Open Retail Presentation

The most effective solution for Intensive Retail Companies

You never miss a client! Open Retail guarantees a higher operation time and better reliability to small retail businesses, franchises, even very large chains! Simple & Affordable!

Manage your business. Improve client service. Reduce complexity!

Intensive Retail Management becomes affordable, easy and simple

The Open Retail Suite solution is an affordable and effective method for Intensive Retail Businesses to handle intensive competition conditions. Exclusively designed for Retail, for small or large businesses, it operates seamlessly, provides the necessary tools to offer continuous information on the company's progress in real time, limits operational costs through process automation and correct stock management, minimizes errors and, at the same time, easily adapts to each company's needs.

Retail companies, in order to handle the more intense competition, have to introduce innovations and not to focus only on low prices, so as to compete with major chains. If they want to increase sales, as well as check their stocks, supplies and profitability, investing on digital innovation is a one-way street. This means that they must integrate modern technologies. However, many retail companies lack the correct technological infrastructure and try to manage their business with old technology applications - non-compatible, without the possibility to be integrated with modern applications and unable to provide information. Retail companies

need an integrated solution, which meets all their needs, in addition to Sales and Shop Management, such as Clients Loyalty Management, offers, connection with POS and Online Supplies. A solution that automates all the company's procedures, providing the business owner and the Management with complete data control, in real time, so as to take the right decisions, at the right time.

The Open Retail Suite solution adjusts easily and simply to each company's needs, since it can be parameterized very fast and is compatible with any equipment.

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Open Retail Suite:
A fully parameterizable Retail Management system.

Ideal for all Retail businesses with one or more sales points, privately owned or franchise.

Open Retail POS

Open Retail Store

Open Retail Marketing Franchise

Open Accounting

Business Information

Start today and then adjust to future changes in the sector

Open Retail Suite:
Your ally for the Cashier & the Retail
Chain/Shop Management

Open Retail Suite is a single, integrated solution that provides information in real time on Sales Points (Cashiers), Stock Levels, as well as on Profitability, for the successful and efficient Company organization. Whether you wish to manage the Cashier, the Shop or the Retail Chain, Open Retail Suite provides all the tools that the business owner and the shop manager need, in order to manage their business with confidence.
For instance:

- **Retail POS**
- **Shop Management**
- **Increase Sales through Marketing Tools**
- **Chain Communications**
- **Statistics**

And since each business operates differently, Open Retail Suite is a modular application that can be fully adjusted to the needs of each small or large business. Moreover, it integrates 25-years knowhow from the Retail sector.

Most importantly, the company's employees are able to use the application from day one! The solution can also be extended, as the needs of your business grow or if so required by changes in the sector.

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Open Retail POS:
Seamless Cashier Operation

Open Retail POS is designed so as to allow fast transactions at the cashier, minimizing errors. The interface screen is particularly simple and dynamic, for the user to become familiar with it very quickly and to complete the transaction in two steps. It can be operated with a simple screen (keyboard) or a touch screen. It is implemented at shop or chain level; in addition, it fully serves cashier operation, supporting cashier transactions, weighed items, loyalty policies, offers, multiple payment methods and quick receipt closure. Open Retail POS has minimal equipment requirements and operates with or without tax equipment or the use of ADIME (Autonomous Fiscal Units), EAFDSS (Special Safe Tax Device for Items Labelling), Cashier Machine, with Offline or Online connection with the shop's Server.

Open Retail POS offers unique features at transactions level, with client-centric functionality, which make it unrivalled:

- **Multiple Retail Screens, Retail Screen& Keyboard Parameterization**
- **Multiple Payment Methods, Retail Vouchers**
- **Press Sales Support, in cooperation with the ARGOS-EUROPE press agencies.**
- **Sales of Cards, iTunes, Tickets, OPAP (Greek Organisation of Football Prognostics) Games, on separate receipts**
- **Sales of call air and prepaid cards through the software**
- **Payment of Third Parties' Bills (Utilities, Mobile Telephony)**
- **Clients Loyalty Reward, Discount Policies and Combination Offers.**
- **Issuing Invoices on thermal printer.**
- **Users' Rights, Monitoring Cashiers per Shift, cancelled transactions.**

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Open Retail Store:
Gain Control of your Shop

Open Retail Store enables both the Business Owner and the Shop Manager to organize all aspects of the retail business, in real time. In fact, there are 2 screens through which they can manage: Items Trading, Sales, Returns, Purchases, Payments–Proceeds. It also offers all the necessary tools that enable to check cost, purchases, stocks, orders and pricing policies. Open Retail Store actually includes all the features required for the operation of Open Retail POS but also for the execution of tasks at the shop, such as cashier management, purchase orders, item delivery, item trading, shop inventory, client loyalty card management, as well as suitable business information.

