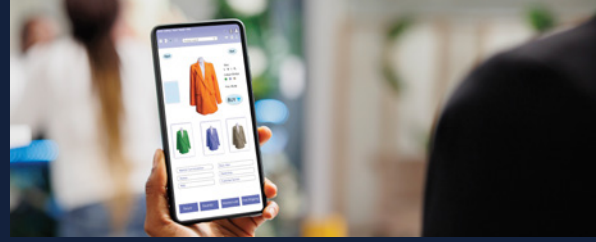


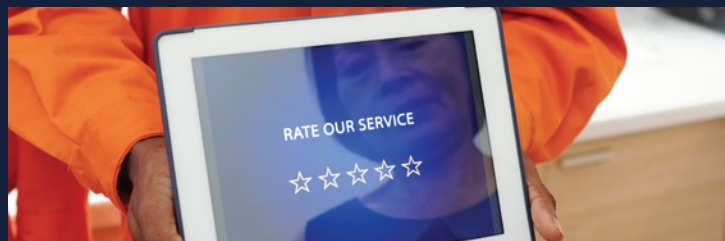
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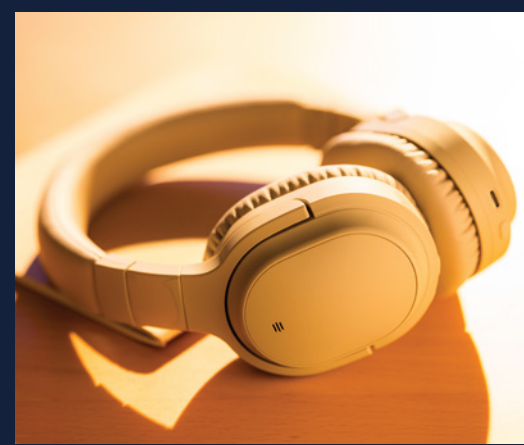
Unified Commerce Retail Platform

ETP UNIFY

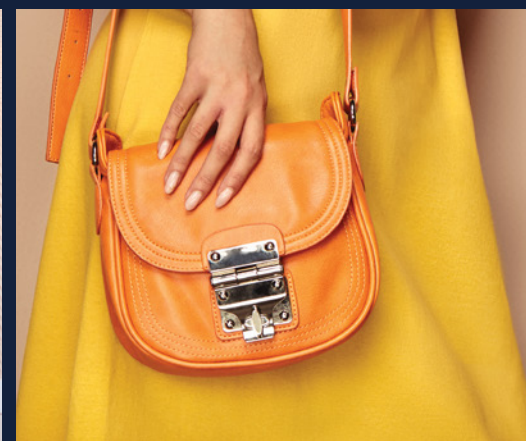


UNIFYING ONLINE AND
OFFLINE RETAIL ONTO
ONE CLOUD PLATFORM





The Journey to Creating Amazing Customer Experiences



Tomorrow's Business, Transformed Today

ETP's Unified Commerce Retail Platform – ETP Unify, with its cutting-edge capabilities encapsulated in the motto "Transforming Tomorrow's Business Today," stands as an enterprise-class, scalable, and secure cloud-native, AI-powered SAAS platform.

From POS & Retail Operations to unified promotions, unified inventory management, order management, product information management to marketplaces & e-commerce integrations, ETP Unify ensures a seamless and consistent shopping experience for consumers, no matter where, when and how they shop.

Internally, it gives retailers a digital productivity and innovation platform which is asset light and low on IT administrative costs.

**Leading retailers
are elevating their
performance with ETP**

ETP Group is a leading Retail Software Solutions company, with a 35 year track record of delivering top-of-the line retail technology products across 24 countries in Asia Pacific. ETP's strength lies in its ability to provide robust and innovative retail solutions built with the latest technology, architecture and design.

Understanding Unified Commerce Retail Platform

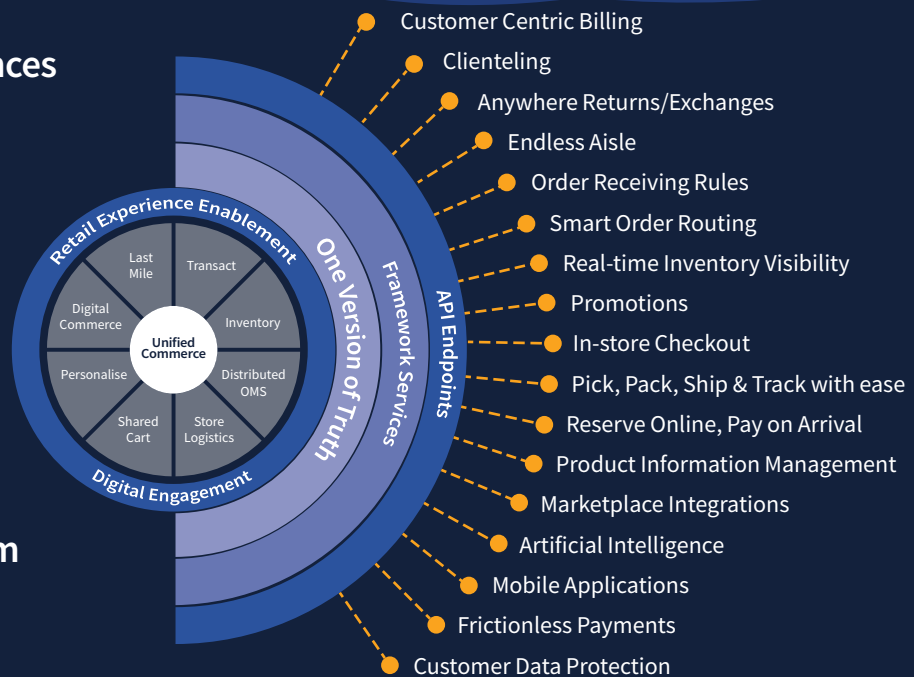
Unified shopping experiences



Unified data hub



Order management system



Unified Commerce refers to a retail business model that integrates both offline and online channels to create a unified platform which provides a seamless customer experience across all touchpoints. In a unified commerce system, all data is stored in one central database, eliminating the need for replication tasks and delays and giving users one version of the truth and enabling a real-time, holistic view of customer interactions and transactions. This approach allows customers the flexibility to move seamlessly between channels while having a consistent experience, allows associates to track cross-channel customer data, view enterprise-wide inventory, and access all order history, and it enables retail associates and managers to manage their operations more efficiently. The goal is to break down the silos between different channels, creating a unified retail environment. To achieve all of the above, retailers need to have a Unified Commerce Retail Solution.

