

Multi-channel retailing

One view of customers and products across all the channels to market

One consistent view of you presented to customers

One integrated real-time service

BusinessEdge multi-channel key functions:

Data collection

Order management

Real-time stock

Inventory control

CRM

E-commerce

Multi-channel marketing

Promotions

Customer profiling



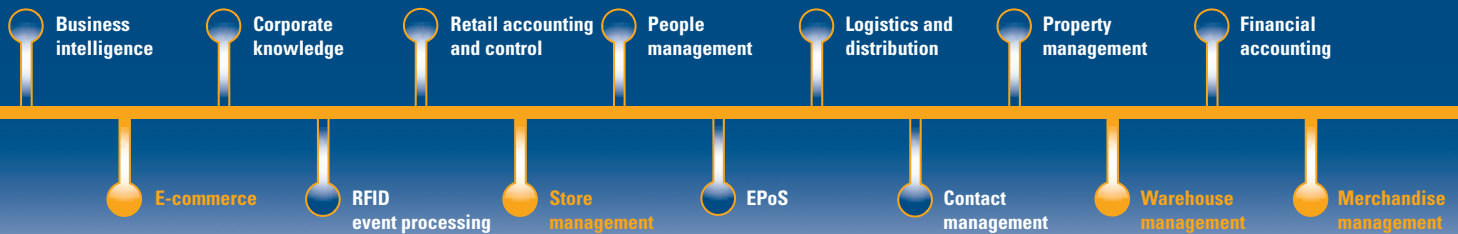
Multi-channel shopping has become commonplace. Today's consumer shops in multifarious ways – researching and/or purchasing on the web, by interactive TV, off the page, via telesales as well as in your stores, franchises or concessions. The challenges for retailers are to present a uniform image and excellent customer experience whichever channel your customer chooses, while gaining a single, transparent view of customers and products throughout the business.

Integration lies at the core of BusinessEdge for Retail, enabling consistent and up-to-date information on stocks, order management and customer behaviour to be made available in order to maximise the effectiveness of promotions, loyalty schemes, targeted marketing campaigns, cross or up-selling opportunities.

By tracking customers across all shopping channels, knowledge gained from one can be distributed across all the others to make the shopping experience personalised and targeted. Strategies can be implemented to collect data at each touchpoint maximising the quality, and thereby the effectiveness of CRM.

BusinessEdge for Retail also offers a complete e-commerce, database-driven on-line shopping solution which enables the web experience to be customised for individual visitors.

Letting customers know you truly value their business helps stop attrition and increases loyalty. Implementing our multi-channel solutions will achieve synergies to improve productivity and customer satisfaction.



BusinessEdge for Retail applications connect to the enterprise service bus for integrated business processes and management information

Forrester Research

"Today, 65% of online consumers have researched a product online and purchased that product offline. Of these people, 51% have cross-channel shopped in the past three months . . ."

Sharyn Leaver, Forrester Research Inc.

BusinessEdge for Retail multi-channel features include:

Customer database marketing – customer-centric retailers can plan, track and analyse marketing strategies and constantly fine-tune in relation to results.

Order management and fulfilment – integrated warehouse and store management systems provide one view of product across all shopping channels and keep track of orders and stock availability.

Data collection – speed the collection of customer information at the point-of-sale with unobtrusive prompts and intelligent information gathering and on the Web with schemes to encourage customers to update personal information.

Personalised promotions – match promotions to individual buying patterns and trigger according to consumer behaviour for greater success - on the Web or at the till or on-screen for telephone catalogue sales.

Integrated e-commerce – complete, database-driven e-shopping can deliver personalised content and dynamic navigation.

Multi-Channel capabilities are delivered from best of breed solutions and services in the BusinessEdge for Retail suite, available for both food and non-food retailers. These adapt easily to fit your business needs without incurring long implementation times or delays in achieving a return on investment. All application modules share Progress® OpenEdge™ as the underlying technology platform and integrate together or with existing systems via the world's leading enterprise service bus, Sonic ESB®, in order to minimise integration time and cost.

Finding out more

You can check out some of our retail successes at www.progress.com or contact Marketing Unit on 0845 665 2754
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