Softeon

Retail Solutions

Omnichannel Excellence Across the Supply Chain.

Digital technology is challenging the modern retailer to provide a seamless shopping experience across multiple sales channels such as traditional store, online, mobile, social, catalog and call center. Laptops, tablets and smartphones have given customers control of research, transactions and fulfillment.

Softeon solutions empower retailers to respond with agility and speed to optimize merchandise availability across channels and maintain consistently high customer service levels. Our solutions enable retailers to manage the business pressures of multichannel delivery to:

- **Reduce lost sales opportunities**
- **Improve on-time order fulfillment rates**
- **Increase real-time visibility of operations**
- **Reduce costs and maximize profitability**
- **Enable rapid global expansion**

Adding one or more extra channels often requires business process reengineering. Softeon excels in rapid business transformation, change management and user adoption.

Softeon Solutions Deliver Industry-Specific Functionality

Softeon solutions are tailored to the specific needs of retailers with rich functionality and unique capabilities. Our retail platform provides end-to-end supply chain solutions from planning through execution. Modular solutions can be configured and seamlessly integrated to fit any retail scenario. Solutions are available on-premise or in the cloud.

Inventory Optimization from Planning to Replenishment

Softeon enables retailers to keep up with the multi-channel shopper with solutions that sense and respond to real-time demand across channels. Solutions range from demand planning and forecasting to inventory optimization and store replenishment. Users gain visibility into stock levels throughout the supply chain, including reduction of stock-outs and over-stock situations, improved localized operations at the store level and higher revenues due to better demand-chain performance.

High Performance Distribution from Receiving to Fulfillment

Softeon solutions expertly handle the complexity of consumer goods receiving and warehousing as well as order processing in large distribution environments. The functionality can tackle multiple challenges of distribution and transportation planning including customer shipping preferences (same day air, UPS ground or preferred LTL or TL carriers), order consolidation, distributed order management and routing to customer hubs/DCs, direct-to-store and consumer-direct deliveries.

Extended Benefits

Create a complete end-to-end solution with our innovative planning platform for your supply chain network.

Demand Management

Demand Planning

Integrate the silos of sales planning, demand planning, replenishment and inventory management in a single solution.

Forecasting

Allow users across your supply network to model various forecast scenarios.

New Product Introduction

Forecast new products and hard-to-forecast products more accurately.

Campaigns and Promotions

Manage events and promotions. Determine their effect on future forecasts and analyze the effect on historical demand.

Inventory Optimization

Inventory Management

Balance inventory in the hand-off from suppliers, manufacturers and distributors to retailers.

Store Replenishment

Determine the most optimized store replenishment strategy to help stores manage the right amount of inventory at the right time.

Integrated Retail Solutions

Softeon solutions are engineered for rapid implementation and lower costs. Our Warehouse Management System (WMS) and Distributed Order Management (DOM) solutions provide the essential foundation to streamline operations and optimize multi-channel delivery, enabling retailers to achieve a new level of growth. Users can easily add new solutions as needed. Solutions are configurable, adaptable and scalable to meet growing business needs.

Order Management

Order Management manages multichannel order demand, pricing, promotions and allocation rules to optimally meet customer order fulfillment. The flexible interface accepts orders from various channels and provides comprehensive order-to-delivery visibility.

Distributed Order Management is an intelligent integration hub for order sourcing, routing and fulfillment and accepts orders from multiple channels, while evaluating rules to determine the best fulfillment strategy to increase supply network flexibility, efficiency and customer service.

Warehouse and Transportation

Warehouse Management System supports the multichannel model. Order fulfillment workflows can vary for each channel and WMS can be configured to direct the fulfillment activities appropriately. WMS seamlessly supports seasonal and promotional workflow activities and creates dynamic pick-lines based on demand to optimize order fulfillment workflows.

Assembly & Kitting has adaptable functions and components to support multi-channel requirements, such as build-to-order, serialized assembly, lot control, rework and refurbishment, seasonal and promotional services to auto-insert promotional items and packaging, and other custom assembly actions.

Resource Management includes powerful tools that enable you to control and optimize labor and equipment resource performance to reduce costs and minimize execution variability.

Reverse Logistics provides rules-driven support of a variety of configurable workflows to optimally process returns from diverse channels. Piece-level tracking features enable comprehensive track and trace capability throughout the supply chain. Real-time visibility and rule-based capabilities dynamically evaluate return product attributes and condition to determine disposition and destination.

Transportation Management includes flexible functions to support optimal carrier and mode selection, integrating with carriers via the web or EDI, providing complete shipment visibility, parcel manifesting, and generating carrier-compliant labels, shipment documents and export documents.

Store Application provides complete support for standard store operations including Receive, Pick and Ship, along with repelnishment and cycle cocunt. Additionally, there is support for store shipments for eCommerce orders, including event based customer engagement. Separately, broad support for maintaining Perpetual Inventory, including integrating with POS systems and DOM to ensure appropriate store inventory positions. All functionality is fully supported on mobile devices.