



TECTURA®

Retail Solutions
Delivered by Tectura

Tectura Makes a Distinctive Difference for the Retail Industry

Drive customer experience improvements that boost loyalty, profitability and competitive advantage with smart, flexible solutions that give you visibility and control over every aspect of your retail business. Whether you have five stores locally or thousands of stores around the world, Tectura unites the expertise to understand your most pressing business and technology challenges with the innovation to solve them. Benefit from our proven track record of focusing skill, experience and deep retail knowledge to achieve your retail goals. We look at your entire business and address the complete supply chain - from financials, operations and distribution to point of sale, purchasing and store management.

Whether it's a complex environment or a simple rollout that requires extra horse-power to get the job done, Tectura is your "go-to" partner for retail. We have built relationships that last by putting our clients first. We invest our expertise and resources in our clients' immediate and enduring success. You can count on Tectura to bring together the expertise, energy and resources it takes to go the distance.





ACCELERATE BUSINESS GROWTH

Tectura delivers solutions that provide retailers with a powerful tool to drive and sustain business growth. By enabling key benefits such as faster transaction processing, enhanced inventory control, and improved visibility into the supply chain, the solution lets businesses focus on optimizing the customer experience. With more control over business processes and better business intelligence, retailers enjoy standardized operations across the enterprise that facilitate an improved customer experience and ultimately drives more sales.

REDUCE OPERATING COSTS

One of the biggest challenges retailers face is controlling operating costs. Without clear visibility into every aspect of the business - from the back office to the point of sale - effective cost management is virtually impossible. By providing near real-time access to single views of synchronized data about supply chain events, inventory levels, sales performance, and other key business activities, our single end-to-end solution eliminates the need to maintain and synchronize multiple systems. This drives down costs per store while enabling retailers to quickly track costs across the entire operation.

PLAN AND EXECUTE A MORE EFFECTIVE MERCHANDISING STRATEGY

One of the most important investments for any retailer is merchandise inventory. Because effective inventory management is integral to success, retailers need a solution that enables deep insight into demand and sales trends across all product lines. This capability ensures that the right products are available in the right channel, at the right time. Our end-to-end solutions combine rich performance analysis functionality with powerful planning features, helping retailers gain maximum value from their merchandise inventory for enhanced performance and profitability.

Get Smart, Flexible Solutions that Address the Requirements and Complexities Unique to Your Company's Retail Needs and Challenges

Tectura Retail Solutions are flexible, easy to implement and easy to learn.

Gain Visibility Across Your Supply Chain

Ensure that merchandise is in the right place at the right time.

REPLENISH INVENTORY FASTER

Enhanced supply chain visibility helps to reduce cycle times, ensuring that the right products are always on the shelves and in front of customers. With an integrated replenishment module featuring powerful analysis and forecasting capabilities, this solution empowers purchasing personnel to make better-informed decisions, supports optimized warehouse efficiency, and enables more strategic sales planning and budgeting. The ability to boost replenishment speed and integrate this process across all lines of business means that retailers can:

- Optimize inventory levels and reduce holding costs
- Achieve better inventory turnover rates
- Decrease the need for mark downs
- Streamline supply chain management

MANAGE VENDOR RELATIONSHIPS MORE EFFECTIVELY

The ability to analyze vendor performance across a range of metrics - including purchase order fulfillment and invoice discrepancies - lets retailers choose suppliers that add the most value to their business. Retailers can optimize replenishment and minimize disruptions to the sales cycle by establishing partnerships with high-performing vendors. With access to consolidated vendor comparison data, retailers can make better-informed procurement decisions, saving time and money while ensuring stringent quality-control standards.

INTEGRATE PLANNING AND IMPROVE PURCHASING WITH OPEN-TO-BUY

Seamlessly connect planning and purchasing processes to optimize resource allocation. This allows retailers to take a more strategic approach to creating purchase and sales budgets to better align with customer demand and growth goals. By facilitating more efficient assortment planning and enhanced purchasing control, our solution helps retailers achieve the right product mix for their customers, improving the customer experience and driving repeat sales.

With the Open-to-Buy module retailers can define purchasing parameters based on customer demand data for a given sales period, by quickly establishing purchasing limits and adapting them as their business needs change. This helps retailers ensure that capital investment matches set limits for each product line.





GAIN GREATER EFFICIENCY WITH A COMPREHENSIVE RETAIL SOLUTION

Expensive to maintain and complex legacy integrations, growing price competition, diversification of sales channels, and declining customer loyalty are some of the many challenges that retailers face. To compete and succeed in this environment, businesses need to optimize the buying experience and deliver maximum value for their customers. By implementing a comprehensive business management solution that connects every component of operation - from financials, operations and distribution to point of sale, purchasing and store management - retailers can drive efficiency and improve service while reducing costs. In addition, this uniquely integrated platform makes multi-channel retailing an achievable option. Tectura solutions for retailers offer end-to-end business management capabilities combined with retail-specific functionality.

TECTURA IS YOUR 'GO-TO'
PARTNER FOR RETAIL



Support Multi-Channel Marketing

Create a consistent brand experience with whatever channels your customers use — in-store, online, through catalogs.

