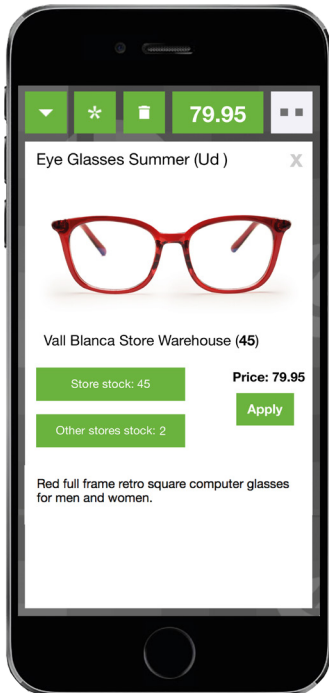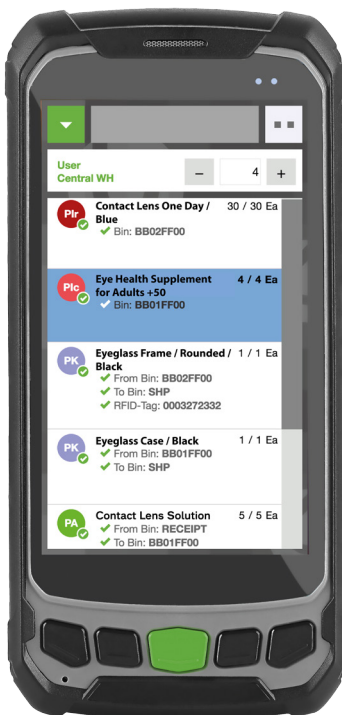openbravo

Openbravo for
Health and Personal retailers (optical, beauty, cosmetics, perfumery, pharmacy, drug stores)
Cloud-based omnichannel solution

Fully-featured mobile POS with strong offline support

Fast and more efficient execution of warehouse activities from mobile devices

Sharpen your focus on customer service with mobile POS

Sophisticated personal service is one of the most important facets of health and personal care retailing. Shoppers expect one-on-one conversations with knowledgeable advisors who provide expertise and also a well informed diagnosis of their problems. The mobile POS capabilities in Openbravo have been designed to help deliver the highest levels of customer service irrespective of whether your associates are behind a counter or helping customers on the shop floor through a responsive user interface with complete functionality available from any type of terminal. In addition, the solution is offline-resistant so your service won't be affected in the event of interruption in connectivity.

Manage the variety of your assortment more efficiently

Support the variety of your assortments - from skin care, bath and shower products, hair care, oral care, optical goods, drugs and medicines or food supplement products, amongst others - in just one system. 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 (weight, color and other attributes) and assign them to multiple price lists and assortments.

Optimize inventory costs and management

Seasonality factors, a constantly evolving regulatory landscape, and the development of new technologies result in the frequent introduction of new products, so it is of critical importance for health and personal care retailers to be able to accurately forecast demand for new and existing products as well as avoid overstocks in products which are rapidly approaching obsolescence. 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 retail has made its greatest inroads in the health and personal care 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 the effective integration of online and offline channels with centralized management of all customers, orders and inventory to deliver on 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 multistore management from one single point. Easily organize your stores and terminals into multi-level hierarchies, support 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 you to implement your store expansion plans more rapidly.

Drive innovation in pricing and promotions agility

As a result of a broader assortment range, health and personal care retailers also face greater pricing complexity. Due to increasing competition, it is important to reach customers as early as possible, which requires then to lower time-to-market when introducing price changes and highly targeted new promotions. Openbravo has been designed to cope with those highly-demanding market conditions with a powerful pricing and promotions engine, thereby supporting a great variety of price and discount types that can be centrally managed and launched across the stores and rest of channels in a matter of minutes.

Key Capabilities

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

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, health and personal care retailers will gain real-time visibility into sales and inventory across all locations with a single version of the truth, which 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.
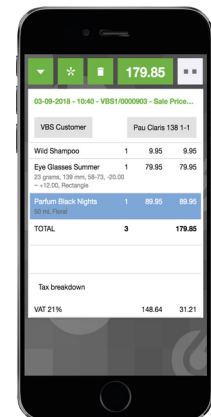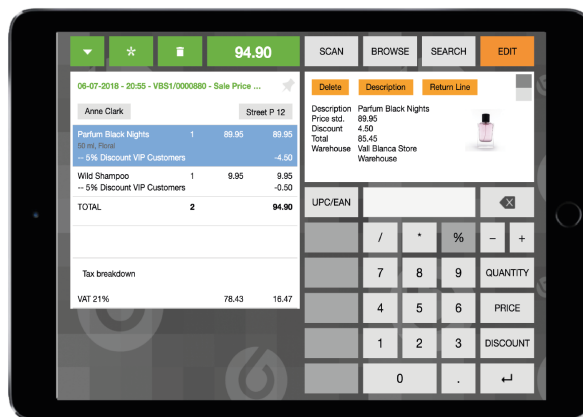
Save on hardware and training costs to improve ROI

Openbravo's fully web-based solution imposes minimal demands on your IT staff, 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 thereby 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 needed to open new stores.

Better integrate 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, 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 health and personal care 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.