ORION
Getting You Home Early
RETAIL

Today's Retail Environment

Today's retail environment is more challenging than ever. Your customers expect top-notch products and services that are tailored to their needs. They demand convenience, quality and anytime, anywhere access to products. At the same time, meeting the needs of your customers has never been more difficult. Globalization has led to heightened competitive pressures and decreasing profit margins. Customers are more aware of their options than ever before. In order to compete in this retail environment, you need a system that can help you:

- Understand and fulfill customer demand in real-time
- Increase efficiencies by automating and streamlining your end-to-end operations
- Increase loyalty from existing customers and reduce the cost of acquiring new ones
- Make informed merchandising, stocking and logistics decisions that are based on analysis of data across your retail store locations
- Integrates and centralizes customer, sales and merchandising information across multiple channels and locations

Orion for the Retail Industry

Orion is an ERP II solution that can help you address these needs and get you on the path to increased profits. With Orion, you can experience the benefits of a full end-to-end system that integrates business processes across your organization, from supply chain and payroll management to customer relationship and retail store management.

Retail customers that have implemented Orion have realized benefits such as:

- Improved visibility and fulfillment of real-time customer demand
- Streamlined operations and elimination of duplicate data entry
- Increased customer loyalty from innovative loyalty programs that are tailored to meet the needs of individual customer segments
- Improved demand forecasting and merchandising based on analysis of retail operations across multiple locations
- Increased productivity for sales people and distributors in the field due to wireless access to critical data
- Fully integrated back office, merchandising and point-of-sale operations

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Innovation • Insight • Integrity

Orion Customer Relationship Management

Orion's Customer Relationship Management (CRM) module empowers you to better understand your customers' needs and enables you to create discount schemes and promotions designed to boost loyalty in targeted customer segments.

Feature:
- Capture and track customers' buying habits
- Create promotions based on criteria such as region & customer segment
- Create discount schemes based on criteria such as item group & outle
- Create retail outlet specific pricing and access it at the point-of-sale

Benefits:
- Improve inventory forecasting abilities. Ensure retail outlets are stocked with right items at the right times
- Enhance customer relationships. Improve promotional effectiveness by comparing promotional results
- Improve the bottom line by managing seasonal fluctuation in sales and pushing out slow moving stock
- Meet local pricing pressures by creating and implementing retail outlet specific price lists

Orion Point-of-Sale

Orion's Point-of-Sale (POS) module enables you to provide customers with ultimate flexibility when it matters most, at the point-of-sale. Integration with existing POS systems and centralization of data from all retail outlets improves efficiency across your operations.

Feature:
- Multiple payment forms, including cash and credit card
- Foreign currency handling, with auto-updates of exchange rates
- Integration to POS software and hardware accessories, such as barcode readers
- Till level security for on-the-spot discounts
- Create outlet specific coupons and gift vouchers
- Enable customers to create customized gift baskets
- Effective shift handling and day-end closing

Benefits:
- Provide customers with flexibility at the point-of-sale. Prevent loss of sales due to rigid payment methods
- Improve customer satisfaction by providing the option to make payments in local or foreign currencies
- Improve checkout speeds and reduce duplicate data entry. Improve visibility into customer demand
- Reduce margin erosion by preventing misuse of discounting rights at till level
- Retain and reward loyal customers based on outlet specific buying history
- Provide customers the flexibility to create gift baskets containing items of their choice
- Reduce errors and complications in shift records and day-end closings

Orion Supply Chain Management

Orion's Supply Chain Management (SCM) module enables you to streamline and integrate your supply chain with point-of-sale and customer information. Orion SCM enables you to improve demand forecasting and meet fluctuating customer demand.

Feature:
- Global view of stock across all locations
- Centralized procurement and decentralized distribution of goods
- Capture sales trends by item group, type and individual product codes
- Forecast demand for goods based on criteria such as time and region

Benefits:
- Prevent excess stocking of goods and loss of sales due to limited visibility into availability of goods
- Streamline logistics processes by cutting down on inter-store location transfers
- Understand sales patterns by product group. Increase accuracy of stock replenishment planning
- Proactively plan and forecast demand rather than reactively replenishing stock