



OPENBRAVO COMMERCE CLOUD

Unlock Agility and Innovation in your Retail Operations with the Openbravo Cloud-based Solution

RETAILING IS IN THE MIDST OF AN ERA OF DISRUPTIVE CHANGE

The retail industry is evolving at unprecedented speed. To succeed today, businesses must not only innovate products and customer experiences, they must become adaptable and agile organizations.

EVOLVING CUSTOMER PROFILE, MORE DEMANDING THAN EVER

Retailers need to learn how to cater to today's digitally-savvy, omnichannel customers who have access to an unprecedented amount of information. A new definition of convenience is emerging as customers expect retailers to be able to fulfil or even anticipate their needs by offering more extensive product ranges and more frequent introductions. The transaction is no longer the main event but becomes part of a seamlessly integrated and personalized experience. Retailers need to know their customers better and provide a superior brand experience, while vertical specialization is now a significant trend, and wholesalers and CPG companies are creating their own retail channels.

CHANNELS ARE BLURRING, FOCUS ON CUSTOMER EXPERIENCE

Consumers don't differentiate their shopping experiences by channel, so for retailers to thrive in the current age, they must align to the customer, not the channel. The customers in your stores may have begun researching their purchase before they walked through the door and the actual purchase may happen some time after. Service drives

the future retail experience, but retailers struggle to understand shopper needs. The role of the sales associate is evolving to become 'facilitators of exceptional experiences', and they are required to be both knowledgeable and helpful.

PERVASIVE MOBILITY DRIVES OMNICHANNEL

Mobile is changing shopping habits and is driving omnichannel. As a result, mobile commerce is advancing rapidly to become the online shopping tool of choice. To embrace this trend, retailers must not only progress in the adoption of mobile payment options, but also learn to look beyond the transaction, seeing mobile as opportunity to establish digital engagement with customers.

PHYSICAL STORES STILL DOMINATE BUT NEED TO EVOLVE

Stores are still the preferred option to research and buy products for most sub-sectors, but in-store sales are increasingly influenced by digital interactions. To address this new reality, stores are transforming into experience destinations to showroom products and interact with the brand, while formats like large flagships or pop-up stores are increasingly prevalent.

GROWING INTERNATIONALLY AND THE RISE OF EMERGING MARKETS

In developed markets, retail has entered a scenario of low growth and intense local competition, causing retailers to look to expand internationally. Growing consumer demand due to the rise of the middle class makes the emerging markets a particularly attractive target for retailers. While eCommerce is important, growth abroad also requires stores.

RISING COSTS AND MARGIN PRESSURES




Labor and real estate costs are rising, putting margins under pressure, while the retail sector is burdened by low productivity and high levels of staff turnover. Retailers are looking to new technologies to help them boost efficiency and reduce their wage bills. For example, optimized and better coordinated cross-enterprise processes are less labor-intensive and allow staff to be more responsive to customers' needs.





SCAN | BROWSE | SEARCH | EDIT

Men's Clothing

Brand	 Green Men's Jadon Jacket	369.07
Price	Color: Navy, Size EUR: L, Category: Coats and Jackets, Customer Rating: 2 stars, Collection: Streetwise, Season: Fall 2016	
Stock	 Green Men's Jadon Jacket	369.07
Category	Color: Navy, Size EUR: XL, Category: Coats and Jackets, Customer Rating: 2 stars, Collection: Streetwise, Season: Fall 2016	
Color	 Solid Dress Pants	88.76
Customer ...	Color: Brown, Size EUR: 30x32, Customer Rating: 5 stars, Dry Conditions: Dry clean, Iron Conditions: Iron low, Wash Conditions: Machine wash cold, Style: Slim, Fabric: Polyester, Category: Pants, Season: Fall 2016, Collection: Conscious	
Fabric	Solid Dress Pants	

DELIVER GREATER VALUE TO YOUR CUSTOMERS WITH AGILE RETAIL OPERATIONS USING OPENBRAVO COMMERCE CLOUD

From POS to Retail Management capabilities, Openbravo gives you greater agility to manage rapidly changing and highly demanding retail business needs more efficiently.



MOBILE
POS System



EFFICIENT
Supply Chain Management



SIMPLIFIED
Retail Store Operations



AGILE
Merchandise Management



SEAMLESS
Omnichannel Commerce



IMPROVED
Financial Performance

SHARPEN YOUR FOCUS ON CUSTOMER SERVICE WITH MOBILE POS

Boost customer loyalty and satisfaction by transforming stores into true experience destinations and empower closer relationships between customers and knowledgeable store staff to achieve the highest level of personalized service. Reduce onboarding costs and increase staff productivity with a mobile POS system that is very easy to learn and use.

ACHIEVE GREATER MERCHANDISING AGILITY

Enable faster and more frequent product introductions as well as cost-effective inventory allocation and replenishment based on accurate demand forecasts. Plan and process the distribution of your goods more efficiently to ensure your demand is covered in the right place, at the right time and with the right products.

INCREASE THE EFFICIENCY OF YOUR SUPPLY CHAIN

Openbravo offers compelling end-to-end supply chain management capabilities from planning through to execution, so empowering your retail activities to pursue operational excellence, optimize working capital and succeed in their omnichannel strategy.

DELIVER A SEAMLESS SHOPPING EXPERIENCE ACROSS CHANNELS

Seamlessly integrate eCommerce and centrally manage all orders to boost customer loyalty and deliver a seamless shopping experience. Enjoy the peace of mind of a future-proof solution designed to support today's needs as well as future requirements driven by the rapidly evolving expectations of omnichannel customers.

