

# Omni-Channel Local Solutions



“In a highly competitive environment where the cross-channel sale is becoming more and more important for the industry, order management and the associated in-store execution capabilities are the most critical piece of the retail infrastructure to get right.”

— Gander Mountain

## Empower the Store Associate

In the race to compete against new market entrants in pure-play digital retail, where the diversity of selling channels is reaching parity among competitors, the store is the new front line. Even among established brick-and-mortar retailers, the store has become an innovation magnet for improving the shopping experience to counter a promotions-heavy climate and for protecting the high-touch shopping experience while also making store inventory available to satisfy online demand.

At the front of this innovation wave is the store associate. Now expected to be expert in mobile, digital selling, breaking down channel divisions in customer service and being an efficient fulfillment specialist, the store associate must also maintain traditional responsibilities in sales, service and merchandise management. Manhattan’s Omni-Channel Local Solutions are purpose-built for this multi-faceted role and highly dynamic environment.

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# Solution Components

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## Omni-Channel Local Solutions include:

### Point of Sale

The Manhattan store platform transforms this conventional application with an interactive and intuitive experience for store associates. Point of Sale operates in fixed lane or on-floor mobile deployments in permanent stores or temporary locations and delivers a low cost, minimal footprint to maximize floor space and help optimize store design. Point of Sale supports high-speed check and line-busting for volume locations, or it can operate as an embedded cart with the high-touch Clienteling application. Selling from all available network inventories with a single-swipe in the store means saving the sale and never missing the opportunity to delight a customer. Through Point of Sale, three giant leaps are taken: the endless aisle is always full, check out is faster than ever before and the application is as easy to use as an associate's smartphone app.

#### Features + Functions

- Deployable on multiple mobile form factors
- Wired/wireless printer integration
- Legacy POS adapters for mixed-mode deployments
- Payment server integration
- Barcode scanner/mag-stripe reader sled-ready
- Cash drawer integration
- Secure end-to-end transaction encryption
- Secure associate login/authentication
- Role-based functional authorization with flexible manager approval options
- Configurable workflows
- Configurable look-and-feel branding
- Centralized, web-based administration

### Clienteling

Allows store professionals to meet their customers at key points along the brand journey—before, during and after store visits for personalized attention and service. Surfaces a 360° view of customer activity (from Enterprise Order Management) with an electronic 'black book' for a high-touch, premium shopping experience.

#### Features + Functions

- Get a 360° customer profile across channels, leveraging data from Enterprise Order Management, including order history, customer wish lists, a recommendations scratch pad and customer notes
- Built-in mobile point-of-sale engine with full checkout functions
- Personalized shopping and guided selling with customer-specific digital assets
- Multi-channel communication (email, SMS text and more)
- Recommendations, cross selling and promotions based on customer preferences
- Interactive look books, product videos and other assisted selling content
- Manage customer appointments
- View sales metrics for store associates

## Tablet Retailing

This multi-purpose solution supports both self-service digital displays and associate support to deliver product finders, look books, interactive demos, multimedia content and documentation.

### Features + Functions

- Assisted selling
- Product finder
- Look books
- Digital content display
- Demonstration videos
- Available in multiple form factors, including touchscreen monitors, tablets and all-in-one PCs
- Centralized content management via web-based interface
- Reporting and analytics on customer interactions
- Operable both online and offline

## Store Fulfillment

Enables robust picking, ship-from-store and in-store pickup flows with an easy-to-use mobile interface. By providing real-time access to fulfillment information, activities and processes across the entire store network, Store Fulfillment complements the Order Management system, enabling efficient fulfillment and delivering customer satisfaction.

### Features + Functions

- Efficiently manage a pick queue using an innovative approach that provides the right context for each order in real-time through a sophisticated rules engine
- Split an order across multiple associates for efficient picking
- Start the fulfillment transaction on mobile and complete on the web browser or vice versa
- Enable efficient processing of site-to-store orders with integrated receiving and fulfillment
- Manage customer pickups with signature capture for proof of delivery
- Rate, ship and track parcel packages with absolutely no rate and carrier label maintenance using out-of-the-box integration with leading parcel carriers
- Provide support for Windows, iOS and Android platforms

## Store Inventory

Ensures inventory accuracy to improve sales, reduce out-of-stocks and improve store replenishment efficiencies through receiving and inventory management capabilities.

### Features + Functions

- Manage perpetual with great accuracy using the inventory disposition capabilities
- Receive in store by load, case/carton or item
- Execute periodic or ad hoc cycle counts
- Print retail price tickets
- Capture ad-hoc inventory adjustments
- Execute ad hoc store to store transfers
- Process claims and recalls
- Support for Windows, iOS and Android platforms

