

OMNI CHANNEL RETAILING

LOGIC

Omni Channel Retailing By LOGIC ERP

Omni-channel retailing is more than a trend—
it's what consumers are demanding.

Thus truly, *"Omnichannel as a means of improving service for customers and has developed and start with a plan, the first of which enables shoppers to buy online and pickup in any store. All this is designed so that customers can shop however, wherever and whenever they want, and this will set you further apart from pure play e-commerce business, "To support your omnichannel ambition, an order management system and customer analytics, which will drive incremental customer insights."*

Whether the organization is a retailer, or a manufacturer or distributor, their customers want one single thing: A consistent, compelling experience that crosses all channels, no matter if they buy in-store, online, or through social or mobile channels.

LOGIC ERP architecture enables retailers to break away from the tradition of integrating disparate information and functionality and migrate to a unified, single engine platform. This ensures high flexibility, fast time-to-market and outstanding centralized management, monitoring and control capabilities.

The platform features the following key architecture layers:

Unified Data Layer – provides the foundation necessary to maintain and share

common information resources used by all LOGIC ERP applications, including item, customer, sales transaction and inventory data.

Unified Business Logic Layer – contains the unified retail objects, services and business process rules and logic required to maintain all in-store, ecommerce, mobile and kiosk.

Client Presentation Layer – provides each customer touch point with its own personalized and customizable user experience, adapted to the specific client technology being used.

Tangible feeling of merchandise and innovative visual merchandising pursued impulse buying- Traditional Stores.

Traditionally customers prefer to buy at brick & mortar stores. They will be assisted with the visual merchandise and feeling of items. Style, look and feel more the size fitment with alteration impulse the buying decision.

Now a day's customers orders items over the interactive display of e-catalogues. Even if select items those are lying in remotely at warehouse or nearest stores and get picked up from the local stores.

The unified inventory across all value chain is real time expose to clients.

Here not only the ready stock even if the fresh arrivals and fashion quotient on production can be displayed.

Continued Progress on Omni-Channel Business Model

eCommerce Stores

- Most customers initiate shopping experience in the store
- 2Q FY12 sales up 19%; up 49% over last two years
- Ship-to-store rapidly growing



Traditional Stores

- Most customers complete shopping experience in the store
- In-store online ordering
- Ship-to-store pickup



Mobile

- eCommerce platform optimized for mobile
- Customers can interact with our brand wherever they choose
- 27% of online traffic was through mobile devices
- Forrester forecast 39% CAGR through 2016

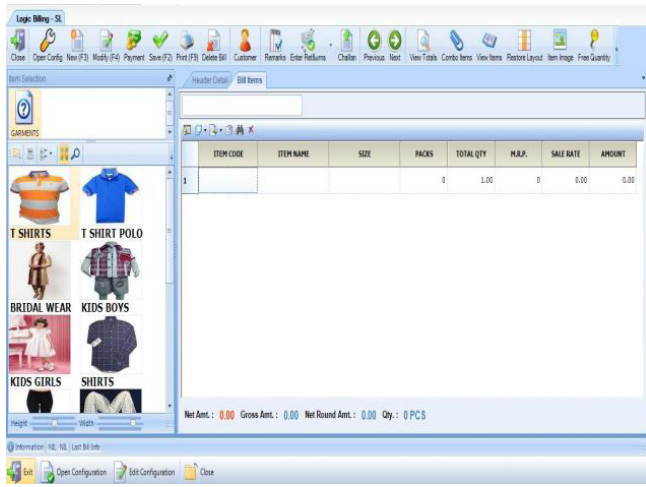


Social Media

- Over 530,000 Facebook fans
- 600,000 viewers of Holiday ad montage on YouTube



- ◆ Customers are rapidly changing the way they shop.
- ◆ Our integrated approach gives customers greater flexibility.



Real time stock at POS Screen.

