



iVendRetail

iVend Optical Retail



The global eyewear market reached a value of **USD 123.7 Billion** in 2020. The market will surpass **USD 150.43 Billion** by the end of the year 2026.*

How do optical retailers run a profitable store?

By focusing on operational efficiency and planning an assortment that includes prescription glasses and lenses.

Optical retail is one of the few sectors with an opportunity to sell essential products, like prescription glasses and lenses, in tandem with luxury items, such as designer sunglasses. However, fast changing fashion trends, price sensitive consumers and stiff competition from other outlets, from department stores through to discount stores, makes it increasingly hard for opticians to remain competitive.

Optical retail stores face the following business challenges:

- Keeping in touch with fashion trends and stocking the right mix of styles, colours and sizes
- Sorting transactions into non-prescription and prescription sales
- Creating promotions and campaigns to increase footfall and shift slow moving items
- Understanding the consumer, analysing buying patterns and capitalising on sales trends

Optical retailers require an integrated business management solution designed to cater for these specific needs.

iVend Optical Retail seamlessly integrates in-store retail operations with back office processes and an online storefront to lower operating costs, simplify expansion and enable specialist optical retailers to run their businesses effectively.

OPTICAL MASTERS AND PROCESSES

iVend Optical Retail enables optical retailers to easily manage both prescription and non-prescription sales using comprehensive optical master data management processes.

When it comes to prescription glasses in particular, stores can record the technical data relating to frames, lenses and contact lenses, and seamlessly link these details to the relevant customer prescription.

The screenshot displays the iVend Optical Retail Point of Sale interface. It features a transaction table, a customer information panel, and a grid of navigation buttons.

Type	Product Code	Description	Discount	Quantity	Price	Total
SALE	P0000027	Tom Ford - Titanium Round	0.00 %	1	\$525.00	\$551.25

Customer Information for ACME Optix EYECONIC EYES:

- Id: C0000005
- Name: Smith, John
- Available Points
- Loyalty Level
- Balance: (\$1,976.20)
- Mobile Phone

Navigation Buttons:

- Cash, Credit Card, Gift Card, Loyalty, On Account, Payments
- Optical, POS Operations, Cashier Tasks, Transaction Mode
- Order Eye Glasses, Edit Eye Glasses, Order Contact Lenses, Edit Contact Lenses
- Customer Lookup, Product Lookup, Fulfillment, Customer Dashboard

OPTICAL MASTER DATA MANAGEMENT

Optical Retail Master Data Management encompasses:

Lens Categories including bifocals, progressive and single vision.

Lens Type captures values like asphere, natural, ovation and accolade.

Lens Material details the lens material, for example, glass, plastic, tirvex and polycarbonate.

Lens Colour shows a master list of tints and gradients for add-ons, line frame clips, lenses and contact lenses. Tints come in solids, gradients or double gradients; popular tints include grey, brown, blue and aqua. The application also captures frame shape types such as aviator, round and oval including industry specific attributes like frame A box and B box.

Lens Treatment Mapping maintains comprehensive mapping between lens type, lens material and lens colour for anti-reflective, scratch resistant or tinted treatments.



OPTICAL PROCESSES

Eye Glass Qualification

iVend Optical Retail captures specific prescription details such as sph, cyl, axis, add, pupillary distance and prism with direction to qualify each lens accurately.

Lens specification follows a step-by-step process using Rx details in order to identify the item code that matches the prescription. Multiple pair details can be saved for each customer as prescribed. The application also has comprehensive optical validations to ensure error free data.

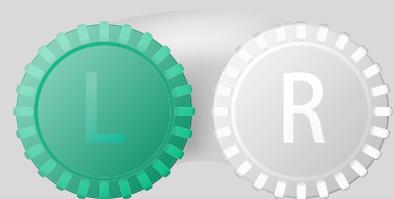
Contact Lens Qualification

Select	Eye	Vendor	Brand	Sphere	Base Curve	Diameter	Cylinder	Axis	Color	Addition
+	LE	10000002 CIBA	VARILLUN VARILLUN	+1.00	8.00	14.20	0.00	170	AMBER (AMBER)	1.75
+	LE	10000002 CIBA	VARILLUN VARILLUN	+1.00	8.00	14.20	0.00	170	AMBER (AMBER)	1.75

Contact lenses are manufactured with predefined optical attributes. Using iVend Optical Retail each lens is selected by vendor, followed by brand and finally by prescription values to obtain the correct lens code for the purchase. This step-by-step process ensures that lenses are accurately identified.

Re-Order Contact Lens - Contact lenses are usually replenished at regular intervals (based on the expiry date). The iVend application stores customers' purchase histories and preferences for easy repeat ordering without going through the qualification process again.

