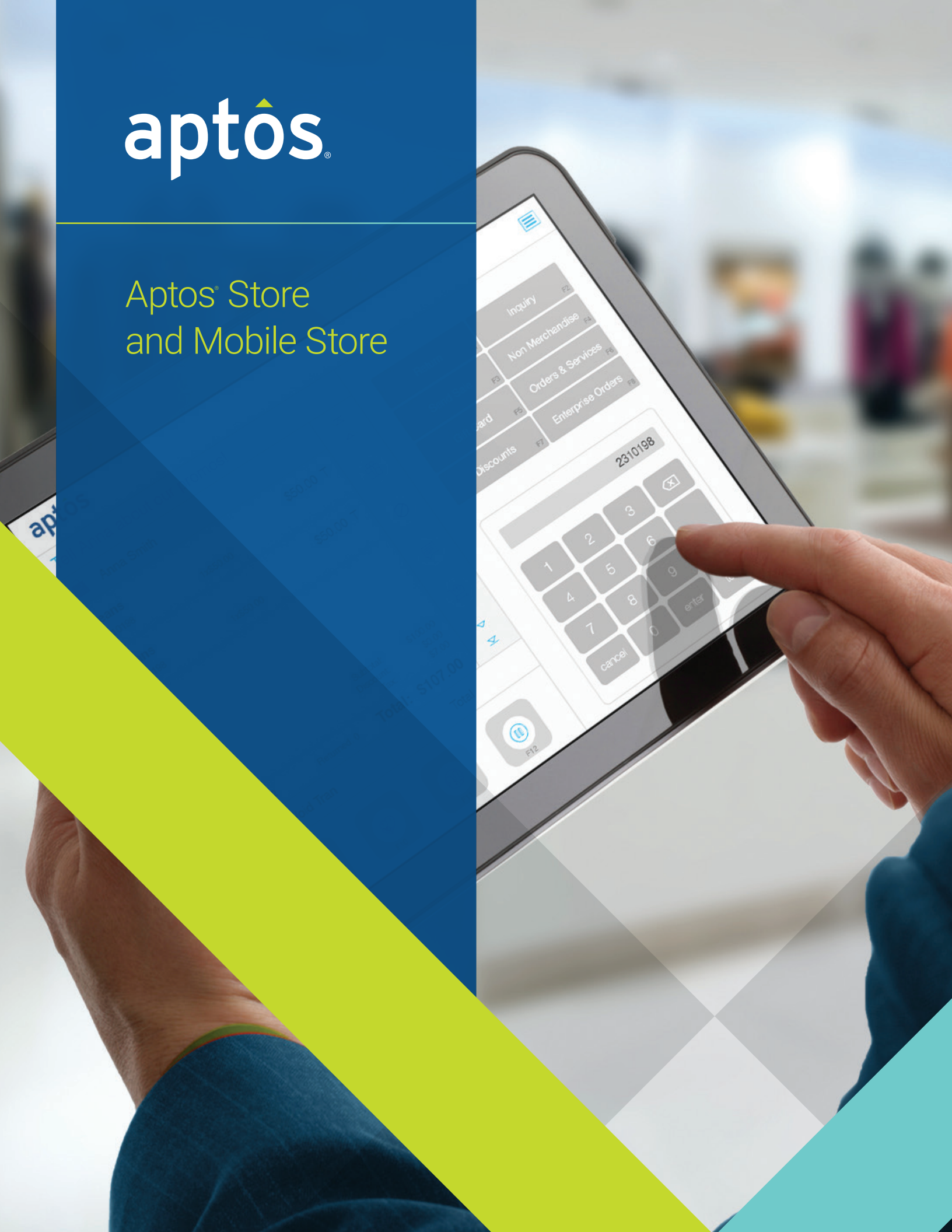# aptôs

Aptos® Store
and Mobile Store

Aptos: Engaging Customers Differently

To succeed in today's demanding retail environments, you must be able to fully understand your customers; to profitably align your offerings with their traits and preferences in every channel and touchpoint; and to support rich, effortless, customer-centric shopping journeys.

Aptos delivers that advantage to apparel, footwear, specialty and general merchandise retailers. Our singular retail platform and innovative Cloud solutions unify complex omni-channel environments with the power of one product, one customer and one order, plus advanced analytics and data management, to enable seamless customer experiences and optimized management of your entire enterprise.

