

# Retail CIO Outlook

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## TOP 10 Retail Management Systems Solution Providers 2016

As consumers become smarter, retailers are driven to revitalize their retail management infrastructure to deliver engaging customer experiences across channels. Retailers are increasingly experimenting with new Retail Management systems that provide modern techniques to streamline shopping experiences such as click-and-collect that enables customers to buy online and pick up from stores. Further, these solutions enable retailers to analyze both online and offline data together for a more comprehensive view across multiple channels to gain clear visibility of sales, inventory and customers.

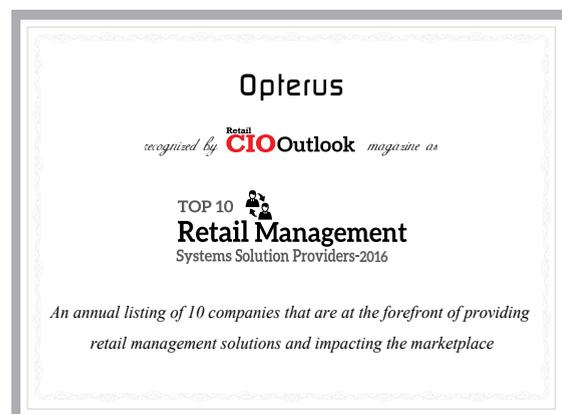
Retailers require the capability to provide a frictionless shopping experience for consumers. Retail Management systems empower them to eliminate flaws and friction from the shoppers' journey. Coupled with technologies such as wireless communication, mobile point of sale, location tracking, and inventory management these solutions further streamline the overall retail workflow. Adopting the new trends, a myriad of Retail Management systems

solution providers are offering biometrics, facial recognition and voice identification of customers to improve their targeted marketing efforts securely while delivering enhanced customer experience. These solution providers are also helping retailers to leverage mobile payments and EMV to bring greater flexibility and business agility while strengthening security and compliance.

In order to simplify and assist CIOs identify the right Retail Management systems solution providers, Retail CIO Outlook presents "Top 10 Retail Management Systems Solution Providers 2016."

A distinguished panel comprising CEOs, CIOs, VCs, analysts, and the Retail CIO Outlook editorial board has selected the top Retail Management Systems Solution Providers. In our selection process, we looked at the vendor's capability to fulfill the need for cost-effective and flexible solutions that add value to the retail landscape.

We present to you the "Top 10 Retail Management Systems Solution Providers 2016"



**Company:**  
Opterus Inc.

**Description:**  
Delivers a cost effective store information and execution management tool that increases productivity and improves retail enterprise communication

**Key Person:**  
Janet Hawkins,  
President & CEO

**Website:**  
opterus.com

## Opterus Inc. Untangling the Retail Communications Environment

“Opterus is a SaaS company that started development ten years ago, developing a multi-tenant application specifically designed for retailers to solve their communications and task management needs,” says Janet Hawkins, President and CEO, Opterus. Today, Opterus brings to the table a retail execution management tool that can be thought of as an instant store portal, vendable for retailers. “Retail customers are often scouting for task management solutions because their communications and operations teams require an effective way to communicate to their stores while ensuring compliance and accountability,” informs Janet. Opterus's easy to implement SaaS solution—Store Ops-Center—is the perfect alternative for retailers looking for simplified store communication as it replaces the mundane task of collecting and consolidating of emails, traditional mail bags, and faxes, etc.

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Opterus' Store Ops-Center, is a “one-stop-shop” for retail operations and an all-inclusive web-based solution, featuring a multitude of modules that allow retailers to manage store information consistently across the enterprise. The solution can also be accessed through an iOS mobile

app or Android app on different smart devices. The core Store Ops-Center functionality encompasses modules such as Message Center, Task Manager, Tickets, Store Audits and Calendar. Designed specifically for the retail sector, Store Ops-Center continues to be proliferated with newer modules at regular intervals. Store Ops-Center, is a tool retailers can use to connect and empower associates, provide real time access to production information, best practices, effective communication and knowledge so they are ready to provide a consistent and excellent experience for your customers. “Having a more effective, efficient and productive way to communicate to store management and associates, can streamline communications, leading to higher execution rates, higher conversion and sales,” explains Janet.

Store Ops-Center's other value-adding modules include Knowledge Base and Audit modules. The Audit module can be employed to carry out both store and personal audits that encompasses employee assessment, testing, and training, and traditional full-store audits. The Knowledge Base module can be used to house product information, potentially managed by different buyers, to share important product information they want the stores to easily access. Employee comments and questions can be managed centrally providing a place for sales associates to get quick information and answers to questions about products and potentially share selling information that's working for them with all associates. Each knowledge entry can fall under certain



Janet Hawkins

people to divide responsibilities and manage the stores based on real-time information. “For instance if a retail store is doing exceptionally well in selling a particular product because of an employee's extraordinary approach, these insights can be shared with the entire enterprise to create a learning environment,” exudes Janet.

Having acquired a reputation for being steadfast in their commitments, the team at Opterus is driven by the ideology of serving their customers with unwavering loyalty. In one instance, a retail store leveraged Opterus's Form module for an in-store promotional campaign where associates had to all wear promotional clothing. The form was designed to easily collect sizing information of staff ensuring they had the right number and the right sizes. The task to collect this information historically would have taken approximately 3 months, but was completed within a couple of days using Store Ops-Center's Form module.

Surging ahead aggressively, the firm is working on multiple modules to make their system functionally richer. They have already added functionality for capacity management and workload planning which enables retailers to optimize their schedule, plan their work, and assign work load to personnel who would execute it flawlessly and measure success. In their most recent release, v16.3, Opterus has launched an updated dashboard module. It has been revamped to support multiple custom dashboards, different "dashlet" types, SOC links, version control and more. **RC**