Pair History - Each customer's prescription history is maintained in the system. This not only captures the Rx information, but also details like frame, lens type and material.



OPTICAL REPORTS

Lab Order Report – this is generated for every product purchased, whether prescription glasses or contact lenses. Two copies of this laboratory report can be printed – one for store and one for the laboratory where the prescription glasses are prepared. For prescription glasses, the report captures information like frame, Rx information, lenses and treatment details. For contact lenses the report details the brand and the other optical attributes like sphere, base curve, and diameter.

Stock Status by Optical Item Type – this provides details of the stock status based on the optical item type, for example, frame, lenses, contact lenses or sunglasses.

Sale by Optical Item Type – this details the sale of an optical item type, for example, frame, lenses, contacts or sunglasses, based on parameters like date range.

Customer Prescription – this prints each customer’s order history and prescriptions showing the associated optical attributes and individual prescriptions.

Order Delivery Report – this allows sales associates to check that orders are eligible for delivery on the date specified.

Open Order Report - this report details open orders. Orders can be searched for by criteria such as frame, lenses, contact lenses and sunglasses.

Additional reports can also be created using iVend Retail Reports and Dashboard Designer.

Lab Order (Lenses)														
Store: ACME Optix		Order No.: TRX-MPI-0000325		Balance Due: \$124.80										
Phone No.: +1 212 314 7465		Customer: John Smith - C0000005		Promise Date: July 10, 2016										
Associate: USR001 - Store Manager		Customer Phone No.: +1 212 189 4267												
Frame: 4001010 - Tom Ford 2132 New ME/AV/HO/Sun Black														
UPC Code:														
A Box	50	B Box	29	ED Box	53	DBL Box	18							
Clip On:														
Clip Color					Lens Color									
Lenses:														
Eye	Sph	Cyl	Axis	Add	Pr1	Dir1	Pr2	Dir2	VE	VF	BC	Dist PD	Near PD	Ht
RE	-2.5	-1.0	60			None		None			30	28		0
LE	-2.0	-1.75	90			None		None			32	30		0
Eye	Lens Type	Lens Material	Lens Color											
RE	00028 - FT28	CR-39 1.498P	00000 NON TRAITÉ / UNCOATED											
LE	00028 - FT28	CR-39 1.498P	00000 NON TRAITÉ / UNCOATED											
Treatments:														
1	079018BCRIZALEC00000 - CRIZAL EC (RAE+AR+HYD)	2	3											
Special Instruction:														
Repair Reason:														

Store: ACME Optix
 Customer: John Smith - C0000005
 Promise Date: July 10, 2016
 Trx No: TRX-MPI-000
 Bal: \$124.80

Lab Order (Lenses)														
Store: ACME Optix		Order No.: TRX-MPI-0000325		Balance Due: \$124.80										
Phone No.: +1 212 314 7465		Customer: John Smith - C0000005		Promise Date: July 10, 2016										
Associate: USR001 - Store Manager		Customer Phone No.: +1 212 189 4267												
Frame: 4001010 - Tom Ford 2132 New ME/AV/HO/Sun Black														
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Eye	Sph	Cyl	Axis	Add	Pr1	Dir1	Pr2	Dir2	VE	VF	BC	Dist PD	Near PD	Ht
RE	-2.5	-1.0	60			None		None			30	28		0
LE	-2.0	-1.75	90			None		None			32	30		0
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Special Instruction:														
Repair Reason:														

Store: ACME Optix
 Customer: John Smith - C0000005
 Promise Date: July 10, 2016
 Trx No: TRX-MPI-000
 Bal: \$124.80

Lab Management Module – Central and Store Labs can be created where jobs with lab order details can be sent to process the Eye Glasses. Unique Tray number assigned to the transaction pairwise with tray status can be tracked in the system which further will help to know at what stage or where the Eye Glasses is and with what tray status and the lab that is processing it.