Important Features of an Efficient Unified Commerce Retail Platform

Focusing on putting your customers' experience first is the key to success in today's retail world. ETP Unify is the tool that gives your business the power to make everything centred around your customer's needs and desires.

A Unified platform for retail and e-commerce

- » Highest level of customer service with on demand information
- » Better order conversions, faster sell through leading to Increased sales
- » Optimised inventory levels for a better ROI
- » Deeper insights into the customer buying behaviour for cross/up-selling
- » Reduced total cost of ownership(TCO) with single unified platform for all brands & channels

Unified Product Information

- » One platform for product management across channels
- » Easy integration with Brands for Merchandise management, Channels for E-commerce management and Vendors
- » Unified product catalogues for customers at stores

Unified Inventory across channels

- » Better inventory turns
- » Optimised inventory costs across and within channels
- » Higher Order conversions
- » True Endless Aisle service to Customers

Unified Customer Database

- » 360 degree customer view helps to drive cross channel loyalty
- » Reduced CRM management cost due to a unified platform
- » Ability to cross sell and upsell across channels with clienteling

Artificial Intelligence (AI)

- » Product Recommendations leading to higher conversions and increased basket size
- » Order anomaly detection leading to improved margin

Benefits of Unified Commerce Retail Platform

1

Amazing Customer Experiences for Increased Customer Loyalty

ETP Unify provides a consistent and seamless experience for customers across channels, whether they are shopping in-store or online. Customers can easily transition between different touchpoints, such as browsing online and making a purchase in-store or vice versa. This creates a cohesive and integrated experience, enhancing customer satisfaction and loyalty.

2

Real-time Visibility of Inventory for Higher Inventory Turnaround

ETP Unify allows retailers to have real-time visibility into their inventory across all channels. This means that inventory levels and product availability are updated instantly, reducing the risk of overselling or stockouts. This leads to improved service levels in-store, improved order fulfilment, reduced backorders, and enhanced customer satisfaction.

3

Leveraging Artificial Intelligence for Improved Profitability

ETP Unify provides an AI-powered product recommendations engine across channels. Targeted product recommendations generate higher cart conversions and an expanded basket size leading to increased sales. ETP Unify's order anomaly detection AI engine flags potentially fake or fraud orders. The combination of these two AI engines drives an improvement in profitability.

4

Powerful Order Fulfilment for Superior Customer Service

ETP Unify enables retailers to optimise order fulfilment processes by leveraging a unified view of inventory and order information. This efficiency is particularly crucial for retailers fulfilling orders from various channels. It helps in minimising shipping costs, reducing order processing time, and meeting customer expectations for fast and accurate deliveries.

5

Centralized Information Management for Higher Employee Productivity

With ETP Unify, retailers can centralise their information management, including customer data, product information, sales, orders, promotions etc. This centralised approach streamlines operations and ensures that accurate and up-to-date information is accessible across the entire organisation. This not only improves internal processes, timely action but also enables better-informed decision-making.

6

Unprecedented Scalability to Support Your Growth

ETP Unify, a Cloud-based solution, is inherently scalable, allowing retailers to easily adapt to changes in your business, whether it's expanding into new markets, adding more brands, or handling increased transaction volumes. ETP Unify offers flexibility in terms of deployment and updates. Updates and new features are rolled out seamlessly without significant disruptions to your operations.



ETP Unify

Component Architecture



01

AI-powered POS with one screen for billing, returns, exchanges, and orders

02

AI-powered OMS (Order Management System)

03

Unified Inventory across all channels, countries, and formats

04

Unified PIM (Product Information Management)

05

Unified Promotion Management for retail and e-commerce

06

GDPR-compliant CRM

ETP Unify

Unified Commerce Retail Software

ETP Unify is a powerful cloud-native Unified Commerce Retail Solution. Built using MACH Architecture, it brings the best of Retail and e-commerce functionality to the user in one, easy to use, and beautiful interface. With all information stored in one database, it empowers retail merchants and managers to have all the information and tools at their fingertips to serve customers across channels, helping create an amazing experience for consumers.

07

Marketplace & webstore integrations out-of-the-box

08

Logistics provider integrations out-of-the-box

09

API Management and control built-in

10

Reporting and BI solution

11

One database for all retail and e-commerce applications

12

MACH architecture (Microservices, API-First, Cloud-Native and Headless)



Enable a unified customer experience across channels with ETP Unify Store

ETP Unify POS & Retail Operations

The ETP Unify Cloud POS ensures a seamless shopping experience for your customers and a delightful user experience for retail associates. Our intuitive ETP Unified Commerce POS software, integrated with an in-transaction CRM system, creates a comprehensive customer view, covering registration, billing, orders, returns, and promotions. Fast, reliable, and easy to learn, our retail POS software transforms your point of sale into a point-of-delight for both customers and store staff.

With improved brand visibility and sustained engagement, our solution facilitates easy access to products and offers cross/up-selling promotions, steadily increasing revenue per customer. Features like

click and collect, endless aisle, and easy omni-channel returns and exchanges further enhance the shopping experience.