TARGET SALES GROWTH, GREATER EFFICIENCY AND CUSTOMER CENTRICITY

Customer-centricity is the driving foundation for today's multi-channel retailer. With consumer spending tightening and expectations higher than ever, effective, measurable marketing is key to customer retention and the acquisition of new ones. Tectura's retail solutions enable retailers to:

- Know their consumers as individuals with a 360° view of customer interactions and behaviors
- Manage a wide product range across a variety of catalogues, websites and store channels
- Up-sell and cross-sell to drive low-margin lines to higher profit items
- Optimize shipments to reduce delivery charges and maximize profit
- Successfully compare and select suppliers
- Thoroughly evaluate marketing offers and campaign success
- Streamline customer returns, refunds and exchanges to bolster customer loyalty

BOOST CUSTOMER LOYALTY WITH SMARTER SELLING

In today's retail environment, where consumers face an abundance of choice, building and maintaining customer loyalty is more important - and more challenging - than ever before. One of the most important elements in any customer loyalty strategy is the ability to deliver a personalized shopping experience to customers. Achieve this goal with in-depth information about customer product preferences and past purchases. Tectura-delivered retail solutions offer an end-to-end solution that lets businesses access and analyze consolidated customer data to execute a smarter selling strategy. Tectura helps retailers maximize customer satisfaction and sales by offering modules that enable:

- Powerful data management capabilities to track customer purchases and preferences
- Increased automation for greater efficiency and enhanced customer service
- Flexible price management functions
- Improved inventory planning and management to minimize out-of-stock scenarios
- Enhanced merchandising and replenishment for streamlined store operation

Fuel Stronger Customer Relationships With Advanced Technology

Because Tectura's solutions for retailers provide a comprehensive business management solution built on Microsoft Dynamics, our clients both maximize their technology investment and benefit from innovative technology that can scale to meet changing business needs.

PERSONALIZE CUSTOMER RELATIONSHIPS

With access to detailed information about product preferences and purchase histories, you can better anticipate the needs of the individual consumer and engage your customers in an informative conversation, rather than an empty sales pitch. Employees can then spend more time describing the product features and specific benefits that mean the most to each customer. Tectura provides retailers with the capability to personalize customer relationships through:

- Point-of-sale promotions and preferred pricing for select customers
- Business intelligence that supports improved store layout based on customer needs
- Customer loyalty and rewards management programs

DELIVER BETTER CUSTOMER SERVICE

Improved customer service results with a better understanding of consumer needs and the ability to meet those needs in a highly personalized way. Tectura delivers tools for localizing assortments to meet customer buying habits. These tools ensure a balance is struck between overstocks and out-of-stocks, resulting in a positive customer experience. Create greater customer intimacy with the ability to recognize your customer and build one-to-one relationships; gather customer data and use it to create unique and personal experiences.

BUILD MORE EFFECTIVE MARKETING CAMPAIGNS

Retailers can take advantage of deep insight into customer preferences and past purchases to create highly targeted marketing campaigns that drive continued revenue growth. This provides retailers with the ability to extend personalized communication with customers beyond the store, opening up additional opportunities for up-selling and cross-selling.



Key Benefits of a Retail Solution Delivered By Tectura

FEATURES	FUNCTIONALITY
<p>Integrate and streamline business processes for greater efficiency and increased profitability, Tectura delivers a single end to end solution that empowers retailers to achieve performance and revenue goals in the following ways:</p>	<ul style="list-style-type: none">• Comprehensive business intelligence facilitates more strategic decision making• Single platform (BackOffice to Store to POS) model supports faster user uptake and proficiency• Flexible, six-level retail framework for variant collection• Point-of-sale system with online and offline capabilities for enhanced resilience• Built on Microsoft Dynamics platform ensures system stability and scalability
<p>Enhance the planning and execution of your merchandising strategy with Retail solutions delivered by Tectura that offer:</p>	<ul style="list-style-type: none">• Better cost control through seamless integration between Open-to-Buy and Purchasing systems• Enhanced capability for creating channel-specific sales plans• Increased capacity for tailoring replenishment based on specific business needs• Improved ability to create and manage sales budgets• Enhanced profitability through increased store efficiency• Stronger customer loyalty derived from more responsive service
<p>Maximize opportunities for strengthening customer loyalty by leveraging the following benefits:</p>	<ul style="list-style-type: none">• Designed to facilitate a customer-centric shopping experience by enabling:<ul style="list-style-type: none">▫ Real-time insight into customer preferences▫ Enhanced inventory control for maximum product availability• More efficient store management for faster service• Easy-to-use allocation and replenishment features to help retailers get the right product to the right place at the right time• Designed to meet the needs of retail businesses of all sizes, from stand-alone stores to complex multi-store operations• InStore Management feature supports increased automation, freeing up sales associates to provide personalized customer service

The Tectura Advantage

Tectura is a worldwide business solutions and technology services company, delivering exceptional service and sustainable value through software, consulting and IT implementation. With team members in 20+ countries, Tectura applies its industry knowledge and best practices philosophy to provide Microsoft-based ERP, CRM, Point of Sale and technology solutions throughout the Americas, EMEA and Asia Pacific.

As a leading Microsoft Partner, we maximize our vast technology resources and deep Microsoft expertise to deliver increased efficiency, project acceleration and a competitive edge.

For more information on Retail Solutions delivered by Tectura contact us at: na.inquiries@tectura.com



TECTURA
4309 HACIENDA DRIVE
SUITE 550
PLEASANTON, CA 94588 USA
+1 (650) 295.1925
info@tectura.com

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