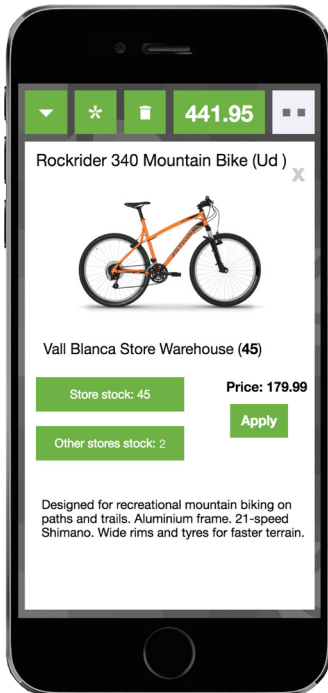
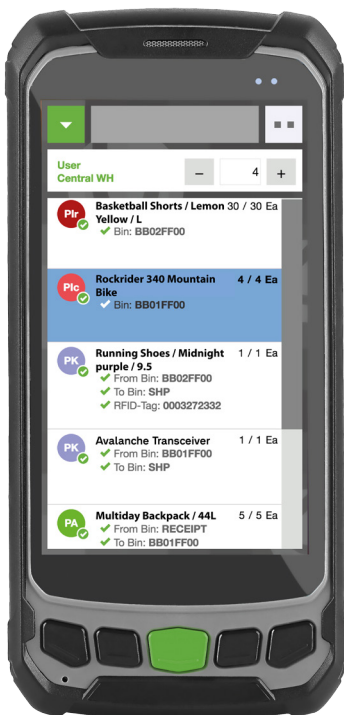


Openbravo for Sporting Goods retailers

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

A highly developed level of personal service is an important facet of sporting goods retailing. Openbravo offers a fully-featured, mobile-enabled POS solution that can be deployed on any type of device to deliver excellent customer service everywhere in the store, and it is supported by a broad set of assisted sale capabilities. Customers will enjoy a faster and more convenient checkout experience at the POS with the option of mobile payments, RFID or self-checkout terminals.

Manage the variety of your assortment more efficiently

When it comes to assortments, sporting goods retailers face increasing complexity. In addition, constant design evolution and technology advances mean new products are launched continually. Openbravo helps to support the variety of your assortments from sporting goods equipment to apparel and footwear, in just one system, with an unlimited number of product categories that can be organized and browsed in a hierarchical mode. Easily manage single products, BOM, kits or variants based on an unlimited number of product characteristics like color, size or others, assign them to multiple price lists and assortments, and make them available to all stores and terminals in a matter of minutes.

Optimize costs and inventory management

A lot of sporting goods are seasonal, demand can be unpredictable, and they tend to have a short lifespan. Leverage connector with Frepple to gain accurate sales forecasts based on different algorithms that optimize purchasing costs. Increase the efficiency of goods distribution with transfer orders that are created automatically. Optimize staff, space and stock in your warehouses with advanced mobile-enabled functionality that increases inventory accuracy and reduces overall stock management costs.