Conduct transactions effortlessly with ETP Unify's POS module, enhancing the customer experience with features like cash & carry sales, promotions, and dual displays for engaging customers. Geofencing ensures secure POS access within the store premises, and Shift Management supports various currencies for opening cash at the start of each shift. These features highlight the user-friendly nature of ETP Unify's POS module, promoting efficiency and a delightful shopping experience for both customers and store staff.



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.



Optimise Retail Operations

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



Customer-Centric Billing

Select customers during billing to calculate pricing and promotions. Engage customers with dual-screen features, mobile number input, wishlist visibility, and recommended products.



Efficient Product Addition

Streamlined methods like barcode/QR code scans, product searches, wish lists, abandoned carts, and AI-based recommendations. Handle product details like Batch Expiry, Best Before, Consignment Products, Coupons, and non-inventory items efficiently.



Clienteling

Leverage clienteling for insights into customer behaviour, loyalty, and feedback. AI-based product recommendations enhance upselling opportunities with accurate suggestions visible on dual screens.



Sales with Exchange

Simplify sales and returns across channels with a single transaction. Efficiently handle returns against a specific invoice, facilitating easy exchanges without separate credit notes.



Order Management

Incorporate seamless order creation into the billing process. Cashiers can place orders with full or partial payment, set delivery modes, and provide pickup or delivery options, enhancing shopping flexibility.



Endless Aisle

Strategically integrate online and in-store inventory, allowing customers to access and purchase a retailer's complete product catalog regardless of physical store limitations, enhancing choice and availability.

Streamline workflows and inventory in real-time across channels, whether the fulfilment is from warehouse or stores, and meet all your SLAs

Smart Order Management

The Smart Order Management module streamlines the entire lifecycle of online orders, from acceptance to delivery, encompassing order receiving, routing, and processing, as well as handling cancellations and returns.

Order Receiving Rules

Users can establish rules tailored to the company and channel, deciding whether to hold or pass orders based on various criteria such as delivery mode, payment mode, order value, postal code, order status, fulfilment mode, product catalog, category, brands, tags, product codes, and customer details. Held orders can be either cancelled or passed to allocation by the Administrator.

Smart Order Routing

Users can define rules for order allocation considering factors like distance from the customer, stock levels, node priority, ownership, and revenue share. Additional conditions include reallocation after order rejection, multiple node allocation, and automatic allocation of held orders based on stock availability changes.

Order Processing

This section covers the entire order processing workflow, from order acceptance and rejection to picking, packing, labelling, and shipping. Users can manage order exceptions, collaborate on orders, and handle cancellations. The process includes features like automatic stock allocation, picking list generation, manifest creation, and status updates for shipped, cancelled, or rejected orders.

Order Returns

The system facilitates the handling of order returns, allowing users to plan for reverse logistics, perform quality checks, and approve or reject returns. Stock adjustments are automatically managed by the system.

Enable a unified customer management experience across stores, webstores and marketplaces



Customer Relationship Management

The CRM module in ETP Unify empowers retailers with effective customer management offering tools for segmentation, engagement, and privacy-compliant data handling across diverse channels and touchpoints. It is integrated with the ETP Unified Commerce Retail Platform 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 ETP's Unified Customer Management software, channel-based promotions can be

Customer Data Protection Policy

Ensures data protection compliance with OTP consent for registration, encryption of customer identifier data, delisting with anonymisation, access controls, and printing of Privacy Policy web URL on invoices.

developed, tracked and modified while capturing valuable customer feedback. Customers are delighted with personalised offers and empowered with multiple retail channels, modes of payment and delivery options which further aid sales frequency. The ETP Unify Retail CRM solution integrated with the ETP Unified 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.

Ensure 100% fulfilment and have One Version of Truth across all touchpoints

Unified Inventory Management

With ETP Unify's Unified Inventory Management module, monitor your inventory in real-time to ensure the right products are available at the right place and at the right time.

The UIM module provides a consolidated view of inventory across all channels and products, allowing users to customise views based on attributes like brand, product catalog, and tags. It offers the users visibility into various stock metrics along with the ability to download relevant information. Maintain a unified view of inventory of all products across all nodes, stores and warehouses to minimise revenue losses due to stock shortages.

It 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. The Stock Take function enables you to perform stock take for a group of items at

a time i.e., product-wise stock take. This reduces the stock take lead time for updating the 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.

With smart order routing capabilities, supported by a unified view of inventory availability across multiple locations, ETP Unify helps you to automatically allocate or distribute inventory across different nodes to better serve your consumers. ETP Unify enables you to establish inventory reorder rules at the SKU level and create product bundles and multipack listings for promotions, which are automatically disabled when the offers expire.

