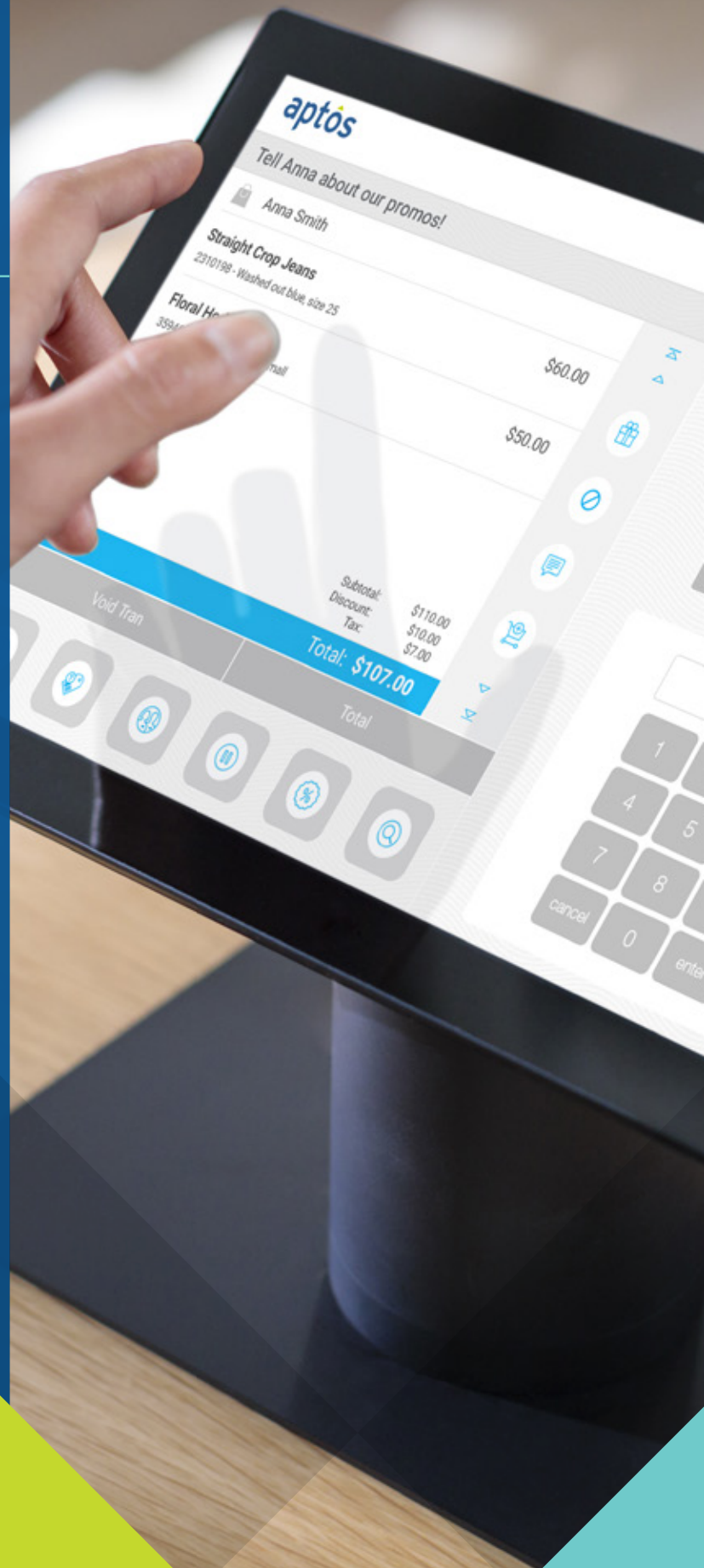


aptos®

Aptos® Store



A world-class point of sale for the empowered store associate

With the rise of digital shopping and omnichannel customer service, the role of the store has never been more critical – or disrupted. Store associates need to have more impact than ever on the customer experience, all the while supporting and enabling increasingly complex and cross-channel processes. Having the right tools to empower store associates is essential.