The Aptos retail suite includes:

- ‣ Store / Mobile Store
- ‣ Enterprise Order Management
- ‣ Digital Commerce
- ‣ Customer Relationship Management
- ‣ Merchandising Suite
- ‣ Merchandise Lifecycle Management
- ‣ Audit and Operations Management
- ‣ Analytics
- ‣ Professional Services and Support

Yet the Aptos advantage is about far more than just our solutions. We leverage more than 45 years of best practices; utilize the Cloud to drive efficiency, productivity and growth; support our clients through collaborative, long-term partnerships; and link our compensation directly to your satisfaction. In all these ways and more, we engage customers differently for superior results.

#1	**1300**	**1000+**
Vendor for Tier 1*	Retail Specialists	Retail Brands
130	**130K**	**$570B**
Websites	Stores	Annual Revenues Managed

*RIS Leaderboard

Aptos Store & Mobile Store

With Aptos Store and Mobile Store, you'll enable seamless customer experiences and integrated journeys in which every shopper is recognized, empowered and rewarded at every touch point – locally, nationally and around the world.

Aptos Store includes the industry's #1 POS solution. It does far more than just process transactions: Aptos Store provides all the product, inventory, pricing, customer and order information your shoppers need to enjoy rewarding, seamless journeys throughout your store and across other channels, to enable and encourage confident purchase decisions.

At the same time, it gives you all the resources you need to run efficient store operations that maximize profitability.

This highly scalable and configurable solution can be fully aligned with your business needs and processes. It offers multiple register and server options, easy-to-customize interfaces, and rich functionality and logic that seamlessly support other channels and devices as your business evolves.

Aptos Mobile Store extends those functions and advantages directly to the selling floor on a wide range of mobile devices, linked to shared resources such as PIN-pads, cash drawers and printers. It puts the key resources of Aptos Store in the hands of your associates to let them instantly answer questions, locate merchandise and complete transactions without delays to increase conversions, revenue, selling space and productivity.

Both Aptos Store and Mobile Store are global-ready to support international retailers with a single master configuration that adapts to country and currency codes, plus locally applied configuration files.

Your stores are showrooms for your customers and the foundation of their experiences with your brand. With Aptos Store and Mobile Store, you can deliver experiences that are consistently and uniformly engaging, inspiring and memorable—to drive sales, build loyalty and accelerate growth.

"

__Forrester ranks Aptos as a POS leader__, highlighting our impressive core POS capabilities and deep specialty retail experience. Forrester also gives Aptos the highest possible score in nine criteria, including corporate strategy, endless aisle, geographic deployment and installed base.

- The Forrester Wave™ Point of Service, Q3 2018

A Comprehensive Store Suite

The Aptos Store Suite includes or leverages every application you need to go where your customers are going and seize every opportunity along the way:

‣ Advanced POS

‣ Promotional Events Management

‣ Store Operations

‣ Appbuilder

‣ Enterprise Store Control

‣ Returns Management

‣ Enterprise Order Management

‣ CRM

‣ Inventory Management

‣ Mobile Store

Together, these modules enable integrated omni-channel retailing and seamless customer experiences across every touch point, to meet the demands of today's consumers while helping your company increase sales and profits. With Aptos Store and Mobile Store you will:

Guide your associates through simplified interactions that enable rich customer engagement and promote higher spending at checkout.

Grow your business in new and emerging markets. Our solution has been proven in more than 40 countries and offers out-of-the-box capabilities for localized customs, currencies, languages and more.

Leverage a flexible configurator to transform even your newest hires into power users. It meets your unique business requirements with simplified workflows and graphical interface so they spend less time training and more time with customers.

Future-proof your business and maximize the value of your Aptos Store Suite by extending POS functions and logic across other channels, devices or store sites as your business needs evolve, for exceptional ROI and a consistent delivery of services.

Equip your store associates to be anywhere your customers need them to be—from checkout and CRM to item lookup. Aptos Store is designed to be used on both traditional hardware and a range of mobile devices without any duplication of code.

Leverage a 360-degree view of your customers with real-time CRM for loyalty-building service delivery.

Empower your associates to be valued customer resources by ensuring they can answer any question about your products, prices, promotions, availability and more—quickly and correctly.

Increase revenue with easy-to-follow triggers for suggestive selling, promotion and deal execution.