PRODUCT DETAILS	NODE	PERFORMANCE	ALLOCATE	ALLOCABLE	THRU/COUNT	PERIOD	RECENT	STOCK
Metro Women Blue Casual Loafers - UP02	Metro Mumbai - Vikarna Mall - RAS	355	0	355	1	357	0	0
Metro Men Black Formal Moccasin - MFM0202	Metro Mumbai - Vikarna Mall - RAS	403	1	403	3	405	0	0
Metro Women Black Sports Walking Sh. - MFM0202	Metro Mumbai - Vikarna Mall - RAS	403	0	403	1	402	0	0
Metro Women White Sports Sneakers - MFM0203	Metro Mumbai - Vikarna Mall - RAS	404	0	404	3	402	0	0
Metro Women Black Formal Pumps - MFM0203	Metro Mumbai - Vikarna Mall - RAS	401	1	401	0	401	0	0
Metro Women Pink Casual Slip-Ons - MFM02	Metro Mumbai - Vikarna Mall - RAS	409	2	407	1	406	0	0
Metro Women Maroon Formal Pumps - MFM0202	Metro Mumbai - Vikarna Mall - RAS	7	2	5	0	5	0	0
Metro Women Pink Sports Walking Sh. - MFM0203	Metro Mumbai - Vikarna Mall - RAS	407	2	405	2	403	0	0
Metro Men Brown Formal Loafers - MFM0203	Metro Mumbai - Vikarna Mall - RAS	409	3	406	0	406	0	0
Metro Women Silver Party Sandals - MFM02	Metro Mumbai - Vikarna Mall - RAS	405	1	406	2	407	0	0
Air Jordan sport shoes - 10022040	Metro Mumbai - MSA	303	0	303	0	300	0	0
Metro Women Maroon Formal Pumps - MFM0202	Metro Square - VS Zone - 3002	323	0	323	0	323	0	0
Metro Men White Formal Moccasin - MFM0203	Metro Mumbai - Vikarna Mall - RAS	403	3	409	1	405	0	0
Metro Men Black Formal Moccasin - MSA6795	Metro Mumbai - Vikarna Mall - RAS	302	0	302	0	302	0	0
Metro Men Black Formal Oxford Shoes - FAM0203	Metro Mumbai - Vikarna Mall - RAS	307	0	307	0	307	0	0
Metro Women Black Casual Loafers - UP02	Metro Mumbai - Vikarna Mall - RAS	-1	0	-1	0	-1	0	0
Metro Fashionable Black Formal Boots - MSA0202	Metro Chennai - MCD	1394	1	1393	0	1393	0	0
Metro Men Brown Casual Sandals - MSA02	Metro Chennai - MCD	1396	1	1397	0	1397	0	0

Unified inventory data across multiple nodes, stores and warehouses

ETP Unify consolidates stock data in real-time from across multiple fulfilment centres – distribution centres, warehouses, and stores. Centralised inventory management eases stock allocation and order fulfilment. With the inventory lookup function in ETP Unify, you can reduce lost sales for the stock available in the back-of-the-house storage.

Unified inventory real-time sync across physical stores, marketplaces and webstores

Ensure your inventory data across channels is accurate and updated so that you can fulfil all orders and satisfy your customers. Especially when you are running promotions, your stock levels can be managed effectively for maximum turn. With ETP Unify Store's real-time inventory sync across channels, you can ensure higher sales, greater order fulfilment percentage, and a higher inventory turnaround.

Reduce Costs for a Better Cash Flow Management

Lower your inventory obsolescence and markdowns through better inventory utilisation using FIFO.

Reduce the need of more warehousing space by managing fulfilment from your store back offices by using them as regional warehouses.



Easily deploy and centrally manage unified promotions



Unified Promotions Management

The ETP Unified Commerce Retail Platform has a Promotion Management solution – which is developed to help retailers plan, execute, and monitor retail marketing promotions and deploy them quickly across online and offline channels. It is designed with a powerful business rule engine that allows you to visualise a promotion across merchandise, channel, location, time and customer dimensions.

ETP Unify 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 calendar allowing them to further sync their promotions with the brand’s social media network. The ETP Unify Promotion Management 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 Unify Accelerator helps you create a knowledge based promotions strategy.

Versatility in Promotions

Tailor and deploy complex, customer-centric promotions with ease to increase loyalty and conversion. Whether you're running basic discount offers or orchestrating advanced, cross-channel campaigns, ETP Unify's Unified Promotions Management ensures flexibility and efficiency.

Multi-Channel Synchronisation

Extend your promotional reach across diverse channels seamlessly. ETP Unify synchronises promotions, supporting percentage-based discounts, amount-based discounts, and free item promotions. Maintain control by reserving stock exclusively for promotions. Use Promotion Management to get higher inventory turn by promoting-out ageing inventory.

Checkout Enhancements

Elevate the checkout experience with promotions that encourage additional purchases. ETP Unify offers a sophisticated array of options, including Buy & Get Discounts, Cross Promotions, and Time-Based Promotions. Tailor promotions based on customer behaviour, time of purchase, and more.

Promotion Performance Dashboards

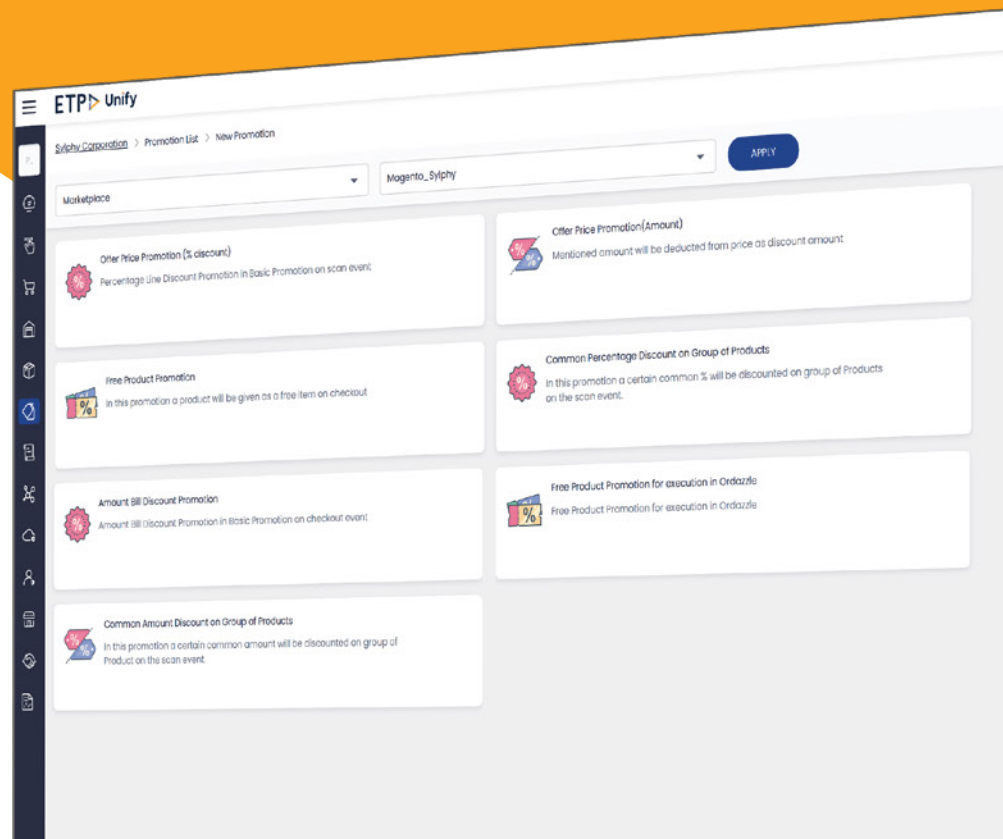
Use the promotion testing feature to fully understand how your promotions will work in the real world. After deployment, measure the impact and success of your promotions using the promotion performance dashboard.