SIMPLIFY MANAGEMENT OF YOUR MULTI-STORE OPERATIONS

Setup new stores and terminals faster and update them with new products, prices or promotions in a matter of minutes. Reduce IT costs and get real-time visibility on sales and inventory across your whole physical network, ranging from a few stores to several hundred, operating locally or internationally.

IMPROVE RETAIL FINANCIAL PERFORMANCE

Simplify accounting through automatic collection of accounting data from your retail transactions. Leverage Openbravo's interoperability capabilities and standard connectors to seamlessly integrate with your existing ERP or accounting package.

INNOVATE MORE AND MANAGE CHANGE MORE EFFICIENTLY WITH A HIGHLY FLEXIBLE, MOBILE-ENABLED PLATFORM

A future-proof commerce technology platform that lets you do more, faster and with lower risks.



DELIVER
Open Solutions



INNOVATE
More and Faster



MOBILIZE
Retail Operations



INCREASE
End-user Adoption



EXTEND
Legacy Systems



SUPPORT
Your Future Growth

DELIVER FASTER ON OPEN STANDARDS

Increase development productivity with model-driven development (MDD) that makes use of a fully open-source stack built on open standards to minimize vendor lock-in, reduce TCO and enable greater development flexibility in order to accelerate the pace of innovation.

DELIVER BEAUTIFUL AND HIGHLY PRODUCTIVE UX

Boost staff productivity with a modern user interface which is very easy to use and learn. Built on top of the powerful SmartClient library, a JavaScript/AJAX user interface library for building high-productivity web applications, Openbravo increases end-user adoption with UX features like windows personalization by end-users, spreadsheet familiarity or social-like collaborative features.

SHARPEN YOUR FOCUS ON INNOVATION TO STAY AHEAD OF THE COMPETITION

Gain greater flexibility through a truly modular architecture that supports innovative retail approaches and engagement models. Enable easier adoption of technologies such as RFID, mobile payments and self-checkout, and gain the ability to tailor your solution to your unique business needs more efficiently, with changes that can be prototyped and introduced more rapidly.

SEAMLESSLY EXTEND LEGACY SYSTEMS WITH NEW RETAIL FUNCTIONALITY

Protect prior IT investments and facilitate integration with existing on-premise or cloud solutions as well as future channels, systems or technologies thanks to a highly interoperable technology platform. Improve cross-enterprise coordination and optimization by easily integrating existing processes and data with new POS and Retail Management processes.

MOBILIZE YOUR BUSINESS TO STREAMLINE OPERATIONS

Leverage Openbravo Mobile Infrastructure to build modern HTML5 mobile solutions that provide multi-device support through responsive design and strong offline capabilities.

GROW WITH CONFIDENCE THANKS TO A HIGHLY SCALABLE ARCHITECTURE

Scale your solution on single or multi-server architecture designed to deliver high performance under high-load conditions and with high-availability options.

Openbravo Commerce Cloud offers an agile platform designed to put omnichannel at the center of your retail operations



A woman with blonde hair, wearing a blue cardigan over a light-colored striped shirt, is looking intently at a server rack in a data center. The server rack is filled with various cables and components. The background is slightly blurred, showing other people and equipment in the data center.

**With Openbravo
Commerce Cloud, you get
guaranteed levels of server
availability and system
up-time that are both
difficult and costly to
replicate with internal
resources**

RUN SMOOTHLY ON A SECURE AND RELIABLE CLOUD INFRASTRUCTURE

A highly scalable cloud infrastructure designed to cope with unforeseen peak loads and to rapidly recover from outages, threats and other incidents, so minimizing the impact on your retail operations of unexpected events.

OPENBRAVO AND AMAZON WEB SERVICES, THE PERFECT COMBINATION FOR YOUR SUCCESS

Openbravo provides solutions to better manage your retail operations by improving agility, responsiveness and usability.

Openbravo has acquired considerable expertise on Amazon Web Services (AWS) through the successful deployment and operation of Openbravo solutions on the AWS Cloud infrastructure.

This has allowed Openbravo products to be tested and optimized to work seamlessly on AWS.

DEDICATED AMAZON WEB SERVICES CLOUD INFRASTRUCTURE

Openbravo Commerce Cloud includes Openbravo Cloud, a single-tenant Platform as a Service (PaaS) option that enables companies to deploy Openbravo products on virtual servers in AWS .

Running on a dedicated, pre-configured Cloud infrastructure ensures you get maximum levels of flexibility and the ability to customize your Openbravo solution in the same way as any on-premise instance.

CLOUD SECURITY YOU CAN TRUST

Gain peace of mind by letting Openbravo and AWS experts take care of the security aspects of running your Openbravo solution in the Cloud, including application, functional, physical and operational security.

Continuous infrastructure monitoring ensures you enjoy the maximum level of performance and the highest levels of vigilance against security threats.

ASSURED CLOUD RELIABILITY

With Openbravo Commerce Cloud you get guaranteed levels of server availability and system up-time that are both difficult and costly to replicate with internal resources.

Committed system uptime, RPO (Recovery Point Objective) and RTO (Recovery Time Objective) supported by periodic backups and database archiving described in a Disaster Recovery Plan that is reviewed periodically.

Single-server, multi-server or high availability options are available to support your specific requirements.

DELIVER GREATER SCALABILITY TO YOUR SOLUTION

Easily scale up by adding more powerful hardware or scale out with more instances to support your growth or changing business needs. Easily add new environments for testing or reporting purposes.

PREMIUM SUPPORT OPTIONS

Benefit from a range of support plans including 24/7 support for critical incidents, with target response times of 1 hour during or outside business hours.



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