Go omnichannel to deliver a seamless shopping experience

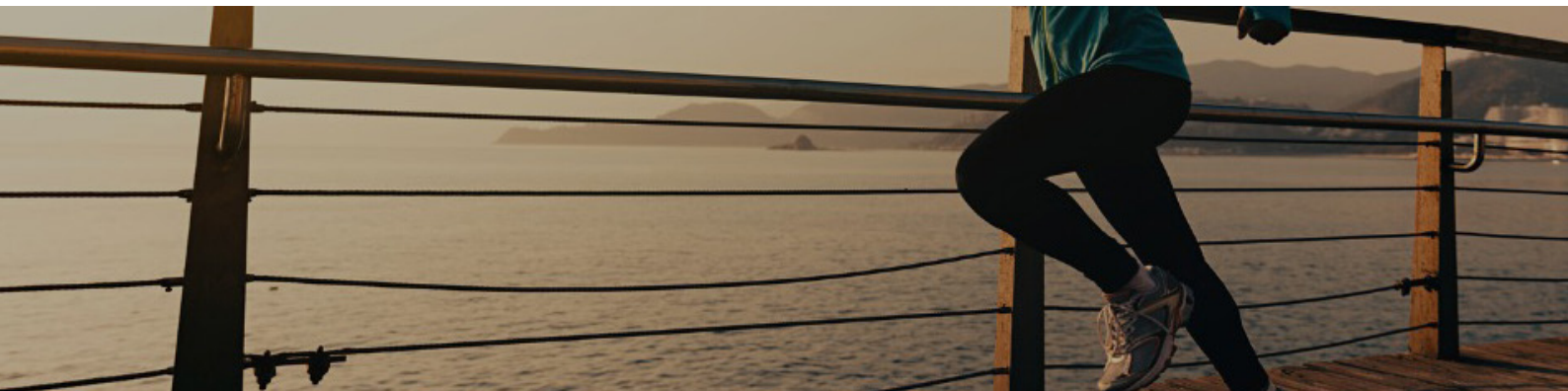
Sporting goods retailers that wish to differentiate their customer experience need to adopt an omnichannel approach. Openbravo makes omnichannel a reality by enabling the centralized management of all customers, channels and inventory to deliver the promise of a seamless shopping experience. Retailers get peace of mind that they are adopting a solution that is able to support today's needs as well as the fast-changing omnichannel customer expectations of the future.

Simplify multi-store management

La solution Openbravo permet de simplifier. By adopting the Openbravo solution, sporting goods retailers can dramatically simplify management of any type of store network, whether it is a few stores or several hundred, local or international, from one single point. New stores and terminals can be rapidly created and organized in multi-level hierarchies supporting multiple POS configurations. Daily tasks such as opening and closing activities are also simplified with an easy to use system-guided process that ensures accurate cash and fraud control. Sporting goods retailers can also dramatically simplify their in-store IT infrastructure by avoiding the need for a local server, thus helping retailers achieve greater agility and providing the ideal platform to support their expansion plans.

Innovate more rapidly and accelerate business change

The sporting goods industry is one of the most competitive and intense industries for retail businesses. To stand out from the crowd, differentiation is the biggest challenge that sporting goods retailers constantly face. To achieve that, Openbravo offers a highly flexible technology platform to embrace continuous innovation and manage change more efficiently. Built on top of a full open source stack, Openbravo helps sporting goods retailers do more and do it faster, with lower risks.



Key Capabilities

POS System

- Web and mobile
- Promotions execution
- Product recommendations
- Services management
- Special orders
- 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 Management

- 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 operations

With Openbravo, sporting goods 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

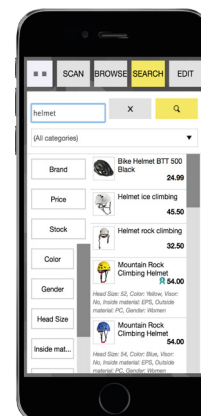
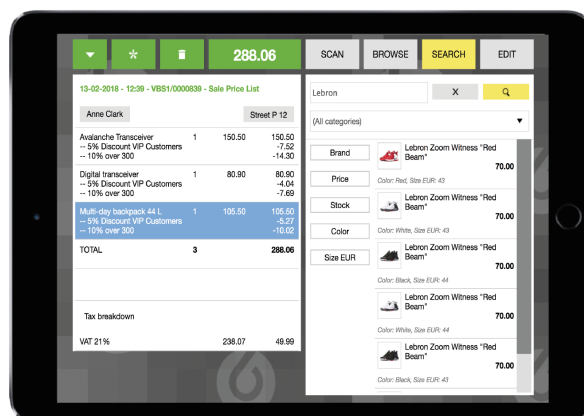
Retailing has one of the highest turnover rates of any industry, so maintaining optimum levels of productivity and service across all stores can be a real challenge. Openbravo offers a highly intuitive and very easy to use solution that empowers employees and reduces overall training costs. Its full web architecture does not only simplify the in-store IT infrastructure but also imposes minimum technical requirements to the POS terminals, so making it possible to reuse existing hardware, which ultimately results in a potential lower initial investment.

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 to enable sporting goods retailers to support their mobile and cloud strategies. Its highly scalable cloud infrastructure can 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. 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.



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