Retail Social Collaboration

Introducing a social application built specifically for the needs of retailers

IF you are following trends in the retail industry, then you know that there are several analysts discussing how to incorporate social applications into your overall business plans. This new arena is truly an opportunity for progressive retailers and something that resonates with the young, who grew up on social media.

The Opterus flagship solution, OPSCENTER, is one of the most robust and intuitive solutions in the retail market for communications and task management. For years Opterus has been providing a solution that ensures your important information and directives get to stores, that you can track that it's getting done, and give store users access to all the info they need to drive sales and focus on customers. OPSCENTER is a multi-modular, easy-to-use cloud solution designed specifically for retailers. A simple and agile solution, OPSCENTER allows for rapid implementation and strong user acceptance.

Introducing Social Collaboration. Opterus has taken its philosophy for simplicity, yet with no compromise to functionality, and has addressed the need for social

collaboration within retail organizations. Most organizations recognize that employees are their single biggest asset. So why not take all the necessary steps to cultivate and expand the cooperative spirit that already exists within your brand. Because of the intrinsic one-way nature of older retail communications methods, there is limited feedback between the operations team, corporate management and associates. These inefficiencies often result in overworked managers and store staff, low associate and customer satisfaction and confusion at the store level — all of which can impact operating costs.

The Opterus OPSCENTER has done a great job with creating a one stop shop solution for operations to get the compliance and accountability they need when it comes to all things retail; communication, task management, knowledge tools, dashboards, etc. But, in today's fast past world your associates also want a less formal way to communicate using mobile, doing everything from chats to photo sharing. And let's face it, if you don't give them a safe, company endorsed app, they will do it themselves by using one of the many public social media and chat apps that are out there. This means a potential security risk for company information to get out on the public cloud, and to even be sent to people who aren't your associates. Oh, and many of those apps that they're using, they own your data.

Own your own data with a secure social application!

And that's why we've has introduced **Holler**, a brand-new app from Opterus. If you are already an Opterus customer, it allows all the users you have already setup in OPSCENTER to have informal person to person and group level chats, share pics, and use company news feeds to post, comment, and like! If you aren't already an Opterus customer, you can still easily get started with and use **Holler** in your organization. With **Holler**, you know your data is secure and your associates aren't going to mistakenly (or purposely!) share data with external people.

Benefits

Existing OPSCENTER users are already setup. Just download the app, adjust your permissions to determine who can chat, post & comment and it's ready to go. If you are new to Opterus, it's still very easy to get started with **Holler**. The Opterus team can work with you to set up your associates and administer them over time. The data within Holler is safe, secure and yours, just like with OPSCENTER.

No training required, users already know how to use apps just like **Holler**. Associates can stop using non-approved chat and sharing apps because it's so easy to find others in the company. Retailers are now free to encourage in-depth context aware threads and discussions on any mobile device and it's available for all your associates.

Features

- **Holler** uses the same accounts as OPSCENTER but allows you to set permission controls. And if you want to add more associates to use **Holler**, just set them up with a free OPSCENTER account.
- Create your own Terms of Service policy that users must accept to use Holler.
- iOS & Android Apps and notifications
- Multi-Lingual app UI

Chat

- Person to Person Chats and Group Chats
- Profile Pics and Bios
- Search for Users based on name and store
- Share pictures
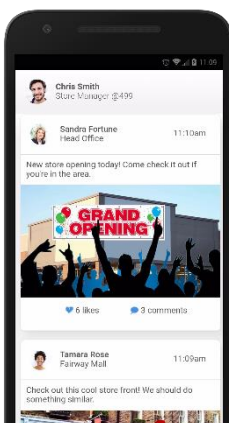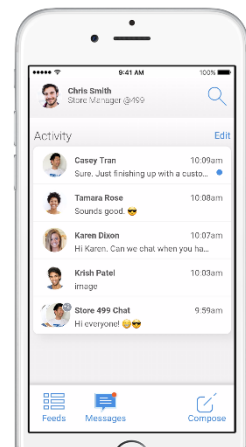
News Feed

- A companywide news feed for sharing news and status updates
- Post Pictures or text updates
- Like and /or comment on a post
- Reply to a comment
- Filter the Feed by your store hierarchy
- Decide who can See the feed, who can post, and who can comment

Adding the social collaboration aspect to Opterus was a natural progression. Opterus creates solutions to provide an attractive software experience that supports retailer's goals. Current research is showing that organizations now need tools to work differently to attract, retain and inspire talent. Success will go to businesses savvy enough to understand, learn from and leverage these tools. Retailers who aren't just modernizing but are actually transforming business process to drive true innovation within their organization.

For more information about Holler, powered by Opterus contact:

Sales and Marketing

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Opterus *Ops-Center* Benefits:

Increase Store Productivity & Improve Communications
- Opterus allows a retailer to communicate with each store, and if necessary, each employee within the store from one centralized solution.
- Retailers will drive financial performance through quicker, more accurate adoption of corporate initiatives.

Improve Visibility and Control
- Current retailer environments where multiple corporate departments are using various communication methods to gather information from the stores without any type of governance causes conflicts and confusion at the store level.
- Opterus enables retailers to streamline initiatives and make better decision with improved data and reporting from stores giving them a 360° "eye in the sky" view of the enterprise.

Mitigate Compliance Risk
- Compliance monitoring that reduces operating expenses by having a standard set of workflows that optimize operational efficiencies across all stores.
- Ensuring compliance and alignment with all corporate initiatives and objectives.

- Monitoring store compliance and increasing accountability at the store level and monitoring which stores are compliant with their tasks.
- Link store issues to tasks; find ways to improve and receive feedback tied to, and independent of, specific tasks.

Improve Overall Quality of Workforce
- Today's employees have been immersed in technology almost since birth, and based on their experiences as students and consumers, they have come to expect it in the workplace as well. The pervasiveness of social media and social computing is a big part of that.
- These expectations have to be factored in when trying to recruit, retain and motivate young employees.

Increase Sales
- Opterus allows stores to have clarity of instruction.
- Retailers will be following best business practices.
- Key store personnel will be spending more time on the sales floor.
- Drive consistent customer experience.
- Studies show 2% to 5% of revenue is lost when store-level employees aren't compliant in executing strategy

About Opterus Inc.

Opterus Inc. is a leading global provider of a cost-effective, easy-to-implement store information and execution management solution that increases productivity and improves retail enterprise communications. Opterus *Ops-Center* software is an on-demand, web-based retail portal designed to communicate corporate policy and day-to-day objectives between corporate office and store locations. Deployed in over 45 countries in 30 different languages, the solution is specifically designed for retail operations, and provides store personnel with clear, concise and timely direction, along with the proper tools to best do their jobs to support corporate initiatives. Opterus is based in Toronto, Ontario and was founded in 2006 by a group of seasoned retail industry technology veterans. For additional information about Opterus, please visit http://www.opterus.com.