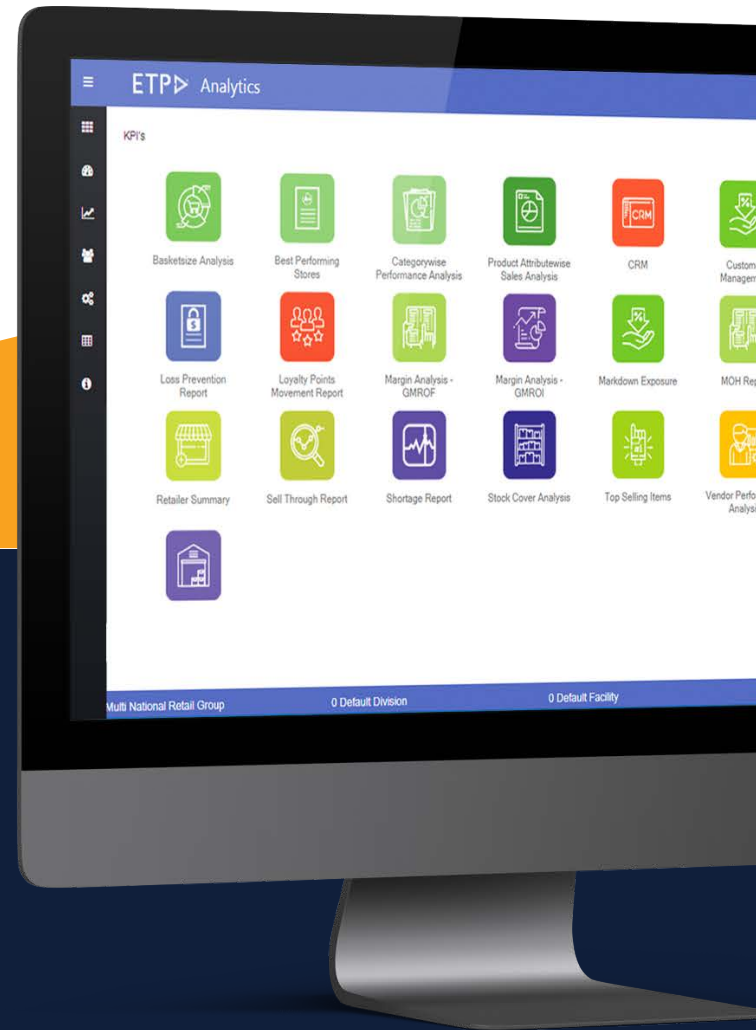
Omni-channel Analytics

The ETP Omni-channel Analytics is a retail business intelligence (BI) solution with powerful pre-configured, retail specific set of KPIs providing a 360° view of business processes for executives to analyze varied information, accrued daily.

The solution methodology is based on global best practices for the omni-channel retail business model. It provides actionable insights about customer behavior across multiple retail channels, merchandise performance, location performance and channel performance across various buckets of time.

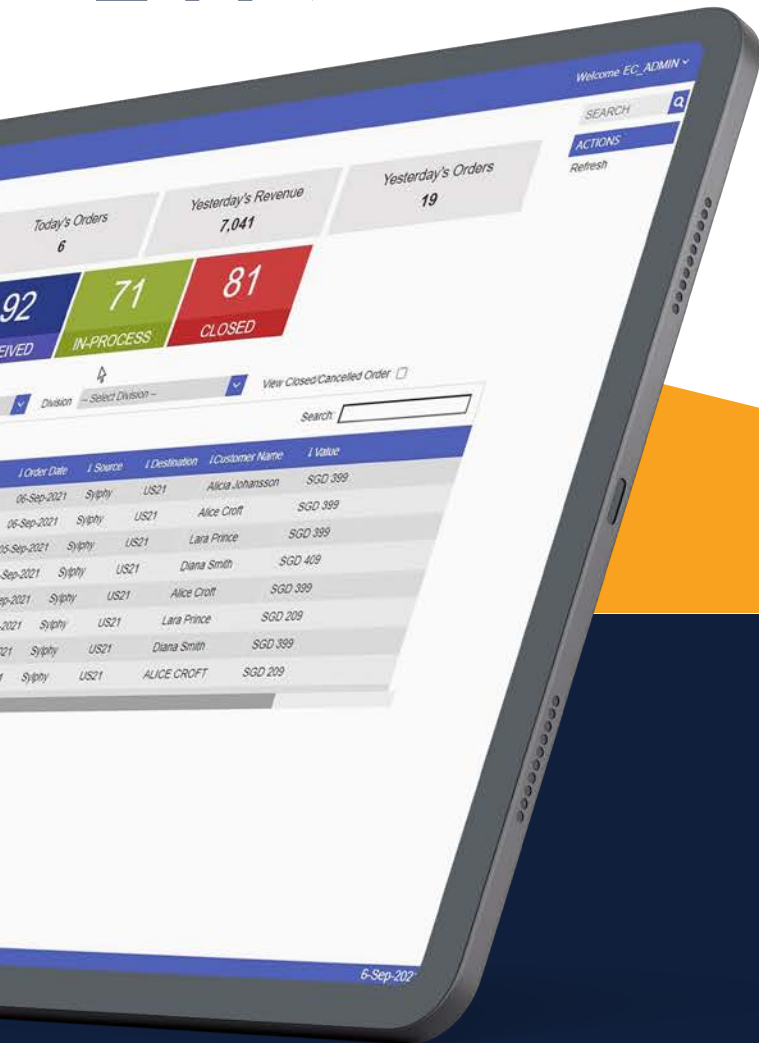
ETP Omni-channel Analytics is integrated with the ETP V5 Data Warehouse and gives retailers real-time access

» This robust analytical engine obtains the necessary retail business intelligence that helps increase footfalls, improve margins, volume, size and support business functions like promotions and pricelist optimization, demand forecasting, product assortment and customer segmentation.



to data about stores, sales, customers, employees, inventory, merchandising, and more. This robust analytical engine obtains the necessary retail business intelligence that helps increase footfalls, improve margins, volume, size and support business functions like promotions and pricelist optimization, demand forecasting, product assortment and customer segmentation.

