

Comarch ALTUM Retail Solution

White paper

Technical highlights

What is it?

Comarch ALTUM Retail is a tool that allows your company to comprehensively manage your retail sales network, from a network center - connecting the store Back Office and Point of Sale (Front Office). Every workstation in the network from the headquarters' server down to the single POS computer has an independent database that allows continuing work, even if there is an interruption in network connection (multi-layer offline mod). Built-in synchronization mechanisms would then update data in the databases through the internet once a connection has been re-established. The system allows for single-store or multi-store capabilities – linking your stores so they can be managed from a central location.

Central management

With Comarch ALTUM Retail, you can maintain continuity and control by managing your network centrally. The software provides you with the tools to react in the quickest, most coordinated way possible to conditions in the field.

Security

Comarch ALTUM Retail provides you with tools to protect your company from fraud and mistakes:

- Central control of user authorizations
- Built-in fraud detection mechanisms such as the ability to trace user transactions and documents

- Items cannot be added from the POS, preventing your retail employees from disrupting your inventory counts
- Workstation re-animation tools allow the user to replace a broken workstation within 15 minutes using any available computer

Integration

Comarch ALTUM Retail uses the advanced Comarch ALTUM application programming interface (API), providing easy integration with your existing Comarch ERP solution. All sales invoices and receipt documents tie-in with ALTUM documents – they are not unique to the POS system.

Business benefits

Central management of the Retail sales network

Comarch ALTUM Retail allows you to manage an extensive retail sales network from one place: the network center. From this central location you can manage:

- Price lists
- Package deals
- Discounts
- System user rights and group rights
- Installation and upgrades

Furthermore, the central application receives sales information - re-stock orders and inventory data from the stores which makes it possible to centrally administrate logistics within the whole network.

From the network center, you can define the menu layout, access system resources and access particular elements in documents for any user group.

Single store network solution

The online/offline architecture of Comarch ALTUM Retail guarantees efficient cash register operation as well as uninterrupted access to data such as:

- Customer lists
- Loyalty program accounts
- Current item information
- Warehouse inventories within multiple locations

The POS system also offers Touch Screen capabilities and a customizable interface. Goods are added to a transaction by scanning an item, typing in the Item Code, or searching from a list of items.

Optimal customer service

Comarch ALTUM is designed with the understanding that the end-customer should always be the main focus and must be served optimally.

Features such as touch terminals and an easy-to-use interface mean that even your new employees will be able to provide speedy customer service. Using the system also allows you to:

- Set-up loyalty programs
- Reserve out-of-stock or in-transit items for your customers
- Accept several forms of payment on a single transaction
- Use the POS workstation to check stock at other store locations

Better sales network management

Since Comarch ALTUM Retail is integrated with the ERP system, Comarch ALTUM, you can harness both of these systems to gain the following advantages:

- The **Business Intelligence (BI)** tool helps you make better business decisions on every level of the sales network. BI generates reports that allow you to analyze costs, compare profitability of your products, track sales trends, and set optimum stock levels to reduce costs.
- The **Workflow** server, which is implemented in your headquarters, facilitates typical retail business processes such as handling customer complaints, links documents between departments, and automates stock-up processes.
- The **Business Scorecards** help you record and communicate your sales targets. Managers can compare target achievement rates for different stores, or different regions, and individual sales people can view their personal goals and how close they are to achieving them.

