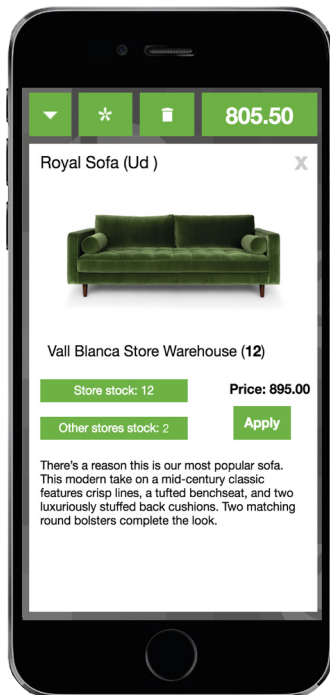openbravo

Openbravo for
Furniture and Decoration retailers
Cloud-based omnichannel solution

Fully featured mobile POS with strong offline support

Fast and more efficient execution of warehouse activities from mobile devices

Put the customer at the center of your shopping experience with mobile POS

Transform the experience of buying furniture and decoration products with a solution that lets you deliver the highest level of customer service everywhere in the store. Increase basket size with product recommendations based on customer preferences and gain flexibility to apply offers based on multiple criteria. Design customized items at the POS that can be then easily managed for order to delivery, add different services like transportation, warranties and let your customers make layaways and continue shopping until they are ready to pay at the end.

Manage the variety of your assortment more efficiently

Openbravo gives you greater inventory visibility with centralized real-time tracking of goods movements, inventory status and quantities across all channels and locations. You can easily manage single products, BOM, kits or variants based on an unlimited number of product characteristics, assign them to multiple price lists and assortments, and make them available to all stores and terminals in a matter of minutes.

Optimize inventory costs and management

Greater competition, rapid changes in customer tastes and seasonal factors make it very important for Furniture and Decoration retailers to be able to accurately forecast demand for products. On the one hand, they wish to avoid overstocks due to slow-moving products that take up space in stores, while on the other they have to ensure they sufficient stock to meet the likely high demand when new furniture and decoration products are introduced. Thanks to the connector with Frepple, Openbravo helps produce accurate sales forecasts based on various algorithms that optimize purchasing costs.

Go omnichannel to boost customer satisfaction

Online is rapidly growing in the Furniture and Decoration sector, so it is important for brick and mortar to truly embrace omnichannel retailing. With the proliferation of channels, customers have heightened expectations and more options for interaction. Openbravo makes omnichannel a reality by enabling an effective integration of the online and offline channels with centralized management of all customers, orders and inventory to deliver the promise of a seamless shopping experience.

Simplify multi-store management

Whether you have a few stores or several hundred, independently of whether you operate in one region or across several countries, Openbravo simplifies your multi-store management from one single point. Easily organize your stores and terminals in multi-level hierarchies supporting multiple POS configurations and simplify everyday tasks such as opening and closing terminals and stores, ensuring accurate cash count and reducing the opportunity for fraudulent activities. Because it is cloud-based, Openbravo eliminates the hardware costs and staff overheads associated with a conventional store-based system, and allows implement your store expansion plans more rapidly.

Innovate more rapidly and accelerate business change

Furniture and decoration retailing is today more competitive than ever and hugely influenced by fashion and changing customer tastes. Retailers are under enormous pressure to offer unique and differentiated products, services and shopping experiences to their customers. Openbravo has been designed to cope with those highly-demanding market conditions. Built on top of a highly flexible open-source technology platform, it enables Furniture and decoration retailers to support more efficiently rapid change and faster innovation.

Key Capabilities

POS System
- Web and mobile
- Promotions execution
- Product recommendations
- Services management
- Make-to-order
- Real-time inventory visibility
- Security and fraud control
- RFID
- Mobile payments
- Self-checkout solution

Merchandise Management
- Merchandise planning (Frepple)
- Merchandise distribution
- Product, pricing and promotions management

Supply Chain Managmenet
- Purchasing
- Mobile warehouse and inventory management
- Shipping and transportation

Omnichannel Operations
- eCommerce integration
- Unified order management

Retail Store Operations
- Multi-store management
- Store inventory
- Store pricing

Corporate Management
- Finance and accounting integration
- ERP connectors

Technology Platform
- Modularity
- Mobile-enabled and cloud-based
- Full web
- Highly scalable and interoperable

Gain real-time visibility into your retail operations

With Openbravo, furniture and decoration retailers will gain real-time visibility into sales and inventory across all locations with a single version of the truth that allows them to anticipate and respond efficiently to changing preferences or seasonal factors. Get a better understanding of customer behavior, improve the performance of your physical stores through robust multi-store reporting, and gain much-needed detailed visibility of all your POS and Retail Management processes through advanced analytical tools that can be tailored to specific needs.

Save on hardware and training costs to improve ROI

Openbravo's fully web-based solution imposes minimal demands on your IT staff, so freeing them to concentrate on more productive activities. In-store server hardware is not required and the minimal technical requirements for the POS hardware make it possible to reuse existing equipment and so reduce your upfront investment. In addition, Openbravo has been designed to be highly intuitive for store associates to learn and use, which reduces training costs and the time need to open a new stores.

Integrate better your retail activity with other business processes

For financial departments, Openbravo offers built-in financial capabilities that can be extended through seamless integration with your preferred ERP or accounting package, so enabling you to automate accounting data collection. Other areas such as human resources or production will also benefit from detailed information that can be easily integrated with other existing corporate systems.

Grow with confidence with a mobile-enabled and cloud-ready architecture built for high performance

Openbravo's architecture has been designed for the highly demanding requirements of furniture and decoration retailing. Its highly scalable cloud infrastructure offers levels of uptime that beat traditional on-premise solutions and is highly resilient to minimize the effect of outages and service degradation during the busiest of shopping peaks. 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.

www.openbravo.com