Advanced Promotions Capabilities

Dive into a world of advanced promotions designed for various events during billing or ordering. Set conditions based on products, customers, locations, time, and inventory attributes. Enjoy unparalleled flexibility with ETP Unify's detailed and customizable promotion features.

Campaign Management Excellence

Launch strategic promotion campaigns with ETP Unify's comprehensive campaign management. Define campaigns with target values, quantities, and budgets. Seamlessly add existing promotions to ongoing campaigns, enhancing your promotional strategy.



Marketplaces & e-Commerce Integrations

ETP Unify's Marketplace Integration module streamlines interactions with major marketplaces and webstores, enhancing efficiency in managing transactions, orders, and product information across diverse e-commerce channels. It simplifies the process of selling online across multiple marketplaces or webstores by enabling you to have a complete view of orders, inventory, products, promotions, and SLAs across your online channels on a single platform in real-time.

Single source of truth for product and price listings

ETP Unify takes away the inefficiency and pain of manually creating, maintaining, and updating product listings on multiple platforms. Products, stocks, prices, and orders created in ETP Unify are synced in real-time with the integrated channels.

Manage your marketplaces and webstores in one place

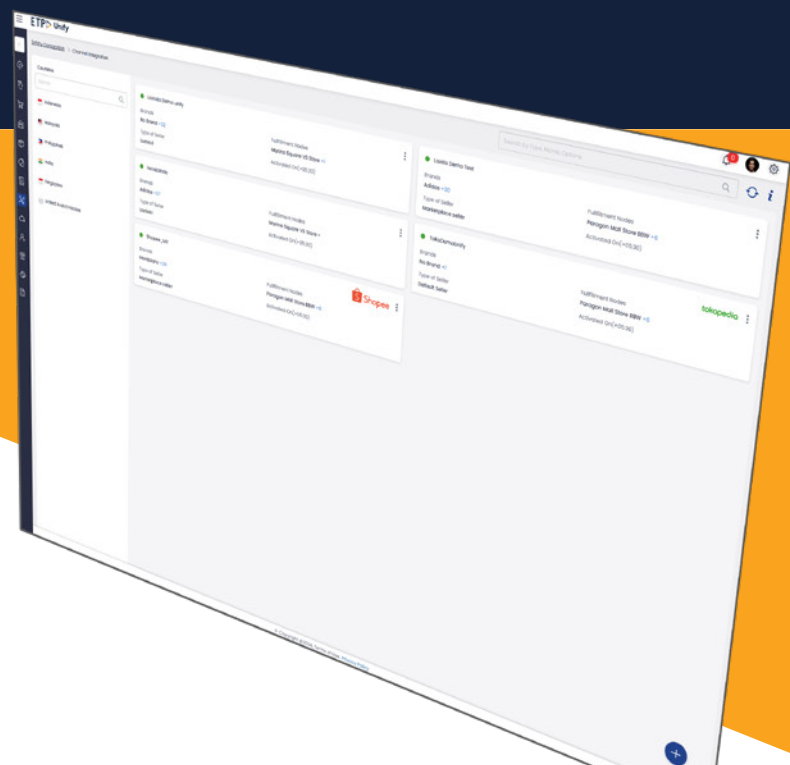
ETP Unify combines orders from all marketplaces and webstores on to a single interface, giving clear visibility of SLAs across all channels. Effortlessly update product prices on multiple sales channels at once with one interface. Pre-built integrations allow you to promote and sell your products on every channel that matters.

ETP Unify offers pre-configured integrations to multiple marketplaces and webstores across various countries on a single platform to help you drive efficiency in fulfilling orders and reducing time and efforts to grow your online business. Comprehensive APIs have been built into ETP Unify's online channel management module, creating smooth interfaces with different marketplaces like Amazon, Lazada, Zalora, Shopee, BliBli, Tokopedia, as well as webstores like Magento and Shopify.

