




ETP ▶

Elevating Retail
Performance with
Omni-channel
Retail Software



ETP V5



**The Journey to Creating
Amazing Customer Experiences**



Leading Retailers are Elevating Retail Performance by Partnering with ETP Group

Headquartered in Singapore, 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.



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.

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

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



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

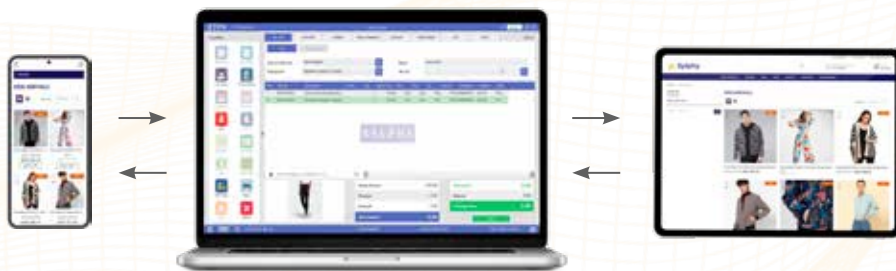
Channel-based promotions: Develop, track, modify relevant promotions for different retail channels

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



Omni-channel POS



ETP Omni-channel Store

Enable a unified customer experience across channels

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.



Omni-channel mPOS



ETP Mobile Store

Leverage mobile POS technology to improve store productivity

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.

Omni-channel Inventory Management



ETP Omni-channel Inventory

Ensure 100% order fulfilment and manage in-store inventory processes

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



ETP Omni-channel CRM

Enhance omni-channel customer experience

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.

Omni-channel Promotion Planning



ETP Accelerator

Easily deploy and centrally manage omni-channel promotions

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 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.

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.

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.

Omni-channel Analytics



ETP Omni-channel Analytics

Get actionable insights to make business better

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 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.

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

Omni-channel Connect



ETP Connect

Seamlessly integrate your offline and online channels

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 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.

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.

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.



Testimonials

“ ETP has been the partner in progress for us since the last seven years. They have solved our problems and also given us the opportunity to co-create the solutions that are unique to us. They are extremely sensitive to our requirements and we feel that ETP is part of us and we are a part of ETP. I think that sums it all up.

- **Leading Timepieces Retailer**
Operation Head (Watches)

“ For us, it was not just the products of ETP but also the people behind them, the kind of commitment and ability which they possess is rarely seen in any other company. A lot of times we have seen their team go beyond existing requirements and make modifications and changes that are very demanding. Their ability to provide promised results in such difficult circumstances has been great. They ensured scalability in all their modules, securing future business demands.

- **Leading Jewelry Retailer**
CEO

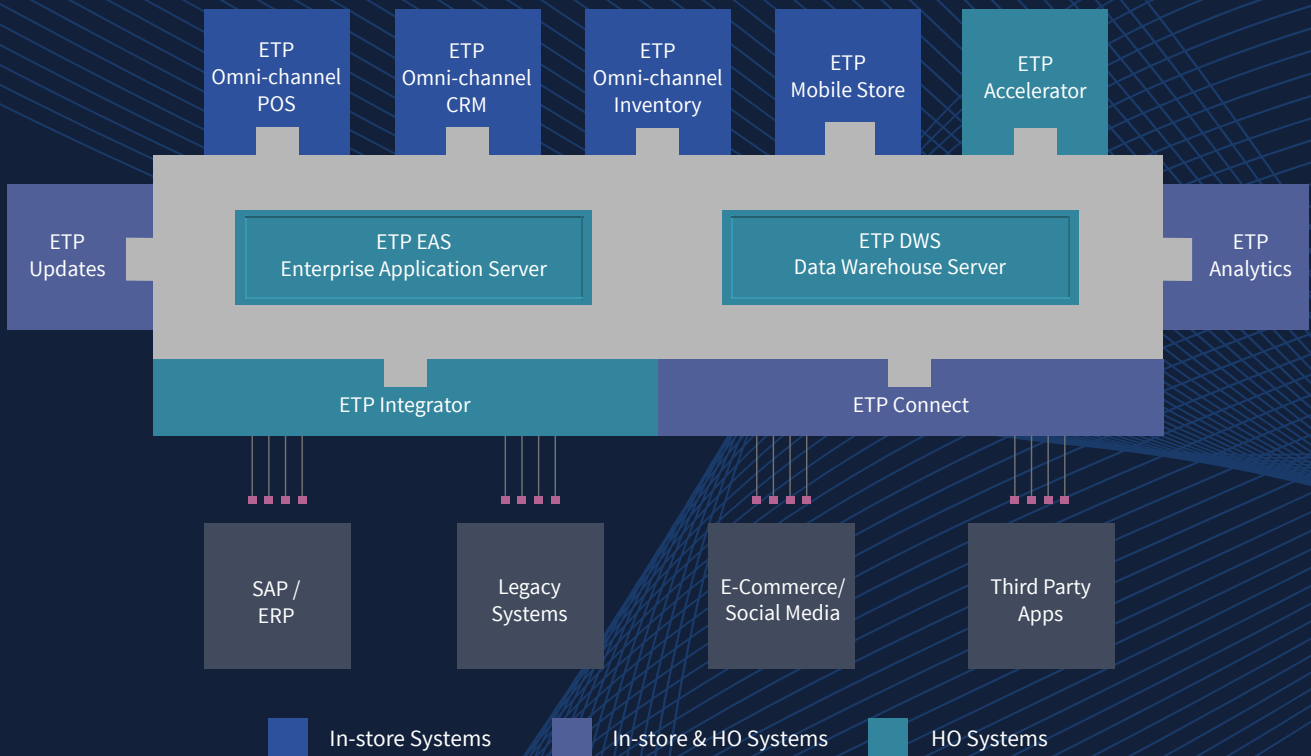
“ ETP has been our partner since the last seven years and we have seen their incredible market and domain knowledge with a dedicated and committed team. Their solutions worked very well within our enterprise and our franchise operations. I think our choice of ETP as our retail technology partner has been on the mark and we shall be strengthening our partnership and rolling out more modules that they have on board.

