

aptos®

Aptos® ONE  
Retail Experience  
Platform



## You can't build the future on yesterday's technology

The future isn't going to wait for you to modernize your customer experience. And neither will your customers. Retailers need a platform – a foundation for delivering new customer experiences that keep up with the rapid pace of consumers.

### Aptos ONE is the only modern Retail Experience Platform, designed for the store:

We took over thirty years of point of sale and omnichannel software expertise and distilled it all into the essential microservices needed to deliver customer experience as a retail platform, in the store, online, and anywhere else you need to be. A technology platform as a service, tuned and optimized for stores and beyond.

#### Industry-leading retail experiences, focused on commerce first:

- ▶ **Use all of the capabilities of rich digital experiences**, delivered with all the reliability of traditional point of sale.
- ▶ **Untether store associates** from cash wraps and expensive hardware.
- ▶ **Take commerce anywhere** – move from the store's parking lot to a pop-up event, to embedded within a consumer mobile app.
- ▶ **The same universal set of commerce services**, repackaged where and how you need them.
- ▶ **Always be first to market** with innovative customer experiences. Quickly add third party capabilities and easily blend those into existing experiences.
- ▶ **Deliver multiple iterations of an experience** in the time it used to take to test one experience.



#### Key Benefits:

- ▶ **Unlock omnichannel value** with an integrated in-store experience for both customers and associates.
- ▶ **Reduce hardware costs** by 25-55% through reduced hardware footprint and lower infrastructure costs.
- ▶ **Set up new registers** in minutes instead of days.
- ▶ **Reduce implementation time** by 25-50% through reduced integration efforts and automated upgrades.
- ▶ **Achieve faster ROI** through more frequent delivery of new capabilities.
- ▶ **Drive more sales** (over 3% on average) through pop-up shops, in-aisle mobile selling, line-busting, self-checkout, and increased floor space.

# Aptos ONE Store Commerce

Aptos' deep expertise in POS, reimagined for cloud-native microservices. Modern hardware support for fixed till, mobile, or interchangeable. Enabling traditional stores or pop-ups with robust take-anywhere, offline capabilities.

## Store Selling

Traditional point of sale activities, bolstered by server-less offline resiliency. Key or scan, including smart scan. Add items not on file, zero-priced items, bag fees, configurable item identifiers. Add salesperson to the transaction, suspend and resume, manage voids and price overrides, supervisor overrides and role-based security. Simple, modern UI can get new associates up and running in less than ten minutes.

## Customer Management

Grow your customer base and increase the percent of identified customer transactions. Configurable customer capture, look up / add / update customers, add customers to transactions. Apply any applicable loyalty offers, promos, or benefits. Track and update points. Google-esque customer inquiry. Integrated with Experian Address Verification.

## Omnichannel

In-store selling capabilities designed from the ground up to be omnichannel-native. Deeply integrated omnichannel selling capabilities to help associates capture demand without interrupting the customer journey. Save the sale, endless aisle, ship from store, fulfill from store.

## Universal Cart

Coming soon! Revolutionary approach to the challenge of moving customer carts across channels. Access, save, edit, or convert a universal cart across all channels. Account for cart history as well as price, promotion, tax, and shipping information.

## Discounts & Promotions

Promotional pricing leverages one of the most comprehensive libraries of promotion options, including simple discounts, tier pricing, BOGOs, threshold discounts, package pricing and more. Employee discounts, configurable quick keys for commonly used discounts, and support for validated single-use coupons. Configurable rules for applying discounts at item and basket level.

## Product Inquiry

Put your enterprise inventory in your sales associate's hands. Google-esque product inquiry, including support for SKU, UPC, style, or description lookup. Add to cart from product inquiry. User-defined attribute controls. View system-wide inventory by store, by distance radius, and more.

## Item / Transaction Modifications

The flexibility you need to keep items and prices accurate, while keeping the sale moving. Multi-item selection, item comments, void items, override prices – or restrict the ability to override. Modify line item quantities, void the transaction. All actions taken within a transaction are tracked in the transaction log.

## Self Service

Consumer-facing self-checkout, delivered via streamlined hardware deployments. Move seamlessly between self-checkout and attendant/assisted checkout modes for the ultimate flexibility in stores.

## Payment

Move to modern payment support with Aptos ONE via Adyen or Aurus. Support omnichannel sales and persistent universal tokens, non-integrated payment, as well as integration to Alipay, WeChat Pay, gift card issue/redeem, voice authorization, tender voids, post voids and reversals.

## Receipts

Maintain customer engagement after the sale. Configure receipt options. Print, reprint, and gift receipts. Integration to FlexEngage for email and SMS receipts with personalized marketing messages.

## Internationalization

Aptos has deployed point of sale in over 50 countries, and plans to extend that experience to Aptos ONE. Internationalization includes language support, sales tax configuration (including VAT and tax exempt), fiscalization, rounding rules, and more. Ask to see the latest list of supported countries.

## Store Operations

All of the back office functions expected from traditional point of sale, delivered via the cloud. Open and close registers, cash management, flash sales, electronic journal viewer, store monitor, and solution configuration. A new level of flexibility in store and register groups, as well as printer and cash drawer management for mobile solutions.



## About

### Aptos: Engaging Customers Differently

Aptos is the largest provider of enterprise software focused exclusively on retail. Our cloud-based Singular Retail™ solutions are trusted by over 1,000 retail brands in 65 countries. With industry-leading omnichannel commerce and merchandise lifecycle management solutions, we help retailers develop dynamic and responsive assortments, streamline operations and deliver integrated, seamless experiences...wherever shoppers choose to engage. More than 1,300 colleagues share our collective passion for engaging customers differently, and we are committed to developing relationships built on trust and tangible value by partnering with our clients to create agile retail enterprises that are built to thrive in an era of constant change. Learn more: [www.aptos.com](http://www.aptos.com).

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