Foster consistent, rich experiences with cross-channel services and transaction options—from buying, and returning to shipping, transferring and receiving.

Gain greater efficiency by empowering your store managers with a full complement of back office functions that can be executed anywhere.

Reduce costs by optimizing your inventory and labor while enabling greater control, better insight, and smarter decisions.

Support seamless international growth with our global master configuration, which easily extends your store operations into 38 countries throughout Europe, Asia, and Central and South America.

With Aptos Store, my employees gain full insight into our sales—where and when they're happening, what's popular, and who our best customers are. Those insights improve their performance every day.

- Tom Anderson, CEO, The Paper Store

Aptos Store POS

The POS component of Aptos Store empowers your associates, reduces check-out times with flexible workflows and bio-metric capabilities, and drives sales with support for all types of transactions, promotions, deal executions and more.

Flexible transaction workflows provide intuitive navigation for even your newest hires with function keys relevant to the state of the current transaction, plus a completely flexible user interface for customized branding and workflows.

Advanced transaction types including predictive tendering and void tenders streamline the tendering process for more efficiency and faster transaction times.

Extensive promotion and deal execution with an advanced deal pricing module let you create and manage promotions, including multi-deal processing, "best deal" and return price calculation.

Suggestive selling guides associates with upsell recommendations for related products, services or promotions, supported by a scrolling daily message.

E-mail receipts lets you provide customers with a digital receipt, a traditional printed receipt or both, for an enhanced experience.

Biometric fingerprint recognition supports faster and more secure log-ins and authorizations, using a security setting that integrates with Digital Persona, the world's leading producer of finger-reading technology.

Store messaging streamlines communications among staff by enabling associates to send and receive messages to specific stores and workstations. Operators are alerted to new messages and head office receives acknowledgements when messages are read.

Store CRM captures and stores customer information with your Aptos CRM or third-party solution to ensure that your store associates can always provide knowledgeable, personalized engagement with your customers—even if your system is temporarily offline.

QAS address verification captures, validates, cleanses, standardizes and enriches customer contact information. This add-on module to Store provides clean, accurate customer addresses by correcting spelling errors and missing address elements, including the Zip+4.

Promotional Events Management

Promotional Events Management provides an easy solution for creating, managing and executing both item- and transaction-based promotional events at the store. This module lets you create an unlimited number of unique sale events by defining the qualifying conditions, benefits, and time period of a sales program. In-store personnel can then rely on the POS to automatically reflect the promotional price.

Hierarchy, item-based and transaction-based promotions can be applied to the purchase of one or more items at an item or merchandise hierarchy level, including fixed promotional price, percent-off or dollar-off discounts, and conditional discounts for multiple and/or timed purchases.

Single-use coupons prevent customers from reusing any coupon that was applied to a previous transaction.

Rewards-based coupons can be configured through Promotional Events Management to issue coupons, rebates, operator prompts and bounce back offers.

Store Operations

Store Operations is a complete back office application that provides store management with simple, centralized access to management functions, plus security for key tasks. These functions are accessible from the back office and at POS, giving management the flexibility to work on inventory, employee maintenance or other tasks while still monitoring the sales floor.

A Manager's Dashboard provides managers and associates with on-demand information and reporting at the store level, including a snapshot of store and associate key performance indicators (KPIs) in real time, plus additional information and links to Web portals or applications. Managers can select from a list of predefined KPIs and dictate how the information appears in the store. With instant feedback provided by the dashboard, managers are able to measure store performance during the day while staying focused on company goals and priorities.

Employee Management lets authorized users—at the store or through a feed from your enterprise systems— manage the in-store user data attributes. User attributes include personal, business, and job information about an employee such as name, address, tax information, employee eligibility, job class, associate number, associate passwords, user language, and other data usable by payroll systems.

Reporting provides your store personnel with data on store, employee and item productivity, allowing them to manage their business more efficiently. Reporting includes Sales Reports, Productivity Reports, Exception Reports and User Reports.

Cash Management lets retailers of any size manage and reconcile all cash movements in the store accurately and effectively— from the accounting of tenders in the register cash drawers

to float management, safe management, banking, and the transfer of funds from the safe to the floor.

Electronic Journal can be used to quickly search for and view transaction information and monitor register activity in real time in the store. Electronic Journal allows you to filter transactions, search by key word, and execute and save queries. Queries performed frequently can be saved, then executed in the future. Ad-hoc queries can be performed by using filters and key word searches.