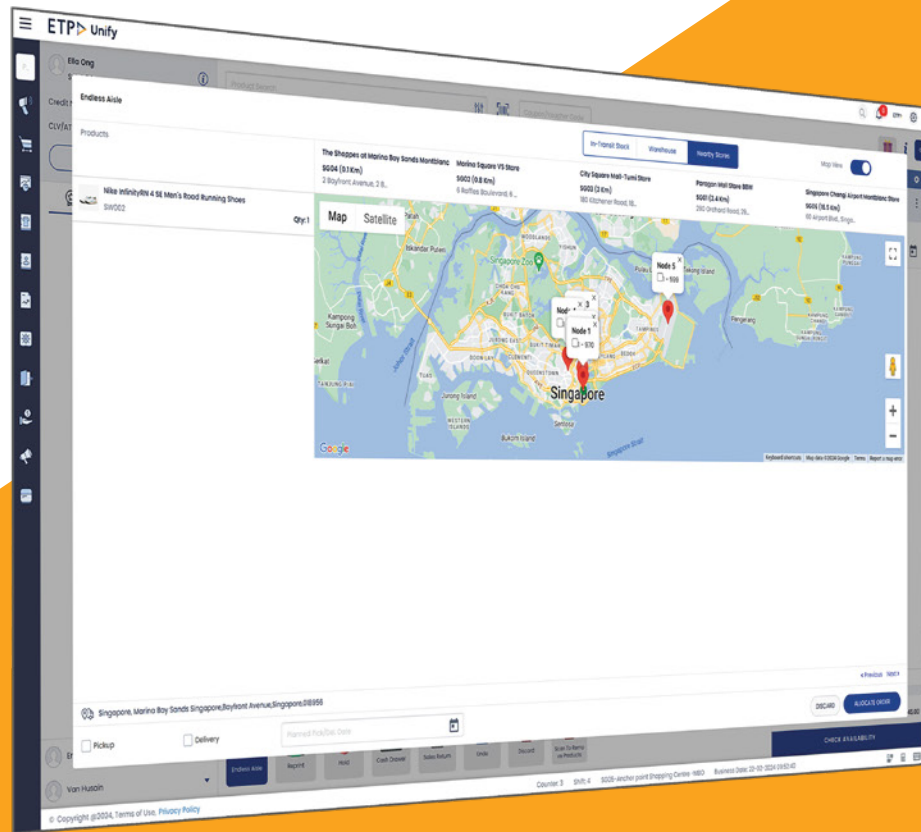
Consolidate inventory information from all channels

ETP Unify enables you to track product inventory across all e-commerce channels. It helps maintain a real-time view of the product availability, which can be updated in just a few clicks.

A single interface
to manage your
marketplaces & webstores



Seamlessly integrate your offline and online channels with a single unified database



Omni-channel Fulfilment

ETP Unify Order processing is a powerful omni-channel order management and fulfilment functionality. With this, not only your warehouse, but also your stores can be fulfilment centres for online order processing. With a powerful Order Management System, customer service goals such as Buy online and pick up in-store, Buy online and reserve products in-store, click & collect, click & deliver can be met. Furthermore, with a unified inventory view, stores can also accept orders with an Endless Aisle view of the inventory and ensure that

there is no lost sales opportunity. Customer orders can be accepted in-store (with or without payment) and the same can be fulfilled from another store or warehouse node.

ETP Unify has a powerful API Management that enables connecting your business to customers, partners, payments systems, e-commerce sites and any other third-party systems seamlessly.

- » 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.



Effortlessly manage and publish products across channels with ETP Unify's cutting-edge PIM system

Product Information Management

Simplify and accelerate the distribution of the right product information to marketplaces and webstores to deliver a compelling multichannel e-commerce experience. Built on an API-driven microservices architecture, ETP Unify's industry-leading PIM system eliminates the complexities and delays in logging into each online seller portal individually to upload new products and update attributes such as price, stocks, media, and promotional offers. ETP Unify allows you to upload the product data across multiple channels, with just a click once and then update as often you like.

Search, filter and manage products better with custom tags

Effortlessly manage various types of products – standard, configurable, batch controlled, or serial controlled, with unique seller SKU codes based on their channels. Use common or custom tags to better manage products and define order rules.

Drive multichannel promotions and price offers with ease

Curate and push promotions for any market place or webstore seamlessly with the in-built promotions engine. Create product bundles and pricing offers of varying durations for channel-wise promotions.

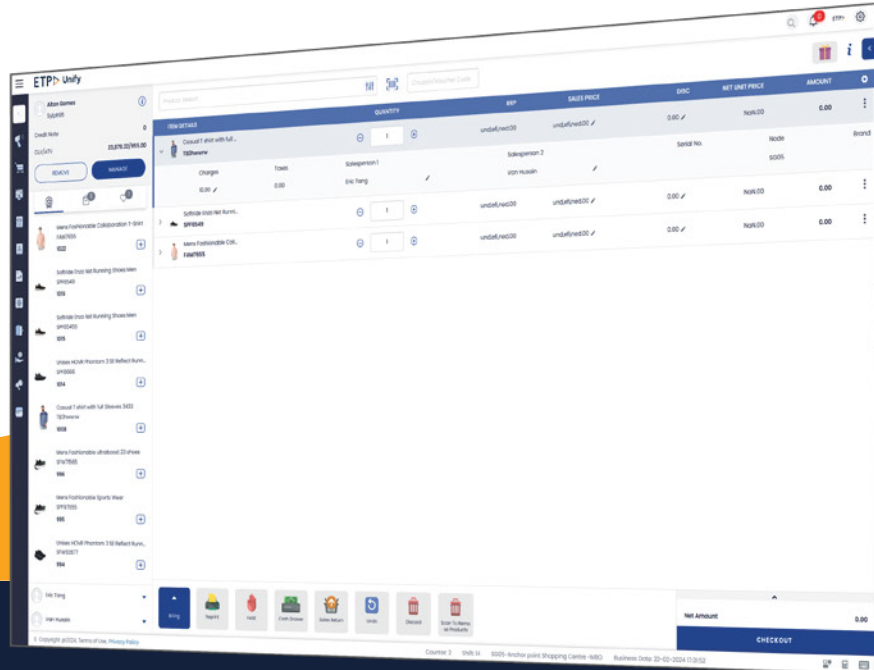
Consolidate and automate your digital media assets

Showcase products consistently across all online channels with consolidated image and video management. Automatically resize and reformat digital assets for each seller portal to save time and resources effectively.

Manage your product masters and catalogs in one place

Drive efficiency with a centralised repository for unified product masters and templated catalogs with flexible, user-defined attributes synchronised across multiple online sales environments.

Revolutionise Retail with AI-driven Actionable Insights and Innovations for Unified Commerce Success



Artificial Intelligence (AI)

ETP Unify features AI-based Product Recommendations, enhancing the customer experience during checkout. Utilising a Matrix Factorisation Algorithm, these suggestions are founded on various interactions considering both product attributes and customer demographics. Upon selecting a customer, the model provides personalised product recommendations based on the customer's purchase history and refines its suggestion as more items are added to the cart. These recommendations are visually presented on a dual screen for the customer to select and the cashier to add them seamlessly to the billing screen, streamlining the checkout process and facilitating upselling opportunities.