No Sell Lost due to stock is not available at customer hand



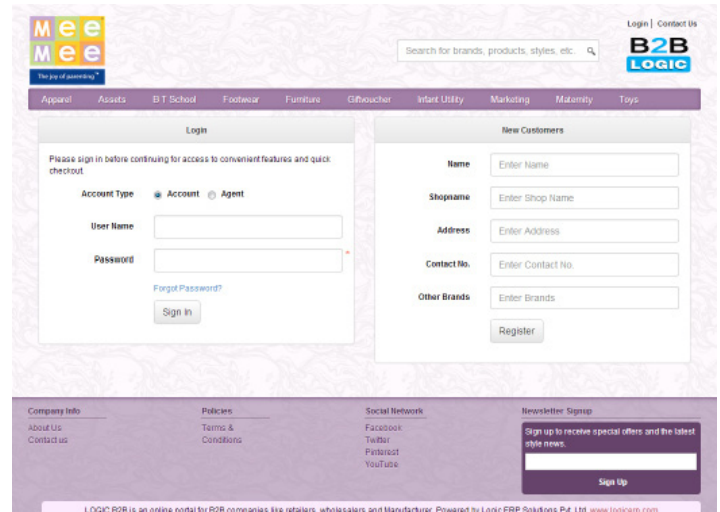
ECommerce- Online Shopping experiences



The presentation layer is unified across the B2C and B2B business layers. Clients can be experience single user interface and place their order online. Once the order placed the stock real time blocked at the dispatched locations as per the choice of clients.

Place the order online, pay or COD as per the customer convenience. Item can be picked from any desire retail outlets or dispatched to customers address mentioned.

Thus it is not necessary customers are compelled / restricted to any particular stocks or place of delivery. As truly the Omni channel commerce is Omni channel inventory management.

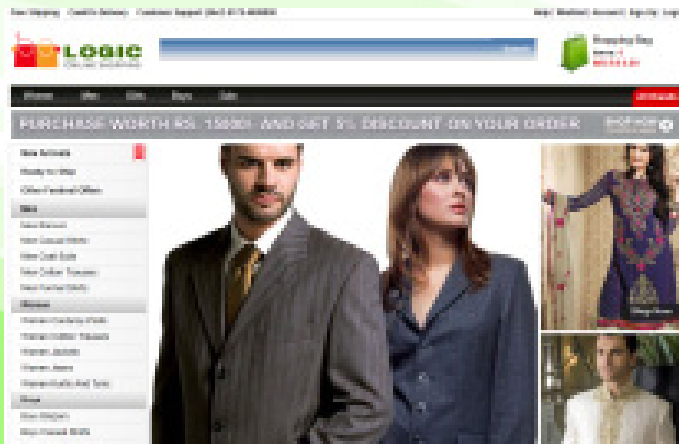


The B2B is an extension to online commerce to provide service to B2B customers may be any retailers, traders, wholesalers and business users. Most importantly a unified business layer and commerce component promises the real time scope and confirmation to all level of your business need.

Merchandise & Replenishment Management

The unified and centralised customer, consumers for all commerce –traditional brick & mortar stores, eCommerce, B2B, mobile and necessarily the social commerce like face book, twitter and LinkedIn. The replenishment of merchandise in all value chain is centralised and unified. It leads a best model of inventory control and replenishment.

The tightly integrated supply chain management connected the customers to suppliers. As a trader for eCommerce business simply extend the acquired purchase order to your registered vender to dispatch the order item and get commissioned for it. Thus the Vender Panel designed by LOGIC ERP is a truly connector and burden minimiser.



LOGIC Shopping Cart

Social Media & Social Commerce



What About Online Advertising?

If more and more brands adopt this same mentality of being channel-agnostic when it comes to a sale, will it matter if there's online advertising or perhaps better still - will it matter if it is referred to as online advertising as opposed to just "advertising?"

If brands are not going to care much less track the origination of a sale, what difference does it make?

"Now Social media treated as a Social Commerce, rather than for advertising, it may involve in impulse sell."