Aptos Store is the market-leading point of sale solution for global brands and retailers

We took nearly 45 years of retail point of sale software expertise and embedded it in a solution that enables and empowers store associates around the world. Over 130,000 stores run Aptos Store in over sixty countries, delivering differentiated customer experiences across the entirety of the customer journey – from identification of a customer need through to post-purchase customer service.

Aptos Store keeps your brand relevant and connected by empowering stores to:

- ▶ **Effortlessly enhance customer profiles** through highly integrated CRM workflows that capture new customers or enhance or edit existing customer profiles.
- ▶ **Use configuration to drive differentiation** in customer experience, without creating expensive customizations.
- ▶ **Maximize promotional impact** through extensive support and enablement of complex promotions, coupons, and loyalty program offers and redemptions.
- ▶ **Expand the store's role in omnichannel** by enabling critical processes that drive consumers to stores: omnichannel returns, ship from store, endless aisle, and pick-up in store.
- ▶ **Provide a seamless omnichannel sales experience** through mixed carts that allow for cash and carry, save the sale, and in-store pickup all in one transaction.
- ▶ **Train new associates faster** through intuitive and easy-to-use user screens and navigation.
- ▶ **Efficiently manage store operations** including inventory management, store receiving, store transfers, physical counts, price changes and more.
- ▶ **Simplify POS management globally** through multiple deployment options, a single configuration manager across countries, and maintained support for local requirements in over 40 countries, including fiscalization.

Key benefits for Aptos Store Customers include:

- ▶ **Increased customer visibility** through higher customer-identified sales and new customer capture.
- ▶ **Increased revenue** through triggers for suggested selling, promotions, loyalty reward redemptions, and deal execution.
- ▶ **Reduced costs** by optimizing inventory and labor while enabling greater control, better insight, and smarter decisions.
- ▶ **Increased traffic and revenue** through omnichannel capabilities like omnichannel returns, pick-up in store, and endless aisle.
- ▶ **Greater employee productivity** through easy access to flash reporting, inventory management, and omnichannel orders.
- ▶ **Rapid global growth** enabled through a master global configuration, which easily extends your store operations around the world.

Aptos Store

Aptos' deep expertise in store operations and customer service, optimized for customer loyalty and omnichannel, and delivered reliably around the world.

Advanced Point of Sale

Empower store associates, reduce checkout times, and drive sales. Aptos Store provides flexible transaction workflows for intuitive navigation, support for predictive tendering and voids, suggested selling and messaging triggers for employees, biometric fingerprint recognition, in-store orders and layaways including multi-transaction interactions, configurable reason codes and on-demand data capture, and customer capture.

Promotions Management

Create, manage, and execute both item- and transaction-based promotional events at the store. Create an unlimited number of unique sales events by defining the qualifying conditions, benefits, exclusions, priorities, and timeframe. Support for complex or stacked promotions and promotion rules, single-use coupons, points, actions, rebates, and more, all defined across multiple hierarchies or item groups or multiple customer types.

Returns Management

Ensure accurate refunds and reduce fraud, all while improving customer service and employee compliance. Return items individually, as groups, or based on promotional or bundle thresholds. Real-time access to all transaction details including original tenders and subsequent return history. Search transactions via bar-coded receipts, items, customer data, loyalty cards, or date ranges. Automatically calculate price, tax, tender, and even cross-currency returns. Set mapping rules for return tenders and splits.

Omnichannel Selling and Fulfillment

Through integration to Aptos EOM, Aptos Store can provide seamless access to endless aisle and multiple fulfillment options. Order in store for shipment to the customer's home or for pickup at another store. Confidently reserve inventory anywhere in the enterprise as easily as if the item was in stock in the store. Receive notifications of new orders to fulfill in store and follow step-by-step instructions to pick orders for store shipment or in-store pickup. Provide order status updates for customers inquiring in store.