The main features of the Open Retail Store solution are:

- **All-in-one transaction management form, increasing employees' productivity and, at the same time, reducing the time required for training in the system**
- **Wireless Terminals Management Software**
- **Multiple Suppliers Items Codes**
- **Barcodes & Serial Numbers Support**
- **Colour & Size**
- **Delivery module**
- **Non-invoiced vouchers**
- **Digital Signage Support (Advertising Screens) in the Shop**
- **Production-Consumption System for fast food shops**
- **Inventory System**
- **Online Shop Statistics on mobile devices**
- **Check product expiry dates**
- **Support 24/7**

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Open Retail Marketing:
Your Ally in Sales

Increase your sales by utilizing the marketing tools provided by the Open Retail Suite platform:

- **Client Loyalty System (Loyalty)**
- **Discounts and Offers (Mix&Match)**
- **Digital Signage, offers promotion in the shop.**

Create a central planning for your campaign - product offers and discounts - and update one or more shops with a single click. Increase the effectiveness of the campaign by visualizing the message in a shop, through Digital Signage screens. "Lock" your clients, by applying loyalty programs. With all the above you can increase your turnover fast and easy.

Client Loyalty Reward
- **Managing Shop / Headquarters Client Cards**
- **Gaining Points**
- **Cashing Points**
- **Gift checks / Gift cards**
- **Quantitative Offers and Discounts**
- **Create offers based on item code, category, subcategory, set, and apply the desired discount policies.**
- **Use the combination of offers and discounts to encourage clients to purchase more items in order obtain the discount.**

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Franchise - Chains:
Management in Real Time

Franchisors and franchisees need information in real time as regards sales, stocks and prices. Franchise owners can benefit from an easy to use software, which offers information in real time, with minimal maintenance requirements. The Open Retail solution, through the procedures developed for most chains in the market, assists franchisees with the daily tasks of sending and receiving changes from and to their headquarters, and helps them maintain the desired levels of stocks, providing them with the necessary information. At the same time, they have the possibility to apply their own discounts and product offers.

Unique features for Franchise:

- **Implement the daily procedures for price changes easily and fast.**
- **Check offers and discounts**
- **Accurately calculate turnovers per category and the cost of exploitation rights that you need to pay to the Franchisor**
- **Receive information, in real time, on sales, in the shop and on your mobile phone.**
- **Receive information on the sales average in real time when you enter orders**
- **Receive information on tasks carried out by your employees (cancellations, returns)**
- **Support 24/7**

Open Accounting:

Complete Management of the Retail Business Resources

The Open Retail solution is completed with the transition to the next level, through Open Accounting, which provides complete management of the retail business at a central level, by further automating the processes. The innovation in records organization through the double-entry system achieves the integration of all the procedures that are created, from selling an item at the cashier up to the accounting and business viewing, offering an integrated method for monitoring all business operations, by connecting departments, operations and information in an integrated work environment.

Specifically:

- **General and Analytical Accounting**
- **Receivable and Payable Accounts**
- **Supply Chain**
- **Storerooms Management**
- **Business Information System**

The application has been developed based on the concept of All-in-One screens, which reduces the time required for users to make the transition to the new system, while minimizing errors at the same time.

Unique features for Open Accounting:

- **All-in-One Storeroom Management Form (Purchases–Sales, Trading)**
- **All-in-One Financial Transactions Monitoring Form (Proceeds, Payments, Securities)**
- **Uniform operation of companies, regardless of the bookkeeping method & accounting books category**
- **Two-way update of receivable-payable accounts from all modules (Financial-Accounting)**
- **Automatic check-match between modules**
- **Connection with EDI systems for electronic invoices**
- **Monitoring agreements with suppliers (discount credit notes)**
- **Profitability at voucher level**
- **Central Management of all Shops**
- **Business Information**
- **Management of regular inventories (accounting profit through inventories).**

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Business Information

The survival of the Retail company directly depends on quick access to all the necessary information for the company's management – Sales, Clients, Stocks, Financial and Profitability – so that the business owner can immediately react and correct any management faults. Open Retail Suite provides integrated statistics in all work flows, from Management of Cashiers & Shops, to Stocks, Purchases, Payments and Profitability.

The information is even available on the Internet, so that the people in charge can manage the company at all times, wherever they are.

Complete integrated information:
- **Integrated information on stocks, sales and purchases**
- **Stock Analysis per age, information per category, item and profit margin.**
- **Balances for Storerooms, Items, Clients, Suppliers**
- **Discount credit notes**
- **Statistics for intensive retail and wholesale**
- **Shops statistics**

It also enables the Business Owner, Accountant, Shop Manager to receive specialized and dynamic information, by using the Business Intelligence tool - Targit.

