Solutions

Sonetto® Retail Suite (SRS)

Intelligent Rules Driven Trading

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Multi-Channel Experts

Market Dynamics

Changes in retail are being driven by the consumer, as well as by the proliferation of new channels and the increased choice that this provides. Businesses have to rethink their operational models to find new ways to interact with customers to add more value to the overall shopping experience.

Consumers are now empowered by technology - they can choose where to buy, and who to buy from, with tremendous flexibility. As such it has never been easier to lose a customer. You need to understand your customers cross-channel shopping and purchasing journeys and align your organisation, business processes and technology to their shopping behaviour.

Retailers recognise this shift and are looking to own more of the customer relationship by becoming brands in their own right; and brands are shifting to direct retail in an effort to own the relationship.

International expansion adds another layer of complexity. The global consumer is becoming increasingly sophisticated, with evidence of consistency in consumer behaviour across regions and demographics, as well as between developed and developing markets.

Your organisation needs a multi-channel retail platform that addresses these challenges: a platform that is designed for Retailers with a Retail Trading Cycle at its' core. Built to liberate business users from day-to-day administrative tasks; to give back time to plan, adapt and optimise the business for the highly competitive Omni-channel marketplace.

Our Solution

IVIS Sonetto® Retail Suite provides your business with a platform that is aligned with e-commerce best practices, built on a defined trading cycle, powered by business rules and yet created in a modular way that gives you the flexibility to differentiate your brand

Business Challenges

The shift in the market dynamics means most retail businesses are facing the challenge of becoming truly customer centric organisations – adapting processes, systems and organisations to meet the agility of the customer.

Yet most are constrained by a lack of the required skills in the business, outdated or traditional processes and a set of inflexible and complex legacy systems.

Having a team of retailer specialists at IVIS Group we understand these challenges and have spent time modelling the Omni-channel business. Using the power of our business rules engine we have developed a platform that aligns systems and processes to provide a best practice approach to Omni-channel retailing.
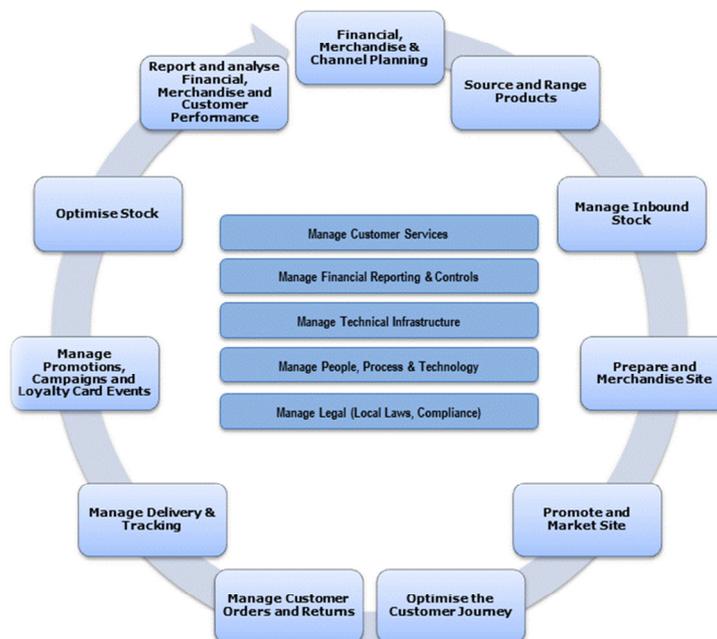
The Trading Cycle provides over 100 core processes defined and modelled for best practice Omni-channel trading which provide you with a shortcut to trading online

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Storefront

Operating across a diverse range of channels and markets forces you to provide a more personalised experience for each customer, the Sonetto® platform with its modular framework delivers this

- Flexible storefronts with dynamic page components that are aligned to customer behaviour, market changes and operational metrics using rules

Customer Management

With customers dictating their approach to shopping, having an understanding of their behaviour, targeting information and driving loyalty are key factors in achieving growth

- Integrated customer loyalty management with customer profiling, points management and behaviour tracking

- Management and execution of vouchers, coupons and gift cards with real-time validation across all channels

- Sophisticated missed promotion and informational messaging to customers and store or customer service teams to drive increased basket sizes

Fulfilment + Click & Collect

As the retail market in any country matures, so do the expectations on how quickly products will be delivered once ordered and how readily they can be returned

- Real-time inventory status using advanced caching and stock control mechanisms integrated with your warehouse management system

- Rules driven stock validation and allocation for promotions, seasonal or campaign events

- Extended-shelf inventory management with stock checking at multiple store and warehouse locations

- Sophisticated Click and collect with integration to EPOS systems for real-time confirmation from store

- Delivery optimisation rules engine to support decision making in choice or carrier, nearest fulfilment point and delivery destination

Order Management

Using experience from leading retailers around the world our business trading cycle combines powerful workflow with business rules to give you maximum flexibility and agility in delivering advanced order management

- Manage and control orders across all channels with real-time visibility of order progress managed by a powerful approval and routing workflow.

- Integrated support for the pick-pack-ship process with order prioritisation and pick-list management by delivery date, shipping type and warehouse location

- Sales Centre provides back-office support to customer services teams for the full Mail Order, Telephone Order (MOTO) cycle

- Advanced returns process with integrated workflow and automated cross-payment refunding

Merchandising

The classic challenge for merchandisers is the 80/20 of administration versus optimisation. With Sonetto® Retail Suite you have the tools and business led automation you need to empower your merchandising team

- Model and publish complex product structures and variants with rich and customer segment targeted attributes, sophisticated cross-sells and dynamic bundles

- Powerful cross-channel promotion management with targeting for specific channels, product categories or customer groupings.

- Connectivity to channels and affiliate partners including marketplaces (e.g. Amazon, TaoBao), price comparison sites and social network platforms

- Flexible product taxonomy and categorisation driving refinement and guided navigation

- Analytics and reporting framework to assess and forecast product and promotional success

Success in fast moving Omni-channel retail requires automation and a focus on core merchandising

The Sonetto® Retail Suite Advantage

With a focus on providing a competitive advantage for your business, the Sonetto® Retail Suite has been modelled by retailers to create a flexible, rules driven platform that provides automation across the end-to-end trading cycle.

This frees up your business to focus on how you are differentiated in the market, how you merchandise your brand, and the unique features and functions you want to incorporate into the e-commerce experience for your customers.

The platform delivers the features, the performance and scalability needed to successfully manage a high-volume multi-channel business, without the significant costs typically incurred. There are a number of compelling benefits to investing in SRS:

- ✓ **Rules driven trading** – taking the experience and knowledge from business users combined with market information to provide an intelligent rules driven trading platform

- ✓ **Optimisation not Administration –** Using the business rules engine, control is placed in the hands of the business users and routine administrative tasks are automated leaving more time to optimise the business.

- ✓ **Agile and Adaptive** – Built on a retail trading cycle, changes in response to the competitive landscape are implemented quickly and easily.

- ✓ **Evolution not Revolution** - Complements your existing IT investment and provides a Roadmap to build forward from your Legacy systems.

- ✓ **International Trading Ready** – With full support for language, pricing and regional shopping variations, a single platform allows the business to expand overseas.

- ✓ **Lower Entry Investment** - Avoiding capital expenditure in hardware, software and IT support, and clear, fixed monthly pricing.

Summary

- Intelligent approach to managing Omni-channel retailing using the power of business rules mapped to a proven retail trading cycle

- Modularised suite of applications combining best practice with innovative technology

- Powerful merchandising and promotional capabilities from Sonetto® enterprise components