



Optical Retail

- *The retail optical industry in the US includes about 14,000 retail stores with combined annual revenue of \$7 billion. The retail industry is highly fragmented but concentrated at the top: 90 percent of companies operate a single store, but about a dozen chains operate more than 100 and account for half of industry revenue.*

The profitability of an Optical Retail Store depends on efficient operations and whether they also have an optometrist practices in addition to selling glasses and contact lenses.

The Optical Retail industry is one of the few industries which offer products & services spanning from being a necessity to luxury – all depending whether you need glasses / lenses for reading or shades.

Fast changing fashion trends, an extremely cost sensitive consumer, stiff competition from departmental store with well-appointed optical departments; as well as general merchandise discounters such as Wal-Mart, exert additional pressure on the optical retailer to remain competitive.

As a business, an Optical Retailer is faced with the challenge to:

- Keep in touch with the fashion industry – ensuring that the stores have the right mix of styles, colors and sizes
- Manage inventory levels cautiously and judiciously
- Periodically run promotions & campaigns to increase footfall and decrease slow moving items
- Remain closer to the consumer and analyze his buying Patterns and sales trends.

As a business, an Optical Retailer is faced with the challenge to:

- Maintain and manage Optometrist Setup and Scheduling
- Track Prescription and Non- prescription Sales
- Schedule Exam Appointments
- Advanced After Sales Service Module

Such a balance requires an integrated business management solution that allows flexibility to cater to the diverse & unique demands of Optical Retailers. A system that seamlessly integrates all business processes from the POS at store to the planners at the Head Office lowering the overall cost of operations, simplifying expansion and enabling the Optical Retailer maintain his unique proposition and positioning.

BENEFITS

Stay connected with your business operations

iVend Retail comes as an end-to-end business solution specifically for optical retailers seamlessly integrating point of sale, in store inventory management, logistics, back office store and head office processes.

iVend integrates with SAP Business All-in-One and SAP Business One for head office operations and is an extensive retail management application to manage store and POS operations.

In addition to the feature set offered as a generic retail application, the specific feature set for Optical Retailers include:

- Optometrist Setup, Scheduling and Exam Appointments
- Tray Management and Transfers
- Item Optical Attributes
- Lens Treatment Mapping
- Prescription and Non- prescription Sales
- Optometrist Payroll
- Internal and External Prescription Entry
- Advanced After Sales Service Module

Optometrist Setup, Scheduling and Exam Appointments

Comprehensive Appointment Module to handle requirements including Booking, Cancelling, and No Show of an appointment. The Status of Appointment is stored for Reporting Purpose. Centralized Booking with appointment/s flowing down to the respective Stores and vice-versa.

Tray Management and Transfers

Bag and Tray Management module (unique Bag ID and reusable Tray Number is generated) is to help the Industry people for to and fro sending and receiving of merchandise between HO and Store. Bar-coding of Tray is available for faster transaction process.

Item Optical Attributes

Set industry specific attributes like frame A Box, B Box, etc. and spherical, cylindrical, addition, etc. for lenses to items and SKUs through an intuitive user interface.

Lens Treatment Mapping

We understand that all lens treatments cannot be applied on all types of lenses. iVend lets you define comprehensive mapping between lens type, lens material and lens color.

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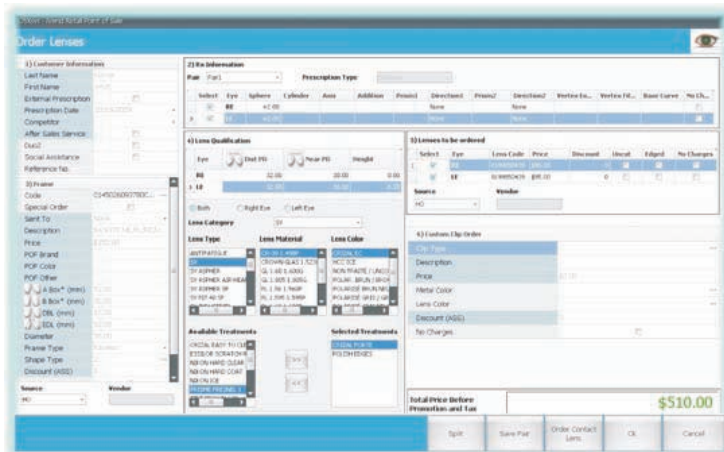
Appointment Module

Full fledged Appointment Module to handle requirements like Booking, Cancelling, and No Show of an appointment. The Status of Appointment is stored for Reporting Purpose. Centralized Booking with appointment/s flowing down to the respective Stores and vice-versa.