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Open Retail Suite is a modular solution, where each module can be implemented separately and can also be integrated with third parties' applications. Moreover, it allows the clients to start with the Open Retail Simple solution, so that once their needs grow, they can choose more modules. It addresses the following cases:

- **Cashier coverage (POS)**
- **Small individual shop (e.g. Mini Market)**
- **Individual Supermarket**
- **Supermarket Chain**

Moreover, the necessary settings have been made so as to be able to cover the following operations:
Bakeries, Fruit Stores, Butcheries, Cafés-Fast Food, as individual shops or as part of a Chain

In Open System Solutions, we continuously develop the Open Retail Suite solution, thus protecting the Business Owner's investment.

- **We continuously integrate new functionalities, so as to meet the constantly changing needs in Intensive Retail.**
- **We promptly respond to all the changes in the tax framework.**
- **We provide support 24/7, ensuring longer operation times**

Thus, the business owner can focus on the clients without distractions, adopting a client-centric and simple solution.

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Open Retail Suite: One Solution - Multiple Advantages

Business Owner

Open Retail Suite allows for the homogeneous flow of information throughout the overall business, so that you, the Business Owner, can manage it in an effective and profitable way.

- **Increase the performance of your investment, implementing the whole platform or separate modules, decreasing IT costs while, at the same time, you increase your employees' productivity**
- **Receive prompt information on your overall business; this solution offers you the assurance you need in order to make the right decisions for your business**
- **Apply marketing policies that will increase sales**
- **Increase your clients' satisfaction and devotion.**
- **Reduce your operational costs**

Shop Manager

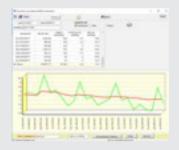As the Shop Manager, obtain all the tools and information you need, so as to manage the shop in an effective way.

- **Retail Suite is a client-centric platform, which frees up time from the management so that you can build solid relationships with the clients**
- **Apply promotional activities within the shop, so as to increase sales**
- **The company's employees can connect to and manage the Retail POS solution very quickly. The solution ensures the minimization of errors, increasing their productivity.**
- **Manage the shop more effectively through the automation of procedures**
- **Obtain immediate information on stocks, sales-purchases, payments.**
- **Achieve the uninterrupted cashier operation, with almost zero downtime.**
- **Check your employees and the available stock at your shop.**

Accountant

As the Accountant, you have the possibility to optimize financial procedures. The full automation of procedures, thanks to the integrated double-entry system, minimizes errors and decreases the occupation time for checking the shop.

- **Automate all Accounting entries and focus on strategic operations for the business**
- **The method for monitoring financial accounts (cashier, credit cards, bank POS, vouchers) simplifies management and facilitates information.**
- **Replace insufficient and manual procedures with automated ones, which increase the added value you can offer to the Business Owner and the business.**

CONCLUSIONS

Open Retail Suite is designed specifically for the Intensive Retail Market and is intended for Individual Shops as well as Major Chains. It is a uniform, affordable and economical solution for the management of the overall Business.
It covers Intensive Retail (Open Retail POS), Shop Management, Client Loyalty Reward, Offers & Discounts (Open Retail Store), Accounting & Financial Management (Open Accounting), and Business Information. It is provided based on limited or unlimited time licenses.

Targets

- **To increase your sales**

- **To manage stocks effectively**

- **To have direct access to business information for more effective management**

- **To improve your clients' satisfaction**

- **To achieve the smooth operation of the Business**

Modules

- **Open Retail POS**
- **Open Retail Store**
- **Open Retail Marketing**
- **Franchise**
- **Open Accounting**
- **Business Information**

Advantages

- **Minimize errors throughout the Business**

- **Increase your clients' satisfaction**

- **Adjust easily to changes in the sector**

- **Make the right and prompt decisions based on valid data**

- **Apply marketing policies to increase your sales**

- **Company**

OPEN SYSTEM SOLUTIONS
WE SOLVE EDP ISSUES, SO THAT YOU CAN FOCUS ON MANAGING YOUR BUSINESS

Open System Solutions is involved in the development of business software solutions and the provision of IT consulting services to small, medium and large companies. Our primary target is to improve our clients' operations through the effective use of the business solutions we offer, so that they can automate and simplify all their company's operations. We continuously invest on our products and people, so as to integrate new functionalities and new technologies, which offer added value to our clients. We specialize in meeting the needs of vertical markets for Retail, Restaurants, Ferry Companies and Gyms, Services.

Solutions
- **Open Accounting ERP**
- **Open Retail Suite**
- **CRM**
- **Open Fitness - Gyms**
- **Vessels Management (Ferry Companies)**
- **Agency Management (Manifests– Bills of Lading)**

Services
- **Parameterization Services**
- **Installation Services**
- **H/W Services**
- **Network Management Services**
- **Training Services**
- **Support Services**

DISTINCTION
The Open Accounting and Open Retail Suite solutions won an award in the competition "Self-Service Excellence Awards 2012" in the category "Innovation & New Technology", for the automation and simplification they offer in the management of Retail Businesses.

Open System
Solutions

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