OPENBRAVO COMMERCE CLOUD

Enabling omnichannel retail with increased agility and innovation in the cloud

Openbravo Commerce Cloud Positioning

Cloud-based solution for agile and innovative omnichannel retailing

INDUSTRIES	BUSINESSES	PRODUCTS (*)

INDUSTRIES

Consumer Packaged Goods (CPG)

Wholesale and Distribution

Retail

BUSINESSES

Medium and Large Businesses

International Operations

Multi-channel

Multi-store

PRODUCTS (*)

Sports

Fashion

Electronics

Furniture

Achieve greater agility and capacity to innovate in your retail operations
and so improve the competitiveness of your business
thanks to a cloud-based omnichannel solution
that is the most flexible and adaptable in the market

(*) Some examples of the product line, for illustration purposes only.

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Cloud-based Solution for Agile and Innovative Omnichannel Retailing

COMPLETE Comprehensive Omnichannel and Supply Chain functionality to deliver real omnichannel experiences and achieve agile omnichannel management.

INTUITIVE Very easy to use and learn, with a full web and mobile-enabled user interface that accelerates end-user adoption and boosts productivity.

FLEXIBLE Very easy to adapt to support the most specialized of business requirements and gain greater capacity to innovate and change faster.

RELIABLE Secure, high performing and scalable to run smoothly today and support future business needs with confidence.
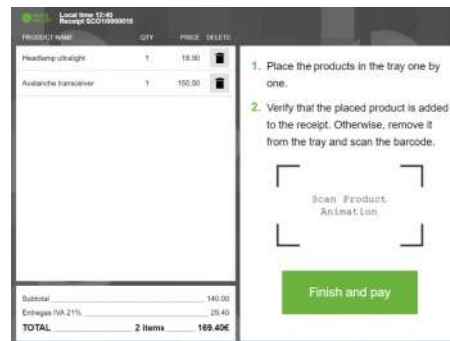
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Mobile Point of Sale Solution

Adopt an omnichannel strategy with a greater focus on the customer

Solution features

- Web and mobile with offline support.
- Customer management and loyalty.
- Agile discounting engine.
- Assisted sale features.
- Real-time inventory visibility.
- Mobile payments, RFID, self-checkout.
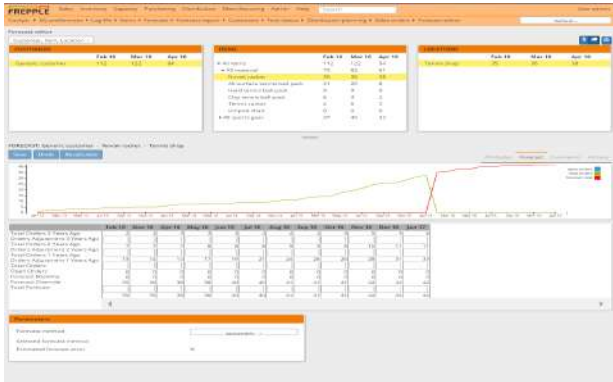- Opening and closing operations for stores and terminals.

Key benefits

- Reduce the complexity and cost of your in-store IT infrastructure.
- Offer greater customisation and a better service from anywhere in the store.
- Gain real-time inventory visibility at the point of sale.
- Offer greater speed and convenience at the time of the payment.
- Enjoy the same functionality on any type of device.
- Easily integrate with e-commerce platforms to support omnichannel scenarios.

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Merchandise Management

Improve the quality of your forecasts and agility when launching new products

Solution features

- Advanced demand and inventory planning (Frepple).

- Management of products, variants, kits and services.

- Product characteristics, serial numbers, batches, etc.

- Flexible pricing engine (with or without taxes, based on costs, versions, etc).

- Extensive list of discount and promotion types (automatic, manual, by quantity, by percentage, combos, etc.).

Key benefits

- Generate detailed forecasts of predicted demand.

- Launch new products, prices and promotions more quickly.

- Manage the increasing complexity of your assortments more effectively.

- Support a wide range of promotion and pricing schemes.

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Supply Chain Management

Optimize costs and management of your inventory

Solution features

- Management of suppliers and purchase orders associated with demand and detailed monitoring of the associated costs (customs, transport, etc.).

- Restocking through stock transfer orders between locations.

- Advanced management of warehouses with definition of areas, routes, priorities, stock statuses and algorithms to perform tasks from mobile devices.

- Management of routes and vehicles for the shipping and transport of merchandise.

Key benefits

- Manage your purchasing more efficiently according to the estimated demand with detailed monitoring of costs.