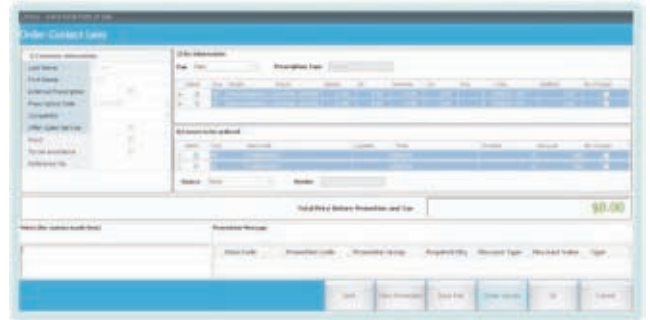
Eye Glass Qualification

Stepwise Qualification Process with automatic Diameter Calculation based on the values provided. Three pair details can be saved per Customer for a Prescription. Optical Validations provided to store error free data.



Contact Lens Qualification

Lucid style qualification is provided with option to capture Details for Custom Contact Lens. Scanning Ability provided to directly scan the Contact Lens SKU.



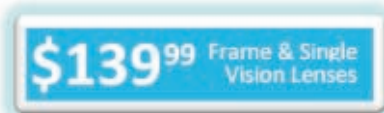
Tray Management/Transfers

Bag and Tray Management module (unique Bag ID and reusable Tray Number is generated) is to help the Industry people for to and fro sending and receiving of merchandise between HO and Store. Bar-coding of Tray is available for faster transaction process.

Promotions

A Powerful Promotion Engine is integrated with the application to handle the different promotions as below

- ✓ Dollar (\$) / Percentage (%) OFF



- ✓ High Price of Two
- ✓ Buy Some and Get Some
- ✓ Ability to flag a Promotion as Corporate and Employee

Inventory Management

Multi Warehouse support with replenishment by min quantities. Store replenishment as well as distribution center replenishment.

Optical Retail

Head Office / In-Store Management

Feature	Functionality
Inventory Management	<ul style="list-style-type: none"> ▪ Setup Product database for standard and non-inventory items or download the same from SAP Business One ▪ Items can be marked as non-refundable ▪ Store and track offline inventory ▪ Define Open Items which can be used with price override ▪ Support for variants of the product
Customer Management	<ul style="list-style-type: none"> ▪ Setup customer database or synchronize from SAP ▪ View credit limits, balances and customer contact information at the POS ▪ Extend discount on items based on Customer Groups ▪ Analyze customer buying patterns using sales reports at the head office
Pricing and Promotion Management	<ul style="list-style-type: none"> ▪ Store specific pricing ▪ Period and Volume Discounts: ▪ Special Prices for Business Partners ▪ Discount Groups: Define discounts for Business Partners based on: <ul style="list-style-type: none"> ▪ Item Groups ▪ Define promotions to allow discounts for a specific quantity and/or combination of goods ▪ Promotion based on sale totals ▪ Define discounts based on: <ul style="list-style-type: none"> ▪ Item Groups ▪ Tax Exclusive / Tax Inclusive Pricing
Gift Cards / Certificates	<ul style="list-style-type: none"> ▪ Setup and manage multiple gift cards ▪ Gift Cards can be sold and redeemed across the network of stores ▪ Re-charge gift cards ▪ Cash back on gift cards ▪ Support for card or paper based gift cards
Up sells and Alternative Items	<ul style="list-style-type: none"> ▪ Assign item substitutes and up sell items ▪ Up sell and alternate item recommendations automatically pop up on the POS
Cash and Till Management	<ul style="list-style-type: none"> ▪ Create and track the cash being disbursed and collected from each POS from the start till end of each day. ▪ Maintain opening balances for each POS ▪ Ensure till counts at various stages. This helps in auditing and reconciling the till amounts ▪ Record Till Count variance and post variances in SAP Business One.
Stock Transfer	<ul style="list-style-type: none"> ▪ Create Stock Transfers between stores or between stores and head office warehouse / distributions centers
Goods Receipt	<ul style="list-style-type: none"> ▪ Receive stock from unknown source (not based on a purchase order or stock transfer receipt) ▪ Receiving items by scanning items
Sale Attributes	<ul style="list-style-type: none"> ▪ Collect special information at the POS register, e.g. zip codes for advertising effectiveness
	<ul style="list-style-type: none"> ▪ Generate reports to show sales breakdowns, identify slow-moving items, and check sales for any day—by store, item, Item Group, Customer, Customer Group or Sales Person ▪ iVend provides multiple reports in the following categories: <ul style="list-style-type: none"> ▪ Sales Reports ▪ Collection Reports ▪ Inventory Reports ▪ Fulfillment Reports ▪ Reports can be previewed on screen, printed, or exported to Office Excel, Office Word, and other applications and formats supported by the Microsoft Windows operating system. ▪ Ability to edit existing reports as per the user format. ▪ New reports can also be added using the custom reporting feature.