CRM and Loyalty Enablement

Build closer relationships with customers and optimize their in-store experiences. Capture customer information quickly and efficiently, provide a 360-degree view of customer profiles, attributes, buying behaviors, purchase history, and more. Enroll customers in loyalty programs with integration to Aptos CRM's loyalty module, and calculate, display, and redeem loyalty points and offers in real-time. Prompt and display customer reminders like birthdays, available rewards, etc.

Inventory Management

Strengthen the link between stores and the supply chain with intelligent shipping and receiving in store. Generate advanced action notices for inventory management in the store, including receiving, transfers, inventory adjustments, price adjustments and changes, inventory and supply ordering, return to vendor, and inventory cycle counts. An inventory dashboard provides a central place in the store for inventory management activities.

Store Operations

Enable store productivity through simple, centralized and secure access to management functions, whether in the back office or in the middle of a transaction at POS. Give store managers the flexibility to work on inventory, employee maintenance, or sales performance while monitoring the sales floor. Store operations includes reporting, electronic journal views and search, employee management, and cash management. Dashboards for managers and employees provide access to real-time KPI's, and links to additional portals or applications.

Localized Deployments

Aptos Store provides local requirements for 41 countries around the world, with support for more via configuration changes. Conditional flows and country packs enable global expansion, all while enabling one master set of code and one master configuration. Localize data formatting, currency and rounding, VAT, fiscal requirements, devices and reporting, e-invoices, languages, VAT exemption and integration to Planet Payment VAT refund services. Attend regular update webinars and presentations as Aptos collects and interprets new country requirements.



We have already seen notable benefits from the Aptos rollout, including improved inventory productivity as a result of insights exposed by Aptos Analytics and faster, more seamless checkouts with Aptos POS. Our ability to elevate the customer experience also includes the use of Aptos' mobile POS to interact with customers throughout the store and offer shoppers contactless payment options.

- Doug Goehl, VP, Global Retail IT & People Systems, Crocs

Technical Capabilities

Appbuilder: Configuration Management

Put workflows and configuration into the hands of Store Operations and free them from dependence on IT. Personalize your POS system with graphics and customization of almost every element of the user experience, from colors, button placement, and text font and colors. Set business rules and workflow, configure reports and forms, and apply different rules and configurations based on geography, store type, hardware, or other parameters.

Enterprise Store Central

Seamlessly manage the store estate and provide a central resource for a consolidated view of store operations. Consolidated data feeds enable support for Enterprise Returns, as well as posting to Sales Audit and Electronic Journal. Store monitoring and alerting enable proactive identification and resolution of issues before stores report them.

A Path to the Future: Aptos ONE and Mobile

Aptos Store is integrated to Aptos ONE, the next generation platform for mobile-enabled unified commerce. Invest in the stability and global reach of Aptos Store knowing you have a path to the future via Aptos ONE Store Selling, the cloud-native, microservices approach to universal commerce services and customer experiences.

Extensibility to Third Party Solutions

Override Aptos Store logic with third party engines for customer, loyalty, employee, transaction lookup, tax, price and promotion, and coupon logic.

Digital Receipts

Email receipts address customer concerns for managing wasteful paper, and provide a powerful incentive for customer email capture and return visits with personalized, graphically-rich offers.

Experian Address Verification

Capture, validate, clean, standardize and enrich customer contact information through this add-on module to Store. Correct spelling errors, missing address elements including Zip+4, and append customer information as you capture it.

Integration to the Aptos Suite

Aptos Store is part of a seamless integrated solution suite focused on singular commerce. Provide rich POS capabilities that can also reach into Aptos Enterprise Order Management for omnichannel capabilities, Aptos CRM for customer relationship building and management, Aptos Merchandising for inventory and store orders, and Aptos Audit and Operations Management to ensure clean transaction history. Unify complex omnichannel environments with the power of one view of products, orders, and customers.



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This [Aptos partnership] epitomizes what has always been our top priority: our customers' experience. Our service to them is a steadfast commitment, and that entails constantly finding new and innovative ways to ensure that their needs are always met.

- Mr. Bernie Liu, CEO, GOLDEN ABC



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.

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