ETP Unify's AI-driven Order Management enhances e-commerce efficiency and security, swiftly identifying and isolating potentially fraudulent orders. The proprietary Machine Learning algorithm predicts anomalies, considering various order attributes, assigning a confidence score for informed decisions. This real-time detection optimises inventory for genuine orders, reducing risks and maintaining operational efficiency. The AI model continually learns from new orders, ensuring accurate predictions and efficient order processing.



Halt order anomalies in their tracks with early detection



Identify, isolate, and manage orders with irregularities in real-time, optimizing inventory utilization

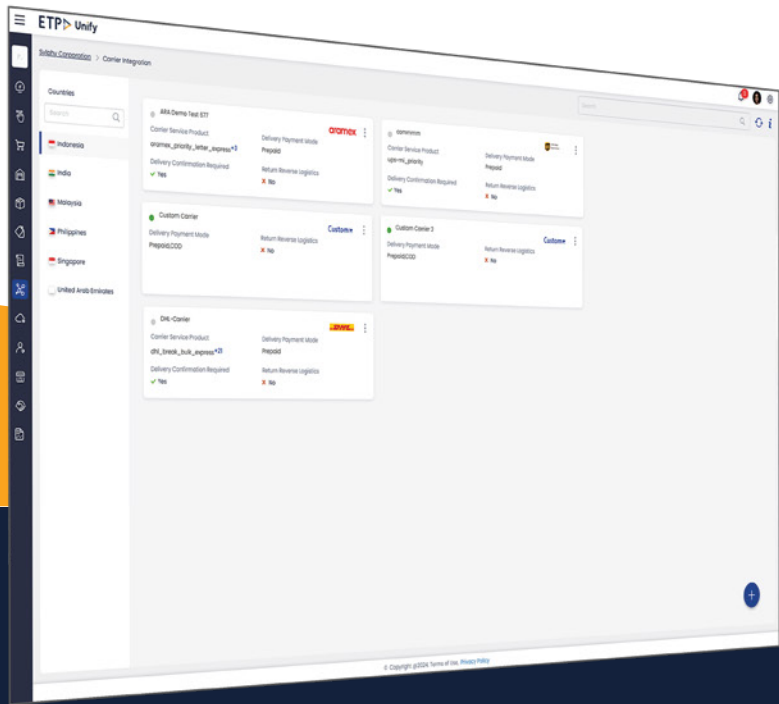


Monitor anomalies across various order attributes like channel, product, quantity, discount, payment, and delivery mode instantly



Assess real-time e-commerce risk levels with our AI Score

Ongoing research and development in AI technologies will uncover additional opportunities for innovation, transforming the landscape of ETP's Unified Commerce Retail Platform.



One interface to manage all your logistics and enable smooth deliveries

Logistics Management

Optimise your logistics processes with ETP Unify's Logistics Integration module, streamlining operations through seamless connections with chosen logistics providers such as DHL, FedEx, and Ninjavan. This integration extends to downloading essential logistics documents like invoices, shipping manifests, and shipping labels.

Integrate with your logistics providers to enable smooth deliveries

ETP Unify is pre-integrated with over 60 different shipping carriers across multiple continents. It also allows the creation of non-integrated shipping carriers to ensure a smooth transition between your node and consumer.

Managing manifests and shipping labels effortlessly

Shipping labels and manifests can be downloaded from ETP Unify for any order without having to go to the carrier or the channel to retrieve it manually.

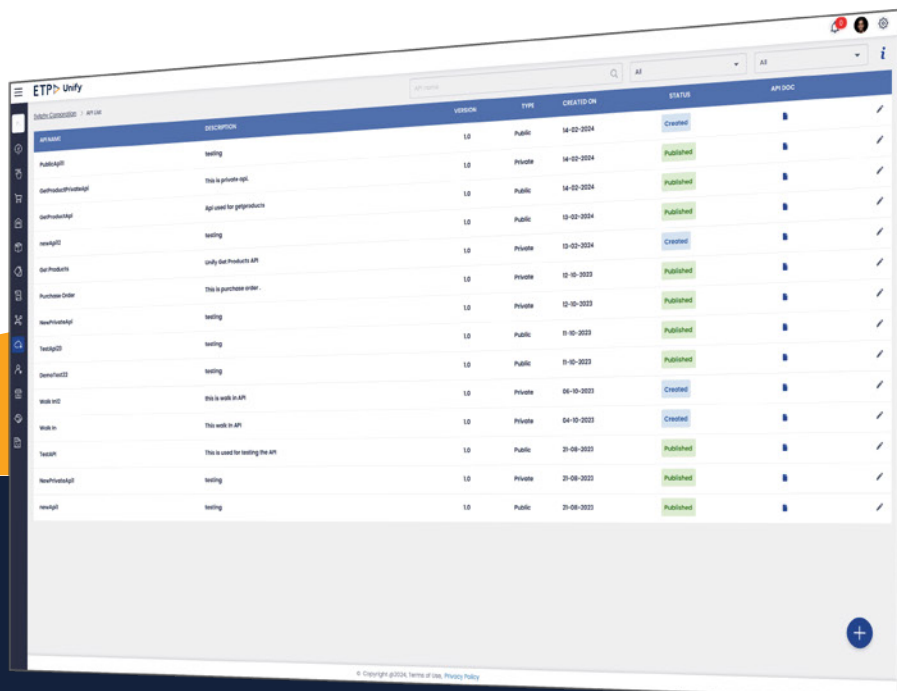
Track multiple order shipping easily and effectively

Enable real-time updates on the status of orders, from pick to pack to ship. Track multiple orders, from multiple marketplaces, being delivered by multiple carriers, at the same time to ensure timely delivery of your products at all times.

