



# Entersoft Retail®

End-to-end software solution for retail

**BIT**  
software

 **ENTERSOFT**  
a member of  
GROUP OF COMPANIES



Entersoft Retail is the optimal solution for retail chains and franchises, and integrates with Entersoft Business Suite (the ERP, CRM and e-Commerce solution) and with other ERP solutions on the market.



## Entersoft Retail®

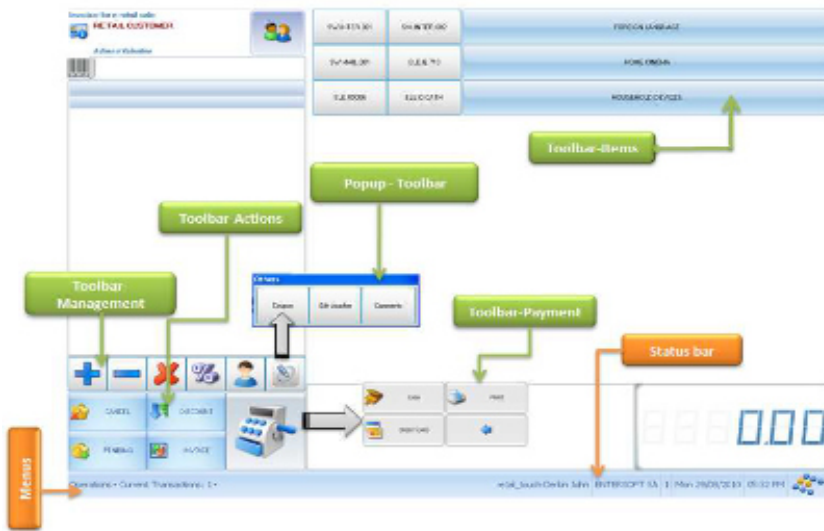
BITSSoftware offers a state-of-the-art **end-to-end solution** that incorporates business best practices for retail companies to keep up with consumer demands. The solution integrates applications, equipment and services to fully cover the operational requirements of managing a store or a retail chain.

**Entersoft Retail®**, a modern, stand-alone application designed specifically for the retail industry, with hybrid functions (online and offline), integrates with the Entersoft Business Suite ERP&CRM and other third party solutions in the back-office. The solution automates workflows and accelerates processes to minimize operational costs and increase overall efficiency by providing customer support and a better in-store experience.

The reporting system offered by Entersoft Retail® is complete and detailed, from standard reports to dynamic reports, in which the necessary information can be combined. With Entersoft Retail, customer needs and market trends can be analyzed in real time, leading to improved end-consumer experience and increased competitiveness.

Entersoft Retail POS system features are complex providing a modern, friendly and customizable interface for ease of use.





## Productivity and customer satisfaction

The "touch screen" has a modern and friendly interface, which allows efficient and fast use. Each terminal allows for electronic signature; it gives the operators the right to "unlock" it for cancellations and corrections of documents and keep up with a large flow of customers. The central back-office system is synchronized with the stores' front-office system, with hybrid functionalities: the possibility to work online, offline or independently, ensuring continuous updating of commercial policy and prices in real time, to eliminate human error.

The system accepts all methods of payment and cash return, working with cards, gift vouchers, coupons, points, loyalty cards or other foreign currency if applicable. It automatically charges the credit card, offering significant benefits that reduce bureaucratic and difficult procedures. This avoids duplication of information and data errors, reducing telephone costs if there is an ADSL internet connection, as well as the existence of multiple card payment devices, with the possibility to print the credit card payment on the same receipt, thus offering the consumer a better and faster service.

## On-line monitoring

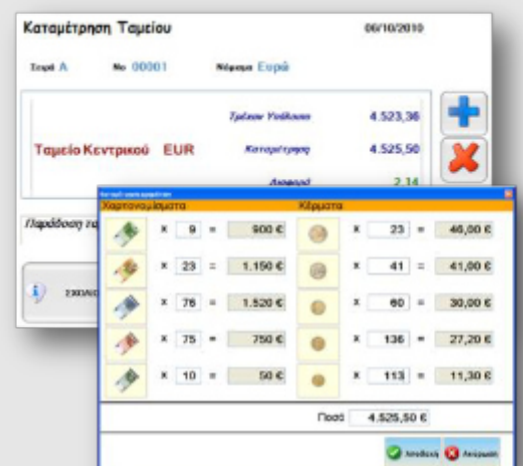
The terminals display the available cash, the daily record of revenue, the operator can be permanently connected to the stores in other locations, for product reservations, thus minimizing losses in the sales process, providing an improved experience for the end consumer. At the same time, the system allows the possibility of working with several receipts, and with multiple sales screens simultaneously in order to serve the next customer, in case the first receipt has to be postponed.



## Registration of a gift voucher at the POS



## Calculation of the total per receipt





## Stock management

**Entersoft Retail®** supports the automated management of stocks, from supply requirements and replenishment, to receipts and inventory, recording stock differences, with automatic proposals to cover the differences through transfers between stores. The replenishment process is optimized allowing you to generate personalized proposals that can be sent directly to the head office and from there on to suppliers. The monitoring of stocks is tracked online at the same time, with information on the acquisition costs and delivery times.

## Business strategy

Entersoft Retail® supports the effective management of items/products, processes, transactions and customer relationships, thus helping to strengthen the strategic insights of each individual retailer.