- **Leading Apparel Retail Brand**
MD

“ It has continued to be an excellent journey with ETP. They not just took care of our retail pain points but also gave us a lot of value additions. We are truly impressed! They have helped us deliver excellent customer service and are definitely the preferred partners in our growth story.

- **Leading Electronics Retailer**
Finance Manager

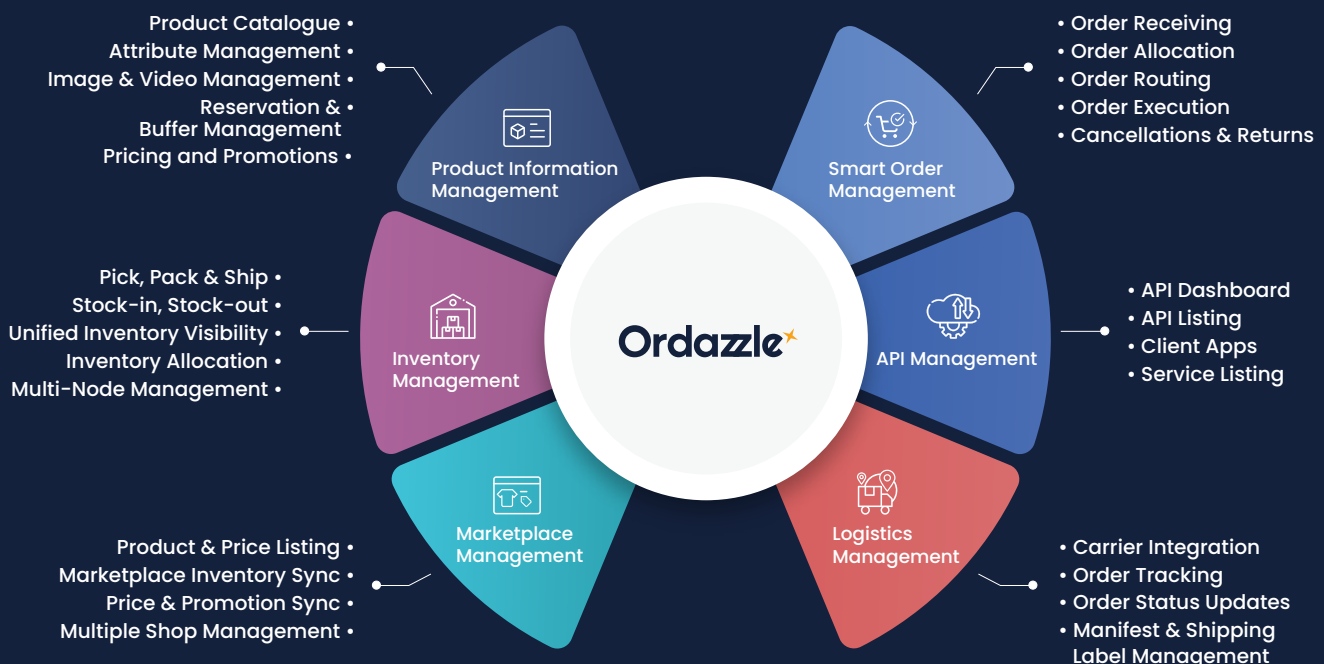
ETP V5 Component Architecture



Ordazzle – Powered by ETP Group

Unlock Your E-commerce Potential with Ordazzle! Our cloud-native E-commerce Management platform effortlessly syncs with a multitude of marketplaces, webstores, and logistics partners, streamlining your business. Handling diverse attributes, images, videos, inventory, promotions, and pricing, Ordazzle is ideal for scaling businesses. From flexible product management to efficient order routing, Ordazzle ensures top-notch customer experiences. Stay in control with real-time updates on revenue, product performance, SLA achievements, and more through our intuitive dashboard. Elevate your e-commerce performance with Ordazzle today!

Ordazzle Component Architecture



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Brochure



Download the IDC Report on
Multichannel E-commerce



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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 Analytics. 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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