iVend Retail
a CITIXSYS product

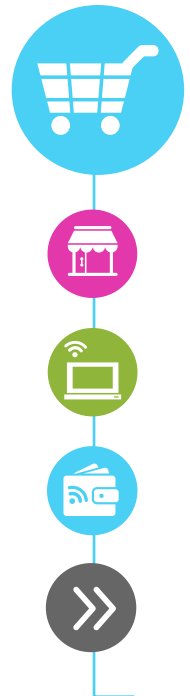# iVend Retail - An integrated omnichannel solution

For the way retailers work today

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iVend Retail

In today's fast-moving retail market consumers hold the power. Keeping them engaged and satisfied means being present in as many places as possible.

This is no small challenge for retailers, as the connected shopper wants to interact with them everywhere – at work, at home, in-store, on the move – and expects a consistent experience at every touch point.

Delivering to these complex expectations means putting customers at the heart of the business, and sourcing solutions that provide one view of shoppers and what they want.

iVend Retail's integrated solution enables retailers to maximize their sales and margin potential by delivering a seamless shopping experience across all channels. With iVend Retail, it is possible to develop a truly omnichannel strategy that recognizes and rewards shoppers wherever they interact.

How to keep omnichannel customers happy

Shoppers want an omnichannel experience; our research shows that more than half believe it would be helpful if retailers had one view of them across all channels.

iVend Retail is the most advanced omnichannel solution available to retailers. It enables 360 degree visibility of your inventory and customer activity, in order to:

• Integrate online and offline shopping, allowing customers to research, buy and - if necessary - return goods anywhere

• Sell more inventory at full price, increasing margin and reducing clearance markdowns

• Create multichannel loyalty programs that incentivize customers equally, wherever they shop

• Increase the product knowledge, recommendations and guidance available to store associates

1,000+ retailers in 46 countries are already using iVend Retail to give customers a consistent brand experience, and achieve higher full price sales with existing inventory levels
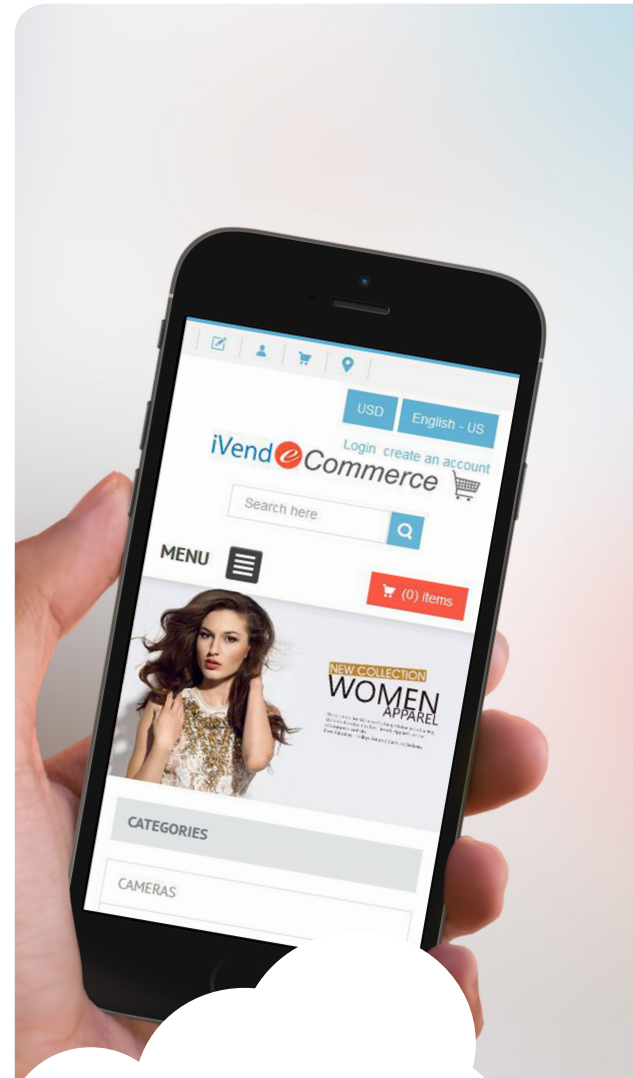
iVend Retail supports more sales-driving initiatives than any other system

Designed to meet the needs of omnichannel shoppers, iVend Retail consists of 7 modules, which can be configured alongside any ERP or merchandise management system.

iVend Retail - An Enterprise Class Retail Application Suite

iVend Enterprise	iVend POS	iVend Mobile POS	iVend eCommerce	iVend Loyalty	iVend Passes	iVend Reporting & Analytics

iVend Retail's cloud-based solution is designed for flexible deployment. Add modules on an 'as needed' basis to grow insights and capabilities alongside your company.