- Simplify the management of the restocking of your stores or distribution centres.

- Optimize the space, stock and staff available in your warehouses.

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Omnichannel Retail

Offer a seamless shopping experience across all channels

Solution features

- Mobile point of sale solution.
- Integration with ecommerce through connectors.
- Centralised management of products, customers, orders and stock.
- Visibility of stock in real time.

Key benefits

- Achieve a unified view of the activity of each customer.
- Offer consistent product information across all channels.
- Support scenarios such as Buy Online and Pickup/Return in Store (BOPIS/BORIS) or fulfilment of online orders from store inventory.
- Easily integrate with other systems used to manage your orders.

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Multi-store Management

Simplify the management of your multi-store network

Solution features

- Hierarchy of stores, terminals and types of terminal.
- Suppliers, prices and promotions by store.
- Detailed monitoring of openings and closings.
- Management of security and employee permissions.

Key benefits

- Achieve real-time visibility of the activity in all your stores (customers, sales, stock) from a single point.
- Introduce new products, prices or promotions in a matter of minutes.
- Reduce the complexity of IT management and total IT costs by eliminating the need for in-store server hardware.
- Support ambitious store opening plans by reducing the time required to prepare new stores.

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Corporate Management

Efficiently integrate your retail activity with other business processes

Solution features

- Configuration of accounting for customers, suppliers, products, payment methods or specific events.
- Detailed information on sales to calculate commissions.
- Support for production processes using built-in functionality or by integration with external systems.
- Existing connectors for ERP systems.

Key benefits

- Improve your financial performance by automatically capturing accounting data from your retail transactions.
- Maximise the productivity of your employees with a modern, easy-to-use solution.
- Easily integrate with your existing ERP or accounting systems.

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Retail Analytics

Obtain real-time visibility into the state of your operations

Solution features

- Integrated OLAP engine with analysis and graphic representation.
- Widgets: most sold products, most sold categories, etc.
- Multi-dimensional reports: sales by product, category, store, etc.
- Analytical cubes defined in application dictionary: sales, discounts, closings, etc.

Key benefits

- Create new reports or performance indicators adapted to your needs.
- Ease user adoption with a solution that is fully integrated into the Openbravo user interface.
- Simplify the deployment of the solution with the installation of a module that can be installed on the Openbravo server.

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Technology Platform

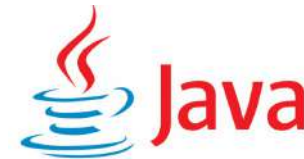Innovate more and manage change more effectively

Solution features

- 100% web and open source.
- User interface self-generated from metadata.
- Fully modular for the development of extensions.
- Web services for integration with external systems.
- Mobile technology that is resilient to lost connectivity.
- Highly scalable.

Key benefits

- Avoid the costs associated with core software and database by using open source components.
- Achieve greater flexibility and capacity to adapt and innovate, and do so more quickly.
- Protect existing IT investments with a system that is easy to integrate.
- Support your future needs and growth.

Apache Tomcat   HTML5   Java   PostgreSQL

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Dedicated Cloud Infrastructure

Operate without problems on a secure and reliable cloud infrastructure

Solution features

- PaaS (Platform as a Service) with dedicated infrastructure.
- Production, reporting and testing environments.
- 99.5% availability time, 1 hour RPO, 12 hour RTO.
- System monitoring and backups (available minimum 30 days)
- Single or multi-server architectures with high availability options.

Key benefits

- Free yourself from the complexities and costs of managing the technology stack.
- Ensure the greatest possible flexibility, performance and security with a dedicated and optimised cloud infrastructure under the control of the solution's producer.
- Scale easily, adding or removing resources as needed.
- Enjoy support 24/7, 365 days a year.

99.5%	1 hour	12 hour
Availability time	RPO	RTO

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Summary

Solution for medium and large companies

With significant retail activity, already installed in +20,000 POS

Support for international operations

Multi-language and multi-currency capabilities

Greater streamlining and innovation capability

Highly flexible and mobile platform

Quick deployment in the cloud

Dedicated infrastructure for greater freedom and security

Ready for the future

Highly scalable in single or multi-server architectures

Protection of earlier IT investment

Easily integrated with existing systems or technologies

Solid product roadmap

Adoption of new industry requirements, technologies and trends

Ownership cost is highly competitive

Reduction of initial HW, SW, training, maintenance and operating costs thanks to mobility and the cloud.

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THE GLOBAL CLOUD-BASED OMNICHANNEL SOFTWARE VENDOR
FOR AGILE AND INNOVATIVE RETAIL