Web Electronic Journal is a Web version of Electronic Journal that allows users to filter and access transactions from all stores with the same search capabilities as the standard application.

Appbuilder

Appbuilder enables non-developers to create workflows and configurations to customize the user experience. Its intuitive user interface gives retailers ultimate control over all in-store devices including workstations, mobile devices and the registers themselves.

User-experience design allows you to brand and personalize your POS system with your logo on the screen, select your preferred background graphics, choose either a keyboard or touch-screen interface, and customize almost every element of the GUI—from the size of the buttons to the color of the text.

Transaction and workflow configuration allows business rules settings in Appbuilder to dynamically adapt the workflow to display only the relevant actions, making it easier for the cashier to complete

transactions. You can decide whether to capture a signature on a return, request a reason for a price override, or ask for a customer's birth date when selling an age-restricted item.

Receipt and form configuration lets you customize formatting and content to meet your requirements for displaying store information, company logos, transactional details and return policies.

Business rules and parameter changes can be used to configure currencies and tenders accepted, discount types, return tender types, reason codes and transaction types. Appbuilder lets you apply different business rules based on parameters such as geographical requirements, store type and hardware.

Enterprise Store Central

Enterprise Store Control helps manage the store estate and provides a central resource for features requiring a consolidated view.

Transaction repository is a central repository that contains near-real-time transactions from all stores and lets you analyze sales as they occur.

Consolidated data feeds allow for near-real-time feeds of sales transactions from stores to an enterprise server for posting to Enterprise Returns, Sales Audit, Electronic Journal, and Enterprise Selling.

Central e-mail receipt allows you to provide digital copies of receipts to your customer. The receipt can be printed at the point of sale and/or e-mailed directly to the customer.

Web EJ provides access to all Electronic Journals from the stores, head office, or the field using near real-time data feeds from Store to Enterprise Store Central.

Configuration management lets you export versioned flow configurations from Appbuilder, publish to the stores, and view the expected and actual flow versions on each register.

Store monitoring and alerting enables you to monitor the health of your stores from a central location using IBM's Remote Manager Agent and Director. With store monitoring and alerting you can eliminate downtime by proactively identifying and resolving issues before the stores report them.

Returns Management

Returns Management is a multi-channel module that ensures accurate refunds and reduces refund fraud, while improving customer service and employee compliance. Returns Management provides real-time access to all transaction details, including original purchase and subsequent return history, regardless of when or where the items were purchased or returned.

Centralized and real-time transaction information is stored centrally in a database for return validation from any store, regardless of where the original sale took place. This information is hosted and consolidated for all transactions and purchases from all channels.

Flexible data search lets you handle a variety of potential scenarios by looking up bar-coded receipts, items, customer names, phone numbers, loyalty cards or even the tender used in the original purchase.

Accurate sales price refunds help ensure that the correct price, tax and tender is returned to the customer by tracking and calculating all promotional prices, item and transaction-level discounts, taxes charged and tenders used during the original sale and making them available via search.

Fraudulent return prevention posts subsequent transaction activity to the central database, so cashiers will have visibility to items that have already been returned in a specific transaction.

Integration to CRM

Aptos Store equips you to build closer relationships with your customers to optimize their in-store experiences, purchase potential, affinity with your brand and lifetime value. By integrating with your Aptos CRM or third-party solution, Aptos Store lets your associates capture customer information quickly and efficiently, and to easily leverage a 360° view of a customer's profile, attributes, buying behaviors and purchase history, and more.

By integrating Store with Aptos CRM, you will be able to engage and motivate customers more effectively using segmented lists, accurate records, and compelling terms and offers that are aligned with their profiles, preferences, and purchase activities. Key features include:

‣ Intuitive, associate-friendly access to customer data

‣ The ability to view and interact with customer profile information, personal information, family information, interests and events

‣ Displayed reminders about the customer's birthday, favorite items, loyalty rewards and more

‣ A customer "wardrobe" view of previous purchases

‣ Visual graphs representing the customer's buying behavior across sales channels

‣ Individual sales associate sign-on with multiple customer search options

‣ The ability to add and edit customer profile information

Inventory Management

Inventory Management is an intelligent shipping and receiving module that enables you to easily manage your inventory across the retail chain. It strengthens the crucial link between supply chain management and inventory control through integration with the head office. With its built-in compliance monitor at the store level and advanced configuration parameters, you'll gain the framework needed to proactively generate advanced action notices and directives from the head office.