Using iVend Retail could provide tangible business benefits:

Benefit	iVend Retail only	iVend Retail integrated into ERP
Sales increase	+5% to 10%	+15%
Net margin increase	+1% to 2%	+3% to 4%
Reduced inventory investment	-10%	-20%
Reduced expenses	-	-5%
Customer satisfaction increase	+20%	+20%

iVend Enterprise – putting data at the heart of your business decisions

Data drives success in omnichannel retailing and iVend Retail's Enterprise module is the central application controlling retailers' master data.

This module defines key statistics – including sales forecasting, replenishment planning, promotions, gift cards, loyalty schemes and more – and replicates information across the entire retail estate.

iVend Enterprise also collates transactions, such as sales, refunds, returns and store credits, to provide essential insights – particularly in two key areas:

Single stock pool

- One view of stock availability and location for reduced inventory costs and increased customer satisfaction

- Replenishment recommendations based on core metrics

- Statistical forecasting based on industry best practice

- Sophisticated price management and promotions engine

Connected customer experiences

- Enterprise-wide loyalty programs that allow customer segmentation

- Supports digital loyalty scheme passes across all channels

- Assisted selling services in all channels – which can easily add 5% to sales values

- Cross-channel visibility of all customer incentives to both staff and consumers

iVend Retail

iVend POS – turning the Point of Sale into a Point of Service

Time is a shopper's most valuable currency. iVend POS is a fast, dependable Point of Service application, which enables quick and convenient customer transactions.

With a choice of touch-screen interface or easy-to-use keyboard, minimal training is required for retail users to enhance consumer interactions beyond the taking of payments. This means:

- **Flexible configuration that's easy to implement globally**

- **Complete inventory visibility at the Point of Sale**

- **Secure payment through country specific integrated payment systems**

- **Customizable promotions execution and gift card functionality**

- **Online or standalone options; not dependent on an internet connection**
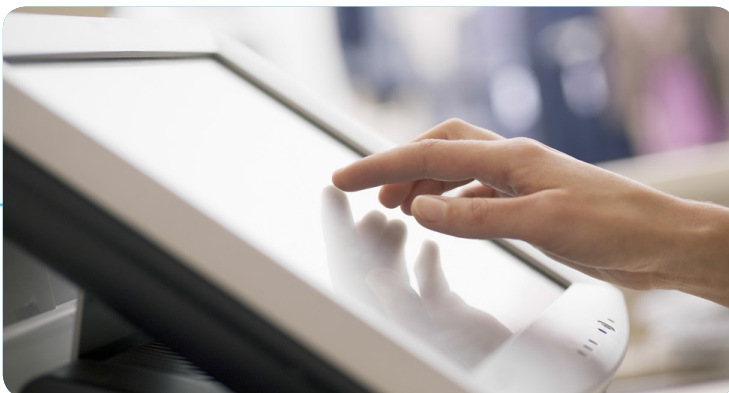
iVend Mobile POS – taking service to the customer

Increasing conversions in a customer-centric environment now means stepping out from behind a fixed checkout, serving shoppers wherever they are in the store.

iVend Mobile POS facilitates flexible customer interactions anywhere on the shop floor. It enriches transactions by giving store associates access to operational data, and can be used to 'troubleshoot' bottlenecks during peak trading periods.

iVend Mobile POS can connect to a store server or to the enterprise server via the internet. This means it can be configured for use outside the confines of the physical store and is ideal for pop-up stores or events such as markets, fairs and exhibitions.

· Used as a tool for faster business expansion, iVend Mobile POS helps retailers to reduce the IT infrastructure cost

· Connect to iVend Enterprise or iVend Store over a 3G, 4G or an LTE connection for use outside the store

· Work both in online and offline mode

· Shorten lines at the till during peak times, to reduce abandoned purchases

· Access product and inventory information, product information and customer data