Lab Master

General

Code	Central Lab (HQ)
Description	Central Lab (HQ)
Store	Enter@ivendstore
Lab Master - Employee Id	1234567
Lab Email	Edward_3khd@gmail.com
Lab Contact Number	9999999999
Is Default Lab	<input type="checkbox"/>

OK Cancel

Tray Status Management

Header

Store: Store 1

Customer From: To: ST1C000022

Transaction Date From: To:

Transaction Id From: To:

Tray Id From: To:

Lab Id: [Dropdown]

Tray Status: New Order

#	Sel...	Record Of	Store	Customer C...	Customer R...	Transaction D...	Transaction Id	Tray Id	Specs...	Current Status	Lab
1	<input checked="" type="checkbox"/>	Contact Lens	Store 1	ST1C000022	John Paul	12/11/2020	TP1-0000207	Store 1-000000119		New Order	Store1-Du...
2	<input type="checkbox"/>	Contact Lens	Store 1	ST1C000022	John Paul	12/11/2020	TP1-0000208	Store 1-000000120		New Order	NEW Test ...
3	<input type="checkbox"/>	Contact Lens	Store 1	ST1C000022	John Paul	12/11/2020	TP1-0000209	Store 1-000000121		New Order	NEW Test ...
4	<input type="checkbox"/>	Eye Glasses	Store 1	ST1C000022	John Paul	1/20/2021	TP1-0000247	Store 1-000000141		New Order	Store1-Du...

F1 Search F2 Clear F3 Select All F4 De Select All F5 Print Status F6 Tray Detail F7 Ready For Fulfillment Sent to lab F12 Cancel

Lab Data Export of Transaction for Third Party Integration – Lab order data can be extracted from the system for a transaction and can be sent to a third party lab for further processing. Several formats are available like .xml, .xls, .json, and .txt. Further the format can be customised to cater to the need of a specific company/lab.

Export Lab Order Data

General

Start Date	2/1/2021 12:00:00 AM
End Date	2/28/2021 12:00:00 AM
Lab	
Transaction Id	TP1-0000208
Status	NewOrder
Export Type	XML

OK Cancel

BUSINESS BENEFITS

Omnichannel-ready for optical retailers: iVend Optical Retail is an end-to-end omnichannel retail management application designed for optical retailers. Based on extensive knowledge of the optical retail market, the application incorporates key business attributes specifically for this segment as well as industry-leading omnichannel retail processes.

Extensible: iVend Optical Retail comes with industry-standard interoperable APIs allowing it to be integrated with standard business management applications like ERPs or other financial applications. The application also comes with a standard Extensibility Kit, allowing retailers to incorporate their unique business processes into the application without impacting standard upgrades and updates.

Efficient data synchronisation: iVend Optical Retail increases operational efficiency, helping retailers stay ahead of the competition: the application responds quickly in-store with up-to-date store data held in a centralised database for easy reporting.

Efficiency and accuracy in processing job orders: iVend Optical Retail ensures that orders are generated accurately, reducing errors and simplifying their processing, delivery and management.

Enhanced customer service: centralised delivery and stock management ensures that customers are given accurate information, thereby improving customer service, satisfaction and retention.



SPECIALITY RETAIL FEATURES IN iVEND OPTICAL RETAIL

Inventory Management	<ul style="list-style-type: none"> • Setup product database for standard, serialised, batch managed, kit, assembly and non-inventory items • Inventory Movement between Tray status • Items can be marked as non-refundable • Inventory control for serial and batch managed items based on expiry date • Define open items which can be used with price override • Barcode masking • Define multiple locations for effective back office inventory management: for example, users can define locations for returned and defective items • Create, manage, build and break down kits at individual stores • Store and track offline inventory • Combine the stock counts performed by multiple users at different locations • Create and manage assemblies at individual stores • Data optimisation • Unit of Measurement and Multiple (UoM) • Data purge
Customer Management	<ul style="list-style-type: none"> • View credit limits, balances and customer contact information at the POS • Define multiple billing and shipping addresses for customers • Extend discounts on items based on customer groups • Go Green Receipt • Analyze customer buying habits using sales reports at the head office
Pricing and Promotion Management	<ul style="list-style-type: none"> • Tax exclusive / tax inclusive pricing • Store specific pricing • Period and volume discounts • Supports multiple or unlimited pricelists • Special prices for business partners • Discount groups: define discounts for business partners based on: <ul style="list-style-type: none"> Item groups Item manufacturers • Discounts and surcharges can be setup separately for the following payment methods: <ul style="list-style-type: none"> Cash, credit card, debit card, cheque, EBT • Custom tender in local currency • Define promotions to allow discounts for a specific quantity and/or combination of goods: <ul style="list-style-type: none"> Promotions based on sale totals Happy hour promotions Coupons – by manufacturer or by retailer Fixed price promotions – buy X get Y at a fixed price
Gift Cards / Certificates	<ul style="list-style-type: none"> • Setup and manage multiple gift cards • Gift cards can be sold and redeemed across the network of stores • Cash back on gift cards • Support for card or paper-based gift cards • Recharge of store credit and gift cards