» With ETP Analytics, you can understand the performance of your business better using a pre-defined set of retail KPIs.



Seamlessly integrate your offline and online channels with ETP Connect

Omni-channel Connect

ETP Omni-channel Connect is a web services middleware which bridges the online and the offline worlds by connecting the ETP V5 suite with e-commerce and social media channels and with third-party applications.

ETP Connect empowers retailers to use robust and time tested business logic for integrating all their systems in real time. For example, ETP Connect helps in customer creation across channels to have a common Customer Master. It pushes promotions from ETP Accelerator to the e-commerce portal and e-commerce sales into ETP V5. So, you can have a centralized repository of sales and offer an omni-channel experience to your end customers.

ETP V5 enables you to deliver a unified omni-channel

- » Drive traffic to your stores and improve basket size with cross-sell and up-sell by enabling Click & Collect (or BOPIS - Buy Online, Pick-up In Store) feature.
- » Build hyper local relationships by offering Click & Deliver functionality to your customers.

experience with features such as Click and Collect, Click and Deliver, Endless Aisle, and a holistic view of the inventory and of the customer. This is done using real-time integration of ETP's POS, CRM and Promotions engine with webstores and marketplaces using ETP Connect's secured web services framework, which has the ability to see and manage order flows.

It enables connecting your business to customers, partners, payments systems, e-Commerce sites and anything else you would need as a retailer.

- » With endless-aisle, delight customers with their choice of products across stores and avoid lost sales.
- » One Version of Truth of your inventory with real-time inventory sync across all channels.

Brands that run on ETP and Ordazzle

MICHAEL KORS

WAREHOUSE

west elm

WESTSIDE

Wilson

WILCON
DEPOT

UNITED COLORS
OF BENETTON.

TOMMY HILFINGER
TAILORER

Tupperware®

TaylorMade®

swatch

TOPMAN

Superdry

SEPHORA

SPANX®
BY CARA BLAKELY®

SONAK

SRIXON®

speedo®

Salvatore Ferragamo

PRADA

RADO
SWITZERLAND

Roger Vivier

SAINT LAURENT
PARIS

YSL

POLO
RALPH LAUREN

new balance

LUXASIA

MAC

MARKS &
SPENCER

matahari

MaxMara

PLAYBOY

OSHKOSH
B'gosh.

Payless

Pepe Jeans
LONDON

PAZZION

NINE WEST

BOTTEGA VENETA

BALLY

Bath&BodyWorks

BOBBI BROWN

BANANA REPUBLIC

BANDAI

L'ORÉAL

LAURA MERCIER
PARIS | NEW YORK

LeSportsac

LONGCHAMP
PARIS

Callaway
GOLF

L'OCCITANE
IN PROVENCE

JIMMY CHOO

JO MALONE
LONDON

kate spade
NEW YORK

kipling

KORRES

HERMÈS

GRAHAM
WATCHMAKERS SINCE 1699

GUESS

GP
GIRARD-PERREGAUX
WATCHMAKERS SINCE 1791

Hämlays

h2o+

FURLA

DASHING DIVA

Dezigual

Dune
LONDON

fastrack

DKNY

Crocodile

BREITLING

CLARINS

Clarks

Cartier

CHARRIOL

CAMPER

AUDEMARS PIGUET
Le maître de l'horlogerie depuis 1875

MIKASA

ALEXANDER
MQUEEN

AMERICAN
TOURISTER
SINCE 1933

ANNE KLEIN

Accessorize

ETP ▶





More than **500** brands in **24** countries,
selling **\$18 Billion** of merchandise,
in **200+** cities **run on ETP**

ETP is an Omni-channel Retail Software company serving market leaders in 24 countries across the Asia Pacific, India, and the Middle East regions. ETP's retail and e-commerce solutions include Omni-channel orchestration, POS, Mobility, CRM, Marketing Campaigns, Promotion Management, Smart Order Management, Supply Chain Management, Product Information and Inventory Management, Marketplace Management, and Analytic. ETP has successfully executed over 500 enterprise software projects for 500+ brands. ETP's unique value proposition is its ability to consistently deliver enterprise-grade Omni-channel solutions to its customers and build long-term strategic partnerships spanning decades.

For more information, email: info@etpgroup.com

We are present in: Australia, Bahrain, China, Egypt, Hong Kong & Macau, India, Indonesia, Iraq, Jordan, Kuwait, Malaysia, New Zealand, Oman, Qatar, Saudi Arabia, Singapore, South Korea, Thailand, The Philippines, Tunisia, UAE, Uzbekistan, Vietnam and Yemen.



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