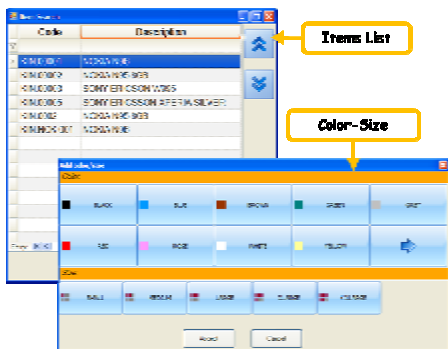
Easily create pricing strategies, specific lists by stores, products, product categories, offer discounts (quantity and per order), manage promotions, promotional packages, customer loyalty cards, manage prices and shelf labels offers agility and control to always be in tune with market needs.



## Barcodes

The use of barcodes is fully supported by Entersoft Retail®, from a simple registration to multidimensional transactions related to characteristics such as: color, size, weight, volume, etc. Multiple barcodes are created and assigned, with the capability to print from the system.

Additionally, Entersoft Retail® offers the possibility to create rules for working with barcodes and their analytical interpretation, depending on: type, seller, product family, season, weight, volume, etc.





## Management reports

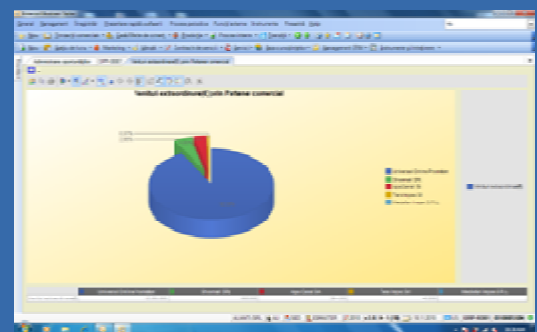
**Entersoft Retail®** includes complete and detailed reports, from standard branch reports (daily cash, Z report), pre-parameterized sales reports by hour, assortment, group, category, or sales forecast according to weather conditions, and up to to the dynamic ones in which the information that is necessary to make more detailed analysis of sales can be combined, such as, for example, finding out the best time interval for cash collection or vouchers/points, etc.

Through **Entersoft Retail®** you can extract all the information you need, with only a few clicks. You can analyze the customers' needs in real time, track which products they buy more often, analyze market trends, which all leads to the improvement of the experience of end customers and the increase of the company's competitiveness.

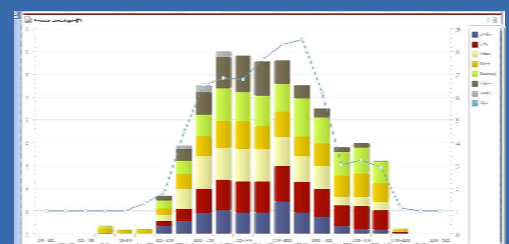
The integrated system supports the attainment of performance indicators in stores and throughout the company, providing all the necessary tools for real-time decision-making.

Entersoft Retail® incorporates the best and most advanced business practices, being designed to perfectly fit the needs of every market without any time-consuming changes.

The software supports the entire trading cycle: orders, receipts, sales, payments, trade policies, product refunds, multiple deliveries based on delivery contracts.



## Hourly sales





## Sales Support

**Entersoft Retail®** optimizes the sales activity, so that the end customer will be able to receive all the information he needs to make purchasing decisions as quickly as possible.

In-store info kiosks provide clear information about products that are of interest to consumers, giving them additional ideas and supporting the concept of up-selling/cross-selling, where they can view promotional prices or information about current promotions, all of which create immediate sales opportunities.

**PIM—Product Information Management**, manage the company's product catalog, including technical specifications, installation manuals, delivery dates, availability, coverage area, etc.

## Marketing & Loyalty

The system allows the full exploitation of marketing and loyalty information from existing customers, as it is integrated with Entersoft CRM®.

Recording demographic characteristics of customers, and store traffic analysis, filtered by time intervals, days, by store areas, helps to make decisions and optimize store activity, leading to increased sales and profit.

Customer choices, preferences and complaints provide the necessary information to improve the strategic approach and effective communication with consumers, and to have satisfied and loyal customers.

Promotions run while taking into account the characteristics and needs of each customer, based on loyalty cards or bonus cards of members. In addition, easy operation and the use of SMS communication directly from the system offer significant advantages.





## Technical specifications

The software has a friendly and easy-to-use interface and provides a fully integrated working environment in each store. Over 90% of retail transactions are done via touch screen, offering customers faster service. Considering the low memory (CPU) requirements of the software, the operating speed is impressive. Flexible and easy to adapt to different retail needs, **Entersoft Retail®** is developed to meet the specific requirements of each type of retail, being very easy to parameterize.

It works and communicates with other systems and provides all possible cases of interconnection: Online interface, Full Online, Offline Failover, High VPN connection, Stand Alone, installation in each store, with daily connection (low bandwidth) or exchange of data through files. **Entersoft Retail®** is a global retail solution developed using state-of-the-art technology and designed for use by retail chains and franchises.

### FrontOffice

- POS
- Automatic cash registers, Cash Cycle Manager
- Credit card with automatic debit
- Barcodes
- RMA management

### BackOffice

- Statistical analysis
- Automatic synchronization with central stores
- Stock and replenishment management

### Sales

- e-Commerce, portal, online store, B2B
- Automatic update of articles, prices, commercial policies, discounts
- Info Kiosks
- PIM - Product catalog management
- Interface with electronic shelf labels

### Marketing



- CRM Retail
- Loyalty cards
- Commercial policies
- Statistical marketing analysis
- Complaint management
- Marketing campaigns (email, SMS, newsletters)

### Necessary equipment:

- POS
- Devices, scanners
- Touch screen
- Peripherals
- Drawers
- Cash Cycle Manager
- Fiscal printers
- Thermal printers



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