Inventory Management has an inventory dashboard that shows outstanding documents

as well as various inventory management functions to let you easily:

- ‣ Receive from warehouse and vendor
- ‣ Transfer between stores
- ‣ Adjust inventory and prices
- ‣ Return to vendor and ship to jobber
- ‣ Complete cycle and physical inventory counts
- ‣ Create price directives
- ‣ Order merchandise and supplies
- ‣ Run reports

Mobile Store

Deliver truly seamless experiences with Aptos Mobile Store as a direct extension of Aptos Store. Both solutions use the same architecture, logic and applications to enrich, personalize and streamline customer service.

Aptos Mobile Store gives store managers and sales associates instant, on-the-go access to all the tools they need to complete end-to-end POS transactions, look up items, locate stock and manage inventory on Apple® iPad®, iPod®, and Microsoft® Windows® mobile devices You'll invest more time on selling and less time on the mechanics of completing transactions, to benefit you and your customers.

POS transactions can be initiated with the option of tendering on the spot, or at a traditional register if the solution is being used for line busting. You can scan barcodes using the IOS camera, a sleeve with an embedded scanner, or a Bluetooth scanner, and share cash drawers and payment terminals among multiple mobile devices. Your customers have the option to walk away with a printed receipt—which prints to a common, shared printer and can be changed on the fly—and/or have a digital receipt e-mailed.

Mobile CRM brings customer information directly to the sales floor where associates can apply it seamlessly to enrich the engagement and its

results. recognizes customers in any store or sales channel with integration to Aptos CRM, giving your associates a 360° view of the customer's profile, attributes, buying behaviors and purchase history. The module can also send trigger reminders to your associates while they are processing customer transactions to remind them of the customer's birthday, favorite items, loyalty rewards and more.

Store Messaging enables efficient in-store communications to access support or have requested products brought directly to your customer, allowing you to give them your undivided attention throughout every engagement.

Item lookup increases associates' task productivity by providing on-hand merchandise information such as in-store quantity, PLU price, current price and descriptions.

Stock locator lets your associates source out-of-stock merchandise from another store, sales channel, or distribution center while remaining engaged with the customer—a true save-the-sale and up-sell opportunity.

Inventory management handles receiving, shipping, ordering, price changes, inventory adjustments, physical inventory processing and other related functions.

Aptos Mobile Store empowered a national department store chain with:

‣ **1,200 devices** in just 3 months

‣ **25,000 devices** deployed nationwide, performing 25% of all transactions

‣ **Superior** customer engagement

Complete Support for International Retailers

Aptos Store and Mobile Store support international requirements for at least 38 countries around the world, with the ability to support even more through configuration changes. Gone are the days of country-specific images that require repeated and risky efforts in order to implement a retailer's global initiatives.

Aptos Store and Mobile Store use both Conditional Flows and Country packs to support a retailer's global expansion plans, all while allowing a retailer to maintain one master set of code and one master configuration globally.

- Conditional Flows allow a single master configuration to behave differently in different circumstances, triggered by a country code or currency code, allowing the register to hide or expose functionality that is appropriate for each specific country, based on the store's location.

- Country Packs provide individual mini-configuration files that are applied locally, which exclusively update certain country-specific settings not exposed to Conditional Flows.

Together with store-specific updates to Windows' Regional Settings for date, time, numbers and currency, Conditional Flows and Country Packs provide country-specific variations in functionality regarding data formatting, tax, currency, fiscal regulations, local customs, and language. To this, a retailer can add configuration settings for other retailer-specific variations in functionality by country (or other regional variations

Aptos also provides to global retailers a commitment to keep up-to-date with evolving country requirements supported in the Aptos Store solution.

Aptos collects and interprets new country requirements using local consultants to gather and monitor legislation. This allows Aptos to take on the responsibility of adapting Aptos Store and Mobile Store to changes in country-specific requirements. These software changes are provided proactively in Aptos Store and Mobile Store Service Packs, released 3 times per year.

The goal of this commitment is to make it easier for retailers to enter new countries, to simplify their involvement for existing countries, to improve the speed of change for new requirements, and to allow retailers to enable corporate initiatives globally in a much easier fashion.

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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 55 countries. With industry-leading omni-channel 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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