Online Vender Panel

LOGIC ERP FOR RETAIL HIGHLIGHTS

Omni Channel Management-In-Store Retail Management & Merchandising

OMNI Channel Management	<ul style="list-style-type: none"> • A unified business process, retail object or business logic run-time engine gives full visibility, access and management control across your channels: brick and mortar store, eCommerce site, mobile, social commerce, and more. • Omni-channel business layer —"buy online/pick up in store" enhance customer convenience. • Product as well as Service concept (Managing Work Shop) • Retail channel integration with online marketplaces and stores creates new opportunities for sales, customer interaction and feedback. • Integrate assortment and category management with eCommerce, B2B and Social Commerce. • Centralised / Decentralised Warehouse concept • Unified customers, Loyalty management with e-Gift voucher, e Discount Coupons at all brick & mortar stores, eCommerce, B2B, Mobile and Social Commerce.
POS Operation	<ul style="list-style-type: none"> • Item detail screen provide rich product details from multiple channels/sources. • POS application is a module into LOGIC Enterprise application, so scope of integration in native or inbuilt is out of the features. In today internet age all POS s are real time connected to mother location or head office retail server. • "Drag-and-drop" designer allows POS UI customization by role to enhance customer service and help reduce training time for new employees. • Powerful capabilities include layaways, global e-gift voucher, e-discount coupons, customer's returns management, credit notes, info codes (Promo codes), returns / voids / markdowns, inventory receipt / lookup / counts, real-time customer record and loyalty program updates, time clock, and floating POS till.
Centralised Store Control	<ul style="list-style-type: none"> • Real time promotions at all level may be In-Stores, eCommerce etc need to be unified applied. • Unified experience to customers for Loyalty Programme for earning and burning of Loyalty points.
Centralised Inventory and Merchandising Management	<ul style="list-style-type: none"> • Category heads are responsibly wants to audit the stocks across the all value chains on predefined schedule and time. Hence centralised Audit Form and schedule can control the task. • Price Administration in eCommerce, B2B, In-stores by Merchandise team administered with less efforts.

Omni Channel Management-E Commerce and B2B

On-line Storefront and Content Management	<ul style="list-style-type: none"> • Inbuilt Catalog management provides a centralized product catalog that contains product detail, multimedia displays, images in multiple magnifying mode and views and related article/style /item literature. • Inbuilt depository of store front design, ready to use. • Dynamic ways of designing product tag for easy and navigated search for product. • Payment gateways integrated with option to select and COD facilities. • Social Media as part of blogs and user engagement tool for advertising now enhances as a commerce tool to sell.
Centralized Inventory Management	<ul style="list-style-type: none"> • Real time stock at all touches points of customers and consumers. • Unified inventory for audit and replenishment control. • Price administration, promotion and loyalty programme for all fashion and core article.

Omni Channel Management-Customer care Helpdesk and Social Commerce

Helpdesk	<ul style="list-style-type: none"> • Support desk for any consumers and clients. • Tracking their interaction and claims with forward facilities to extend to principals • Unified helpdesk for universal sale approach.
Social Commerce	<ul style="list-style-type: none"> • Use the social media as advertising facilities to boost the sale. • Now loyalty programme get connected Social media to drag the referral consumers to buy, indirectly a source of sell.

To know more about the solution, just get in touch with us at 0172 4699800, 9872229933 or email us at sales@logicerp.com

Corporate Office: MOHALI

LOGIC ERP Solutions Pvt. Ltd.
Plot no: D-91, Level -3, Phase -7, Industrial area,
Mohali-160055, Punjab, India
Web: www.logicerp.com

Regional Offices:

New Delhi: 011-46998000, +91-8860633601, +91-8860633603
Mumbai: +91-22-42661090, +91-22-40033349, +91-9833521044
Ludhiana: +91-161-4626967, 5010990, 5010986, 2405439, +91-9888274946
Ahmedabad: +91-79-40094985,+91-9275061706