Pick, pack, ship, and update with ease

Pick, pack, label, and ship your orders across channels from a single platform. As soon as your products are packed and ready, the logistics provider gets intimated of the upcoming delivery.

Manage all API integrations smartly with ETP Unify



API Management

ETP Unify enables seamless integrations with various systems and introduces speed and innovation to help you elevate your e-commerce management experience.

Whether it is an order being placed, a price being updated, or a product being uploaded, ETP Unify's best-in-class, smart APIs enable our customers to send and receive data seamlessly. Customers can choose to use ETP Unify's catalog of APIs or build their own to integrate with multiple systems and channels to grow their businesses at an unprecedented scale.

Self-managed APIs with enforced security and access policies

ETP Unify offers seamless control and monitoring of API traffic, safeguarding against overuse and abuse through authentication services and rate-limiting measures. It provides extensive support for encryption, authentication, and authorisation protocols, fortifying the integrity of data transmission. Additionally, the system incorporates analytics and monitoring tools, including Performance KPIs, to comprehensively understand system performance and behavioural patterns exhibited by other systems connected through the APIs.

Create, publish, and monitor your APIs effortlessly

ETP Unify offers a unified approach to reuse integration assets, share documentation, and ease the services dataflow by integrating with various API publishing tools, with the right level of security so you can grow your business safely.

Centrally command and control API calls and service integrations

ETP Unify provides a consolidated API dashboard that helps you to monitor the performance of all the APIs and identify potential bottlenecks.

Document and catalog APIs and best practices to boost customisation

ETP Unify allows you to consume API from other trusted sources to improve your integrations through this module.

Leverage mobile POS technology to improve store productivity

Mobile Applications

Delight customers by serving them anywhere in the store – by looking up inventory, item, price, and customer information with ETP Unify’s Mobile POS solution. The ETP Unify Mobile Store is a complete billing, retail mobility solution available for deployment on iOS and Android-based smartphones and tablets as an app.

The ETP Unify Mobile Store helps you to assist customers with registering them in your CRM program, enabling them to earn and burn loyalty points instantaneously, and looking up stocks easily. It helps to reduce queues

Turn Store Associates into more Efficient Employees

Equipped with the ETP Unify Mobile Store, your store associates turn into seller experts who have all the information in their hands. Empowered with this access to a unified database of customer and product information, they may move around the stores offering shoppers personalised guidance on product availability and assisting them to make faster and more effective purchase decisions.

Increases sales by reducing the checkout lines

Most customers don’t like to wait in a long queue at checkout. The ETP Unify Mobile POS can be used as a queue busting solution to speed up checkouts during rush hours and preserve sales that could be lost due to long lines.

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 ETP Unify Mobile POS software seamlessly integrates with the other ETP Unified Commerce retail solutions to ensure information accuracy across all sales channels. The retail invoice can be printed with Bluetooth, Wi-Fi or it can be sent via email using the customer’s email address. ETP Unify Mobile Store is one of the best mobile POS (mPOS) software developed to facilitate a superlative brand experience.

One Version of Truth

With the cloud-based Mobile POS solution, brands also get real-time visibility of their complete inventory movement across all channels. Your store staff can now check any product and data to answer your customers’ questions on the spot. They can also extend the Endless Aisle feature to customers making in-store services faster, the sales revenue greater, and the business better.

Support multiple payment types

Sellers want effortless methods of payment. Mobile POS technology accepts cash, debit, credit, loyalty cards, and more. If you have so many options to receive payments, the checkout process at your stores will be a breeze.

Transforming Retail: Success Stories

— What Our Customers Say...

“ETP has helped us to better serve the demands of our customers leading to an increase in loyalty towards the entire CCI group vs individual brand loyalty. It has also increased the market share of CCI's brands in the Philippines vis-à-vis the competition brands. The ETP team was extremely sensitive to our requirements and took care of our store and head office challenges and pain points with dedication and a high sense of responsibility.”

Michael Stamati | Vice President | California Clothing, Inc. (GUESS)

“The partnership we have with ETP is very strong; not only due to the trust, level of understanding, and communication that we have, but also due to the expertise and experience that the ETP team has and our shared mentality to aggressively innovate and to improve.”

Kabir Buxani | Chief Technology Officer | Sonak Group of Companies

“With ETP, we have a partner who not just understands technology but also our overall business. That really adds value for us! As a CIO, they made my life simple by bringing all the top process functions and best practices. They understood our requirements so well that their solution needs no customization till date, just some add-ons. They are highly responsible and responsive in delivery and I immensely enjoy working with them.”

Sujath Ahmed | Chief Information Officer | Valiram Group

“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 Titan and Titan is part of ETP. I think that sums it all up.”

Sanjay Bhattacharjee | Operation Head (Watches) | Titan Company

Brands that trust ETP



Every year, Over **200,000** retail associates serve more than **30 million** consumers selling merchandise worth over **USD 20 billion** from **500** brands in **24** countries across Asia, India and the Middle east with Asia's Leading Retail Software Company, ETP Group

ETP Group is a leading Retail Software Solutions company, with a 35 year track record of delivering top-of-the line retail technology products across 24 countries in Asia Pacific. ETP's strength lies in its ability to provide robust and innovative retail solutions built with the latest technology, architecture and design.

ETP's comprehensive suite encompasses a broad spectrum of retail needs, from POS and store operations to unified promotions, inventory management, order fulfilment, product information management, and seamless integration with marketplaces and e-commerce platforms. ETP's Unified Commerce Retail Platform creates a frictionless and consistent shopping experience for consumers across all channels – wherever, whenever, and however they choose to shop.

Beyond the customer experience, ETP Group empowers retail businesses of all sizes with powerful digital platforms boosting productivity and innovation. ETP's "asset-light" solutions minimize IT administrative costs, enabling businesses to focus on growth and strategic initiatives.

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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