· Take service to your customer, not vice versa

Connect to iVend Enterprise or iVend Store over a 3G, 4G or an LTE connection for use outside the store
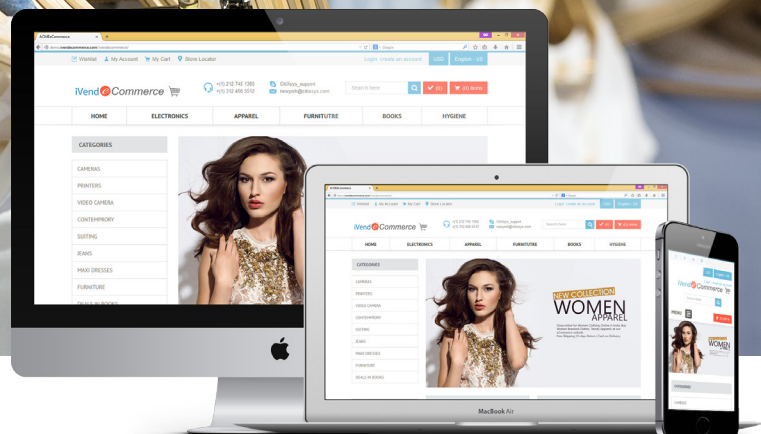
iVend Retail

iVend eCommerce – integrate digital into the omnichannel model

The growth of online shopping seems unstoppable – especially now that mobile commerce is generating fresh revenue opportunities. However, an eCommerce platform must do more than drive direct sales.

Today, websites should work seamlessly with bricks-and-mortar to support the omnichannel customer journey. iVend eCommerce is a web application for iVend Enterprise, which permits:

- A feature-rich eCommerce system that integrates completely with other iVend Retail modules

- Visibility of a single stock pool anywhere in the business

- Click and collect, reserve and collect, and ship direct to customer from store functionalities

- Cross-selling and upselling to online shoppers

- Management of transactions, loyalty points, images, gift cards and coupons

- Straight forward analysis tools to ensure profitable product placement and promotions

iVend Loyalty – keep customers coming back

True loyalty is based on shoppers' lifetime value to your business – not the cost of a single transaction. iVend Loyalty allows retailers to reward customers for the way they shop in all channels, in a way that builds long-term advocacy.

iVend Loyalty allows retailers to structure programs to fit the business model, creating multiple incentives across all sales channels in order to:

- **Develop flexible loyalty programs, configured around customer and product groups**

- **Increase targeting and timeliness of customer communications**

- **Incorporate service elements into loyalty schemes, not just points collection**

- **Create tiered levels of membership and automatically promote members according to a defined set of rules**

- **Capture customer data in all channels and use these insights to drive long-term loyalty and customer value**

Customers can access their individual accounts via the iVend Loyalty portal, to review and redeem rewards, and add personal information for even more targeted rewards

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iVend Passes – building loyalty through the device consumers can't live without

Three quarters of consumers won't leave home without their phone, and it's becoming an increasingly important touch point in the retail journey.

In addition to browsing, buying and paying by smartphone, iVend Passes allow retailers to bring loyalty into the mobile environment.

iVend Passes is a cloud-based subscription service designed to support a variety of marketing initiatives to shoppers' mobile phones:

- Electronically distribute loyalty cards, gift cards, coupons and passes to consumers

- Create your own digital cards and coupons to customize rewards schemes

- Enable customers to collect and redeem points across all channels, in a single location

- Identify single stores or 'geo fence' activity to send push notifications to shoppers

- Connect more effectively with consumers in an environment-friendly manner

iVend Reporting and Analytics – deep insight into your business

To drive maximum return on investment, iVend Retail provides a comprehensive Reporting and Analytics module.

Essential business intelligence is delivered on a single online dashboard, making it easy for businesses to:

- Review the performance of products, product groups, customers, customer groups, promotions, channels and much more

- Quickly create reports that can be shared across the business to enable positive change

- Choose between standard and custom reporting tools for tailored feedback

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How iVend Retail adapts to your business

The beauty of iVend Retail is its flexibility; the modules integrate across the store (pop up or permanent), online, mobile and can be configured for any size of retailer.

With a choice between in-house implementation and on the cloud, iVend's design and rich functionality keeps the cost of ownership low

iVend Retail can be integrated with any standard business management solution through interoperable APIs, and is already integrated with several ERP solutions including SAP suite of Business Management Solutions, Microsoft Dynamics NAV, and others.

A comprehensive Extensibility Tool Kit allows iVend Retail to incorporate specific business requirements without affecting the core product, and it also ensures seamless upgrades.

All iVend Retail customer-facing modules are PCI compliant, ensuring that the solution is fully resilient, so trading continues even if network connections are lost for a period of time.
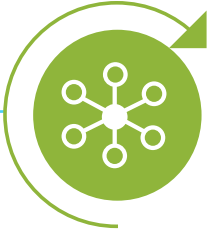
iVend Retail – part of CitiXsys, the omnichannel systems company

iVend Retail is a business unit of CitiXsys, specialists in omnichannel retail consulting, retail management software and Point of Sale systems.

Leading provider of comprehensive software solutions

Since 2002 with a complete focus on omnichannel retailing

1,000+ customers worldwide

Operational in 46 countries

Global network of partners and integrators for implementation

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