Optical Retail

POS Operations

Feature	Functionality
Transaction Processing	<ul style="list-style-type: none"> ▪ Touch Screen enabled ▪ Following transactions are supported on the iVend POS: <ul style="list-style-type: none"> ▪ Sale ▪ Sale Return ▪ Sale Exchange ▪ Sales Order booking / Order fulfillment ▪ On Account Payment ▪ Capturing Lost Sales ▪ Support for multiple transaction types in a single POS transaction, for example the user can execute a Sale, Sale Return in a single transaction ▪ Print Gift Receipt to be given with gift items ▪ Automatic Barcode determination at POS: The system follows a sequence of methods in attempting to resolve a barcode to a product or a card swipe to a customer/security use stopping the search when it successfully matches them ▪ Display customer balance and credit limit on the POS ▪ Automatic price and tax determination at POS ▪ Ability to attach reason code to transactions ▪ Ability to add sale level comments at the POS. ▪ Customer credit limit check on POS ▪ Ability to suspend transactions and recall the suspended transactions ▪ Ability to void items or the complete POS transaction ▪ Manager override for following scenarios: <ul style="list-style-type: none"> ▪ Price Override at the item level can be done beyond the Price Override Limits ▪ Discount override at the item / sale level can be done beyond the Maximum Discount allowed ▪ Manager can unlock the POS once it gets locked on reaching the tippel point ▪ Customer credit limits override ▪ Facility for attaching Sales Person to Sale
Payment Processing	<ul style="list-style-type: none"> ▪ Payments on the POS can be made by the following tenders: <ul style="list-style-type: none"> ▪ Cash ▪ Credit Card (Supports both online and offline authorization mode) ▪ Debit Card ▪ Check ▪ Travelers Check ▪ Voucher ▪ On Account – This special tender enables the user to leave the payment amount on account ▪ Gift Card ▪ Custom tender – This special tender allows businesses to define their own financial instruments and control their integration with SAP Business One ▪ Support for the following Credit / Debit cards: <ul style="list-style-type: none"> ▪ Master Card ▪ Visa ▪ Amex ▪ Diners Club ▪ Discover ▪ JCB ▪ Others – Payment by cards other than the above ▪ Collect payments by multiple tenders ▪ Tender rounding based on retail setups ▪ Automatically update balance / change amount ▪ Automatically update transactions with the default tender for change ▪ Collect advance payment from customers ▪ Ability to print payment receipts. This feature allows specifying the count of the payment receipt that is required for e.g. credit card receipts are to be signed in duplicate.
Periodic Activities	<ul style="list-style-type: none"> ▪ Create and track the cash being disbursed and collected from each POS from the start till end of each day. Maintain opening balances for each POS and ensure till counts at various stages. ▪ Perform Cash In/Cash Out for the till at the POS ▪ Facility to book petty expenses at the POS ▪ Detailed Tender Counting for Credit Cards/ Debit Cards/ Voucher/ Check / Travelers Check



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