Openbravo for Retail
Driving Multi-channel Retail Performance

Openbravo for Retail is a **multichannel** and **web native** retail solution, **affordable**, **mobile and cloud ready**, for managing your entire retail operations, from sales, customer relationships and loyalty management through operations and finance. Multichannel retail performance management is transforming the definition of success for the modern retailer. Openbravo for Retail provides a **comprehensive** solution that provides support for brick-and-mortar, e-commerce and mobile order fulfillment necessary to compete in the intensely competitive retail market of today. The key to success for retailers is **business agility**, since it empowers retailers to respond to customer and market demands quickly and precisely.

Openbravo for Retail offers **powerful analytics capabilities** that enables performance analysis and improves decision-making throughout all levels of your organization. **Easy to adapt and extend**, Openbravo for Retail is designed to meet the needs of retailers today, and is ready to grow with you tomorrow and beyond.

Retailers rely on Openbravo because of its **robust feature set**, **affordability** and **rapid implementation process**, which lowers implementation costs and accelerates time-to-deploy. Openbravo's commercial open source model **minimizes initial investments and eliminates the risk** of your investment.

Contact us at info@openbravo.com today to learn how we can help you achieve your retail business goals.

Business Benefits

- Deliver a **consistent, multichannel customer experience**.
- **Control** product positioning, pricing and promotions.
- **Analyze product performance** by store and region.
- **Accelerate** new product introductions.
- Deal easily with a **very high number of product references**.
- **Manage financial performance** across individual stores and regions.
- **Reduce inventory overhead** with flexible replenishment capabilities.
- **Increase quality of service** by empowering your employees with better tools to support them while selling, like the use of mobile devices.
- **Ensure timely and cost effective** fulfillment of on-line orders.
- **Manage inventory in real-time**, with multi-company, warehouse and location analysis across all products.
- **Improve your time-to-market and be more agile** by adopting our usage-based solution to adapt to seasonal demand situations and fast up & running deployment in the cloud.
- **Minimize your hardware investment** by using mobile consumer devices, like tablets or smartphones.

End-to-End Visibility: workspace fully configurable at user level with real time reports and indicators to deliver insight into the performance of all your retail operations.

Multi-channel Retail

- POS Order Management
- In-Store Merchandise and Inventory Management
- Sales Order Management (Wholesaler)
- Complete E-commerce backend capabilities (available connector with Magento)
- Multiple Payment Methods Handling (cash, credit card, gift cards or vouchers, credit sales, multicurrency payments…)

Enterprise Management

- Retail organization (stores, store groups)
- Customer Relationship Management
- Financial Management
- Human Resources Management Support
- Document Management
- E-Learning Support tools for training your staff

Retail Analytics

- Dashboards
- Query & Reporting
- Spreadsheet-like Search and Filtering

Supply Chain Management

- Procurement
- Warehouse and DC Management
- Merchandise Distribution

Merchandise and Lifecycle Management

- Items and Assortments Management
- Retail and Wholesale Pricing
- Promotion Management (automatic or manual discounts, by percentage or amount, buy 1 get 2, packs…)

Openbravo Platform

- Full web and deployable on-premise, hosted or in the cloud, including a fully fledged OnDemand service, paid by use and with hosting included
- Modular and Interoperable with other leading business applications
- Scalable to adapt to any growth stage or multiple operations and deployment scenarios

Mobile Support: *Openbravo POS works on mobile devices, tablets or smartphones.*

About Openbravo

Openbravo is the leading provider of browser-based open source business applications for the cloud, with more than 6,500 organizations in 60 countries relying on Openbravo software every day. Leveraging our open source projects, we develop Openbravo Professional Edition, a compre-hensive horizontal ERP solution for mid-sized companies, a multi-channel retail management solution with integrated POS ready to be used on mobile devices like tablets and smartphones, and Openbravo for Coworking, a comprehensive cloud-based solution for managing the entire coworking space operations, from member relationships and sales through to operations and finances. All solutions are exclusively distributed through Openbravo channel of global partners.

All Openbravo software is available in the cloud, on demand, or on premise, with full freedom to migrate across deployment options at any time. An expanding range of over 400 free and premium Openbravo solutions and extensions is available "in app" through the company's central repository, enabling a unique, modular "assemble to fit" capability that provides best in class adaptability while preserving upgradability.

Openbravo has offices in India, Mexico, Spain and the United States.

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