



Omnichannel Retail Suite

Connect retailers and consumers successfully

How can you provide a uniform customer experience?

Retail has changed enormously over the past few decades. This is due to many technological developments, which have led to a restructuring of the retail landscape.

As a retailer, these developments mean that retaining the attention of consumers is a constant challenge. This means you must offer an optimum customer experience both online and in your bricks-and-mortar stores: you must integrate your sales channels. We call this unified commerce.

But how do you reach this holy grail? How can you offer consumers a uniform store experience across all channels, from orientation through to purchase and delivery?

The Omnichannel Retail Suite helps you achieve this. This platform allows you to make essential information available everywhere and in real time, while also ensuring a rapid and smooth checkout process – across all channels and from the POS or web shop to the consumer's front door.

Because one thing never changes: you want to offer your customers the best possible service.



The ultimate customer experience, online and in store

Thanks to the advanced technology of the Omnichannel Retail Suite, putting your omnichannel strategy into practice is simple. The platform feeds the right information into all applications for successful transaction processing – from your product information and promotions to your loyalty programme.

Retailers who use the Omnichannel Retail Suite have access to two platforms: a back-end system (Omnichannel Business Platform) and a device-independent Point of Sale platform (inPosition).

Omnichannel Retail Suite

Omnichannel Business Platform

Back-end system

inPosition

Point of Sale



Manage your retail format centrally

The Omnichannel Business Platform manages your retail format centrally and across multiple sales channels. This makes it easy to import master data and distribute it to all sales channels. Sales transactions and item changes are processed in real time, so you can manage the operational retail processes efficiently. This includes monitoring cash flows, directing replenishment and managing a loyalty programme.

Ecosystem integration

As a modern retailer, you are part of an ecosystem, so it is essential to integrate all the different solutions. This helps you offer your customers the best possible service. To make this integration possible, the system must be 'open'. The Omnichannel Business Platform is a retail platform with standard interfaces (APIs), which makes integration straightforward. The APIs are based on international standards (ARTS) and are documented in such a way that third parties can easily integrate them.

The Omnichannel Business Platform offers a wide range of standard integrations: from global vendors to local solutions, including payment providers, e-commerce, gift cards and CRM solutions. We also continuously add new integrations.



Some of the partners we integrate with.

A single, flexible front-end system for all sales channels

Customers expect perfect service in store. inPosition is a flexible platform that helps you provide maximum support to your customers and store employees.

The platform runs on almost all hardware devices and operating systems (Windows, iOS and Android). This allows you to set up your store processes exactly the way you want: design your own customer journey.

You can use a variety of solutions within the inPosition platform, including inPosition Point of Sale, inPosition inStore Services and inPosition inStore Operations.

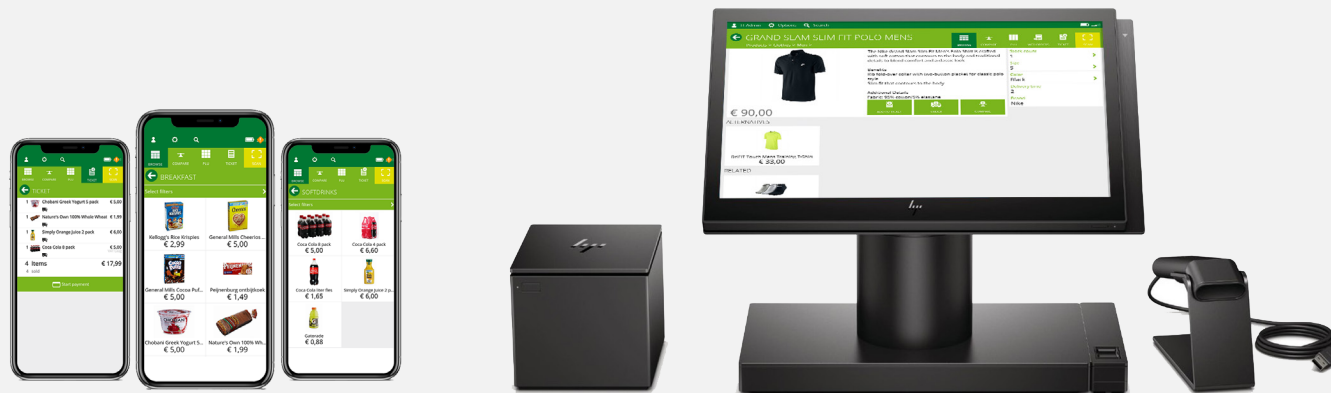


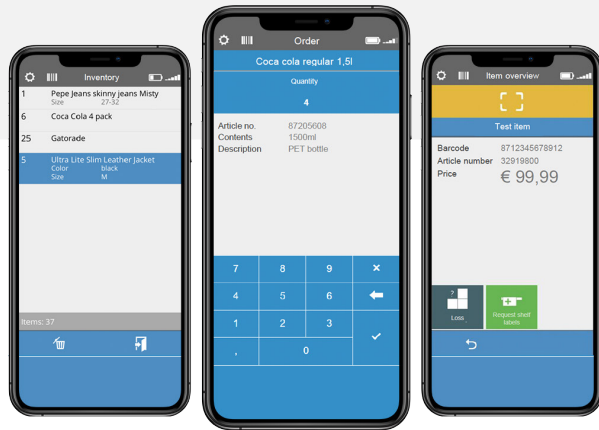
inPosition Point of Sale

With the inPosition Point of Sale platform, you can support the various sales processes with a staffed Point of Sale or one of the self-service concepts. inPosition can also be used as a Point of Service to support long tail, cross-selling and up-selling scenarios that prevent no-sale situations.

inPosition lets you empower your store employees. For example, you can make all information available through a mobile device in real time to offer the desired customer experience.