Upsells and Alternative Items	<ul style="list-style-type: none"> • Assign item substitutes and up sell items • Up sell and alternate item recommendations automatically pop up on the POS
Cash and Till Management	<ul style="list-style-type: none"> • Create and track cash disbursed and collected from each POS from opening until EOD • Security Roles and Permissions • Maintain opening balances for each POS • Record till count variances • Print cash-in, cash-out and expense receipts • Enforce till counts at various stages
Stock Transfer	<ul style="list-style-type: none"> • Create stock transfers between stores or between stores and the head office warehouse /distribution centers
Goods Receipt	<ul style="list-style-type: none"> • Receive stock from unknown sources (i.e not based on a purchase order or stock transfer receipt) • Receive items by barcode scanning
Sale Attributes	<ul style="list-style-type: none"> • Collect special information at the POS register, e.g. zip codes for marketing/targeting
Transaction Processing	<ul style="list-style-type: none"> • Automatic barcode determination: hierarchical resolution for product, customer, user, etc. • Sales Target Module • After Sales Service Module • Display the customer balance and credit limit at the POS • Customer facing display • Automatic price and tax determination at the POS • Override price, discounts and taxes at the POS • Look up quantity on hand, item attributes and display a picture • Item description override on the POS for selling open items and special order items tied to a single item master record • Ability to define alternate product descriptions in different languages • Build / break down kits in real-time at the POS • Transaction preview and printing at the POS • Ship to address integration at the line level • Support for multiple transaction types in a single POS transaction: sale, sale return, special order, etc. • Ability to define return days for individual products so that the user can only return products that fall within the defined number of return days • Age verification • Attach reason code to all management console transactions including suspended transactions • Setup for display settings such as currency symbol, date formats, decimal separator, decimal places and currency settings • Ability to add sale level comments at the POS – these can be printed on the receipt • Apply surcharges to POS transactions • Prompt the user to book a sales order when the store is out of inventory • Automatically lock the POS terminal when left idle • Customer credit limit check at the POS • Ability to suspend and recall transactions • Separate fulfillment plans for sales order items • Create and manage customer records from the POS • Reason code integration • Visibility of inventory of all stores or group of stores and warehouses at the POS • iVend POS supports mouse, keyboard and touch screen interfaces simultaneously

Payment Processing	<ul style="list-style-type: none">• Payments at the POS can be made by the following tenders:<ul style="list-style-type: none">Cash and chequeCredit and Debit cardTravelers chequeOn account – this enables the user to process the payment to the customer’s account at the storeStore credit can be issued for refunds by Credit VoucherCreditsVoucherCustom tender – This special tender allows businesses to define their own financial instruments and control their integration with core accounting / ERP systems, gift cards and loyalty points• Support for the following credit / debit cards:<ul style="list-style-type: none">Master Card Visa Amex JCB Diners Club Discover Other• Collect payments by multiple tenders• Secure credit card authorisations: eliminate losses due to unapproved or unauthorised credit card transactions• Automatically update balance / change amount• Automatically update transactions with the default tender for change• Collect advance payments from customers• Transaction payments can be staggered across multiple transactions• Ability to print payment receipts• Margin protection feature that allows user to configure the system to block a sale if an item is being sold below margin• Authorisation setup allows user to setup multi-level authorisations for the manager override functions
Reporting	<ul style="list-style-type: none">• The in-built report designer allows users to generate reports to show sales breakdowns, identify slow-moving items, and check sales for any day - by store, item, item group, customer, customer group or sales person• iVend provides multiple reports in the following categories:<ul style="list-style-type: none">sales collection inventory fulfillment• Reports can be previewed on screen, printed, exported, emailed and scheduled for auto delivery• Ability to edit existing reports to meet business requirements• New reports can also be added using the custom reporting feature• Separate Lab Order Reports• Tray Status Change Report• MIS Report for OTP logging• Scheduler based Lab Order Export• Email based OTP and logging of OTP approvals• Optical Dashboard – (Tray movement)• Data validation in SAP B1 for optical master data• Lab Order Receipt per lab• Print Preview for Optical Reports• Frame Vs Sunglass Comparison Report• Customer Journey Report



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About iVend Retail

iVend Retail by CitiXsys is a cloud-based digital store platform for enterprise retail management. Our suite of integrated, omnichannel solutions empower retailers to provide exceptional customer experiences throughout the entire shopper journey. iVend Retail includes complete infrastructure and application management for head-office, back-office and customer-facing operations with software modules for point of sale (POS), mobile POS, customer loyalty, eCommerce, digital passes, retail reporting and analytics with out-of-the-box integrations to Magento Commerce, Sage 300cloud and X3, Microsoft Dynamics 365 Business Central, SAP Business One, S/4HANA and IS-Retail. Our solutions are available through a worldwide network of certified partners.

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