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Openbravo for
FASHION

Product Overview

Enabling your fashion retail business for agile and innovative omnichannel retailing in the cloud

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 for supporting the most specific business requirements and gain capacity to innovate and change more and faster.

RELIABLE   Secure, high performing and scalable to run smoothly today and support future business needs with confidence.

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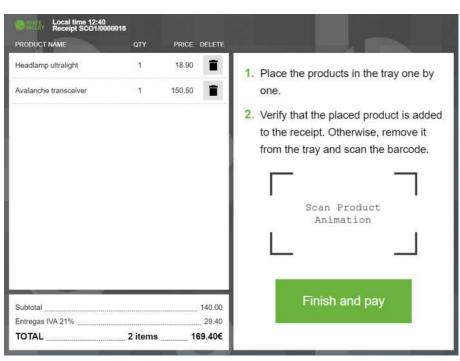# Go omnichannel and sharpen your focus on customer service with mobile point of sale

- ▶ WEB AND MOBILE POS
- ▶ CUSTOMER MANAGEMENT & LOYALTY
- ▶ PROMOTION EXECUTION
- ▶ PRODUCT CHARACTERISTICS
- ▶ REAL-TIME INVENTORY VISIBILITY
- ▶ SERVICES
- ▶ LAYAWAYS
- ▶ RETURNS
- ▶ eCOMMERCE INTEGRATION
- ▶ CENTRALIZED ORDER MANAGEMENT

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Boost customer satisfaction with more options that deliver a faster and more convenient checkout experience

- ▶ MULTIPLE PAYMENT OPTIONS
- ▶ MOBILE PAYMENTS
- ▶ RFID
- ▶ SELF-CHECKOUT TERMINALS

Simplify management of your assortment complexity and gain greater agility to launch new products, prices and promotions
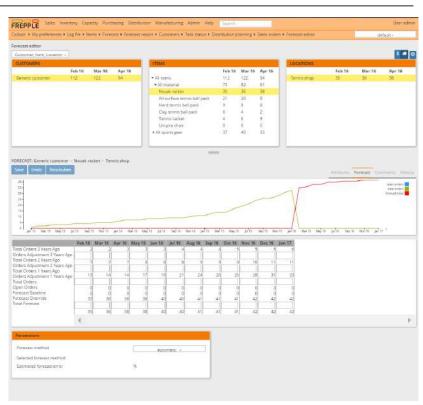

▶ PRODUCT CATEGORIES

▶ ASSORTMENTS

▶ SINGLE PRODUCTS, BOM, KITS, VARIANTS

▶ PRODUCT CHARACTERISTICS AND ATTRIBUTES (COLOR, SIZE, …)

▶ FLEXIBLE PRICING AND DISCOUNTING ENGINE

▶ RAPID UPDATE ACROSS STORES

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Improve the quality of your sales forecast and optimize the cost and management of your inventory

- SALES FORECASTING AND INVENTORY PLANNING (FREPPLE)
- PURCHASING
- MOBILE WAREHOUSE AND INVENTORY MANAGEMENT
- DISTRIBUTION ORDERS FOR REPLENISHMENT
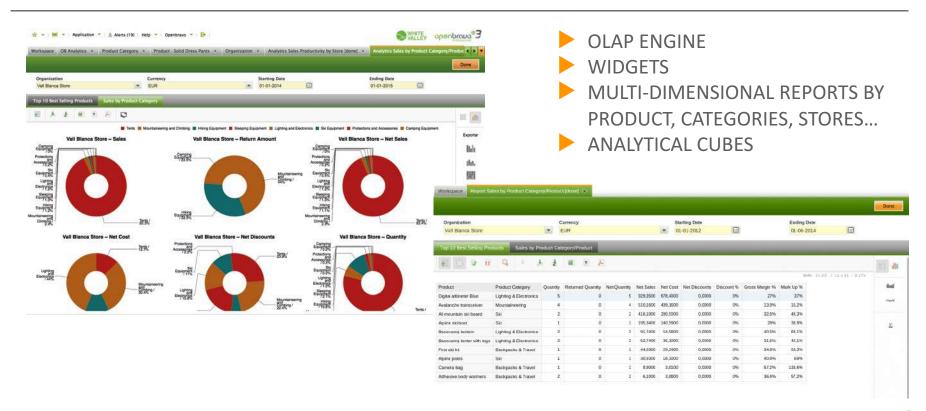- SHIPPING AND TRANSPORTATION

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Lower overall IT costs and simplify multi-store management

▶ SIMPLIFIED STORE IT

▶ CENTRALIZED MULTI-STORE MANAGEMENT

▶ ADVANCED SETUP OF STORES AND TERMINALS

▶ OPENING AND CLOSING ACTIVITIES

▶ SECURITY AND FRAUD CONTROL

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Gain real-time visibility into your retail operations

- ▶ OLAP ENGINE
- ▶ WIDGETS
- ▶ MULTI-DIMENSIONAL REPORTS BY PRODUCT, CATEGORIES, STORES…
- ▶ ANALYTICAL CUBES

Integrate better your retail activity with other business processes

▶ COMPLETE ACCOUNTING SETUP

▶ EASY TO INTEGRATE WITH OTHER PROCESSES AND SYSTEMS LIKE FOR HR OR MANUFACTURING

▶ CONNECTORS WITH ERP SOLUTIONS

Save on hardware and training costs to improve ROI

▶ VERY EASY TO USE AND LEARN

▶ MINIMUM TECHNICAL REQUIREMENTS

▶ MULTI-TASKING

▶ NOTES, ATTACHMENTS

▶ MAIL INTEGRATION

▶ WINDOWS PERSONALIZATION

▶ ALERTS

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Innovate more rapidly and accelerate business change

- ▶ 100% WEB AND OPEN SOURCE
- ▶ MOBILE-ENABLED
- ▶ OFFLINE RESISTANT
- ▶ TRULY MODULAR
- ▶ HIGHLY INTEROPERABLE (WEB SERVICES LAYER, CONNECTORS)

Apache Tomcat

PostgreSQL

Java

HTML 5

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

▶ RESPONSIVE WEB AND MOBILE TECHNOLOGY

▶ OFFLINE RESISTANT

▶ DEDICATED CLOUD INFRASTRUCTURE

▶ SINGLE OR MULTI-SERVER ARCHITECTURE

▶ HIGH AVAILABILITY OPTIONS

Reach out to us and get ready to boost the competitiveness of your fashion retail operations

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