The software can be installed on various hardware platforms. The required peripherals, such as card terminals, scanners and receipt printers, can be connected easily (and shared between devices). This allows you to support every shopping trip, from rapid checkout Point of Sale to high service mobile Point of Sale in store (or home delivery) or self-service checkout.

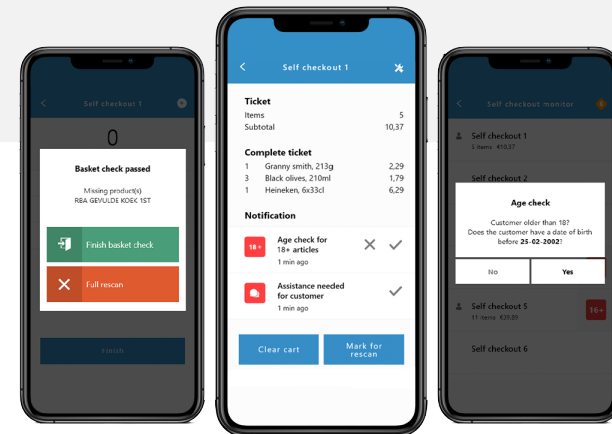




inPosition inStore Operations

To ensure that store processes operate as efficiently as possible and to increase the quality experienced by customers, inPosition inStore Operations offers numerous useful apps. These apps support the sales process by handling goods receipt, order picking for click & collect, stock-taking, discounting products, loss recording and shelf audits, etc.

inPosition inStore Operations runs on various mobile devices. In addition, these apps can easily be integrated with various back-end systems in a real-time environment through the Omnichannel Business Platform.



inPosition inStore Services


With inPosition inStore Services, you can easily monitor devices and transactions remotely, or offer service, perform an age check or carry out a spot check of a self-scan customer's shopping basket.

Why the Omnichannel Retail Suite?

With the Omnichannel Retail Suite, food, fashion and non-food retailers can offer consumers a seamless experience across all sales channels.

We have summarised the most important benefits below:

- ✓ **Ecosysteemintegratie:** you have access to a modern architecture, which allows online and offline channels to be easily integrated with the back-end system.
- ✓ **Service & check-out:** you have access to all up-to-date product and stock information. This allows you to advise your customers effectively and offer a rapid and smooth checkout process.
- ✓ **Reward customer loyalty:** you can generate customer loyalty with centrally managed promotions to support your marketing campaigns.



"With Centric's Omnichannel Retail Suite, we are able to put our retail strategy into practice more effectively. We always have up-to-date and unambiguous data at head office and in the stores, which allows us to make the right decisions faster."



Martijn van der Hoeven, Format Manager
SPAR



Doing the grocery shopping from home is easy with DekaMarkt

DekaMarkt uses the home delivery functionality in inPosition. This allows their customers to order groceries online for home delivery. Tikkie is used for secure, contactless payments.



SPAR University for quick grocery shopping

SPAR's University format uses inPosition Self-checkout. Store employees use inPosition inStore Services to monitor the self-service checkouts.



Byggmax optimises its sales channels

The 165 Byggmax branches use an in-store Point of Sale and a drive-in with inPosition Self-checkout to allow materials to be collected rapidly.



A flexible omnichannel solution for every retailer

Do you also want to reap the benefits of the Omnichannel Retail Suite? Centric offers technology that allows you to rapidly and flexibly adapt your sales channels to the latest retail developments, making you 100% prepared for the future.

About Centric

Centric offers a wide range of integrated IT solutions that serve the entire supply chain, from manufacturers to consumers. These include warehouse and transport management software, complete Point of Sale solutions and an integration platform for supply chain partnerships.

Want to find out more?

- NL** Ivo Tonk, Account Manager
Send an email to ivo.tonk@centric.eu
- BE** Geoffrey Vanderhaege, Account Manager
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The logo for Coop, featuring the word "coop" in a bold, orange, lowercase sans-serif font with a red underline.The logo for Dekamarkt, featuring the word "DEKAMARKT" in a bold, red, uppercase sans-serif font.The logo for Vomar, featuring the word "Vomar" in a red, cursive script font, with "VOORDEEL MARKT" in a smaller, red, uppercase sans-serif font below it.The logo for The Sting, featuring the words "THE STING" in a bold, black, uppercase sans-serif font, with the tagline "house of boards" in a smaller, black, lowercase script font below it.The logo for Chasin', featuring the word "CHASIN'" in a bold, black, uppercase sans-serif font.The logo for Score, featuring the word "SCORE" in a bold, white, uppercase sans-serif font inside a red oval with a white border.

Some of the clients who run their formats with the Omnichannel Retail Suite.