



# Opterus



simplifying **communications**

task management  
issue tracking  
messaging  
calendars  
training  
evaluations  
planograms  
store audits  
certifications  
document library  
product knowledge  
compliance reporting

# simplifying communications

## FUNCTIONAL FOUNDATION FOR YOUR RETAIL OPERATIONS

Keeping stores informed, efficient and on-track is a constant battle for most retailers today. Finding a software solution to solve the problem usually entails costly & lengthy custom development projects, expensive licenses, and the headaches of installing and supporting the system across all locations. Opterus solves these problems with the delivery of Store Ops-Center, a solution that you subscribe to as a monthly service for your stores. Store Ops-Center is a hosted solution that requires no software roll-out, enabling you to start using the system immediately. It is remarkably intuitive, and designed specifically for retail to simply and effectively manage and execute store tasks and communications. We took a modular approach to solve the entire retail communications problem, not just pieces of it. SOC becomes the functional foundation for your retail operations.

## ONE STOP SHOP

- DRIVE PERFORMANCE
- INCREASE SALES
- IMPACT EMPLOYEE SATISFACTION
- INCREASE CUSTOMER LOYALTY
- SIMPLE, ELEGANT, AND AGILE
- CONSISTENT AND INTUITIVE
- HIGH USER ADOPTION
- LOW TRAINING COSTS
- MINIMAL CHANGE MANAGEMENT



## MEASURABLE BENEFITS

More effective store preparation has proven a 20% sales increase during peak sales periods

An increase in revenue due to higher conversion for on-time markdown compliance

Task completed on-time go from 50% to 95+%

Savings of 400 hours per month of workload through SOC reporting on tasks

Timely and helpful responses to stores go from 70% to 95+%

Real time visibility to react and make changes promptly when issues arise



## EASY SETUP, TRAINING & DEPLOYMENT

A fully featured custom trial setup can be provided in just a few days which will become your production system. The intuitive UI and strong user acceptance makes for easy training.



## CONFIGURATION BASED

Easy to use Administration Module allows for customized workflow and options.

## STANDARDS BASED INTEGRATION

Optional Web Services Integration supports both internal systems and integrating to customer systems.



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“Having access to a reliable and easy-to-use store communications portal is critical to maintaining seamless day-to-day store operations.”

COLE HAAN

“Without Opterus our stores would not be able to run their business as effectively or efficiently.”

CHARMING CHARLIE

## MESSAGE CENTER

Easily send content-rich messages to all stores, a group of stores, or individual stores & know that messages are being read. Content can be targeted at specific user roles allowing you to create job specific messages. Store staff can easily use Message Center to see messages that are new to them, or new for their store.

## TASK MANAGER

Create and track task progress for store and individual tasks. You can use your retail hierarchy and roles to distribute task assignments and ensure that tasks are performed with consistency across the retail chain.

With Task Manager, store staff can easily view new and upcoming tasks, get clear direction, track their progress and log task issues.

SOC's integrated capacity planning can be used to set the available number of task hours per store based on scheduling standards. Set this information manually or use Web Services to update it automatically from a Workforce Management or Scheduling system. Once set, use your planned tasks and available capacity to know when stores are within or over task capacity and balance your schedule and tasks accordingly.

## ISSUE TRACKER

Allow stores to log and track their own support or operational issues. Create as many issue categories as you need and designate who is responsible for resolving the issue. Issue resolvers can be one or more specific people, or you can designate regional managers to own issue types.

Issues can be marked as being either private or public so that confidential issues can be handled as well as general public issues.

## STORE AUDITS

Create, assign & review store level audits to be completed by a field auditor, district manager, or store management to ensure stores are always up to corporate standards.

## TESTING AND CERTIFICATION

Create tests and certification programs, such as on-boarding, management, product and skills training, consisting of lists of required tasks. You can then decide which certification programs are required or optional for your different store or head-office roles and track certification status and progress.

## STORE SCHEDULER

Allow stores to create and manage schedules more efficiently online. The easy-to-use Store Schedule module adds a whole new level of convenience for retailers by providing a hassle-free way to create employee schedules, change shifts and set breaks. Schedules can be viewed within Store Ops-Center by store employees, district managers or anyone at the head office.

## CALENDARS

Give Head Office and Stores a calendar view to all assigned tasks, or use it to track any types of shared or private events that are created at Head Office or at Store Level.

## SURVEYS AND FORMS

Easily define your own on-line Forms and get the information back instantly as they are completed or download results in bulk. Store staff can quickly find and access Forms or complete a Survey as part of a task.

## KNOWLEDGE BASE

Post information about products, policies and procedures, or any other information that stores might need to reference. Additionally you can host a moderated discussion forum for each item in order to share knowledge. Users can post comments about items and also reply to comments left by others.

## PLANOGRAMS

Create on-screen maps of communication boards or floor layouts with clickable areas that can launch documents, pictures or other content. Great for communicating and planning upcoming floor or board layouts.

## DOCUMENT LIBRARY

Decrease or even eliminate the number of paper documents and forms your stores require. Stores can search the Document Library to easily find any kind of reference or procedural information, and always have the most up to date document versions.

## COMPLIANCE REPORTING

With Compliance Reporting for all levels of management, get an on-demand view for monitoring issues, task progress and store compliance to corporate standards and directives.



## OPTERUS INC

Established in 2006, Opterus Inc. is a privately held software technology company based in Ontario, Canada. It was founded by 3 individuals who have a combined 50 plus years' experience in retail and technology industries. The Opterus solution, Store Ops-Center (SOC), resolves significant operational pain points for a wide variety of retail segments.

Drawing from our experience in the industry, we created a company with a mission to provide an efficient, cost effective store information and execution management tool that increases productivity and improves retail enterprise communication. All of this is achieved through an easy to access, easy to implement solution for any retail environment.

Opterus' objective is to be a leading technology provider with a strong commitment to our purpose and to our customers, offering real value by providing the highest level of integrity, customer satisfaction and loyalty.

For further information, please visit [www.opterus.com](http://www.opterus.com)



**Opterus**  
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