



Retail Store Management

*Enterprise-wide solutions for the
Consumer Goods Industry*

www.mysunrise.eu



It's our business to support yours.

At Sunrise[®] we help suppliers, manufacturers, wholesalers, distributors and dealers to gain an advantage in the global consumer goods business by supporting them to adapt to the business trends they face.

Integrated Solutions, designed for the way you do business.

Sunrise[®] Retail Store Management provides retailers with an integrated suite of retail applications focused on bringing efficiency and customer service excellence to your retail locations. The suite offers a wide variety of applications encompassing all your in-store technology needs and provides unrivalled flexibility enabling you to deliver a superior experience to your store personnel and customers.

Returns Management

Sunrise[®] Retail Returns Management is a multi-channel returns management application making it possible for retailers to ensure accurate refunds and reduce refund fraud, while improving customer service and employee compliance.

Returns Management enables real-time access to all transaction details, including original purchase and subsequent return history, regardless of when or where the items were purchased or returned. Retailers can manage their standard return/refund policies through a central configuration.

Centralized and Real-Time Transaction Information

Centralized and real-time transaction information is stored centrally in a database for return validation from any store, regardless of where the original sale took place. Providing a single repository for all transactions, the central, real-time database tracks purchases from all sales channels—stores, e-commerce, catalog—giving your customers the flexibility and satisfaction of buying online or by catalog, and returning or exchanging in a store.

Flexible Data Search

The flexible data search provides retailers with many search options, handling a variety of potential scenarios such as a bar-coded receipt, customer's name, phone number, loyalty card, or even the tender they used in the original purchase, such as a credit card or gift card.



Return the Correct Price

One benefit of Returns Management is returning the correct price, tax and tender to the customer. This is done by tracking and calculating all promotional prices, item and transaction level discounts, taxes charged, and tenders used during the original sale. The information is stored in the central database with easy access at the POS, allowing retailers to always refund at the correct price, tax, and tender.

Post Subsequent Transaction Activity

Posting of subsequent transaction activity on a transaction to the central database prevents fraudulent returns, as cashiers will now have visibility to items that have already been returned in a specific transaction.

Mobile Store

Sunrise® Retail Mobile Store operates on a wireless device providing you the mobility to extend key store system functionality beyond the cash-wrap and manager's workstation. This mobility empowers your employees to work more efficiently and enhance the customer's overall shopping experience.

Line Busting

Line Busting enhances the customer's experience and decreases wait time at the register by allowing the associates to start the customer's transaction. Whether it is on the sales floor helping a customer or while the customer is waiting in line, the associate can scan in items, change the price and quantity, and save the transaction for payment at the register.

Item Lookup

Item Lookup provides store personnel the ability to help a customer on the sales floor or verify on-hand merchandise information. Item Lookup displays on-hand, PLU price, current price, description, and more.

Stock Locate

Stock Locate provides your stores the ability to locate out-of-stock merchandise from another store or sales channel, across the chain or within a few miles of the store. Once the merchandise is located, the customer purchases it at POS and Sunrise® Retail Enterprise Selling routes the order for fulfillment and shipment to the customer's desired location.

Inventory Management

Inventory Management functions such as receiving, shipping, ordering, price changes, inventory adjustments, and physical inventory processing can all be performed using Mobile Store.

Retail Store Management

Sunrise® Retail Store is a scalable suite of highly integrated store applications, developed in the Microsoft® .NET™ framework with a flexible n-tier architecture enabling a high degree of extensibility and interoperability with several deployment options, including thin and thick client as well as enterprise store, where the server functions are held in a central location.

Retail Store includes a feature-rich POS and in-store system with a highly flexible configurator to meet retailers' unique business requirements. Its real-time, central features include CRM, stock



locate and order management, return management and mobility functionality. The full complement of in-store back office modules is necessary to efficiently and easily manage the retail store.

Retail Store POS

Sunrise® Retail Store POS is a feature-rich store system that empowers store personnel to provide enhanced customer experience. Its highly flexible system configurator allows functions to be configured to meet your unique business requirements. Where modification is required, the system includes .NET extensibility in all modules to allow unique changes to be made without changing the core code base.

Comprehensive functionality include electronic gift cards, gift receipting, customized receipt per transaction type, coupon redemption/issuance, lay-aways, special orders, suspend and resume, item marking for various functions, additional input fields, multi-currency, start/end of day functions, cash management, and more.

- ☞ Advanced Deal Pricing module creates and manages promotions, including multi-deal processing, “best deal” for customer, and return value pricing.
- ☞ Supports international system configurations and languages.
- ☞ Intuitive navigation with function keys relevant to the state of the current transaction.
- ☞ Web browser key setup for linking from POS directly to an intranet or internet site.
- ☞ Seamless online/offline so your sales associates can keep working if the network connection is lost and when connection is restored registers automatically synchronize with the server (Product Roadmap Sunrise® v9).
- ☞ Fully functional training mode allows sales associates to ring mock transactions without affecting store business.
- ☞ Applicable industry standards are included for software and hardware interfaces such as SOA and XML.

Integration to Central Data

Integration to central data allows for multi-channel selling, returning and rewarding customer loyalty.

- ☞ Return/Exchange validation against central Sunrise® Retail Returns Management allows associates to look up original sales receipts from any store or channel to identify the correct return price and any return activity that has already taken place on the original sale.
- ☞ “Save-the-Sale” order management between stores or any sale channel is fully integrated to the Sunrise® Retail Enterprise Selling, allowing associates to perform real-time stock locator queries against a central database and include items to be shipped or picked up into the POS transaction.
- ☞ Remote Order Fulfillment notifies store personnel of incoming orders on-screen and/or via a printed pick ticket. Orders from other stores and sales channels are processed using simple order fulfillment procedures with centralized order tracking.
- ☞ Recognize customers in any store or sales channel with integration to Sunrise® Retail CRM allowing customers to receive personalized service and offers. POS provides Retail CRM with customer purchase information for tracking and analyzing recency, frequency, and monetary value of preferred customers.

Manager’s Dashboard

Manager’s Dashboard is a powerful tool providing management and associates with on-demand information and reporting at the store level. The Manager’s Dashboard provides a snapshot of



store/associate Key Performance Indicators (KPI's) in real time, as well as additional information and links to web portals or applications. Select which information is important from a list of predefined KPI's, and dictate how it appears in the store. With the instant feedback provided by the dashboard, managers are able to measure store performance during the day while staying focused on company goals and priorities.

Key Performance Indicators include sales by hour, average transaction, average items per transaction, comparison to last year, sales by department, traffic to sales conversion, sales by register or associate, cashier statistics, tender status by register. Additional dashboard items include system alerts, flash sales, store-based goals, pickup warnings, web portals, and an application launch pad.

Store Operations

Sunrise® Store Operations is a complete back office module that provides store management with simple, centralized access to management functions as well as security for key tasks. Functions are accessible from the back office and at POS, giving the management the flexibility to work on inventory, employee maintenance, or other tasks while still monitoring the sales floor.

- ☞ Employee Maintenance function provides authorized users the ability to setup and maintain personal, business and job information about an employee such as name, address, tax information, employee eligibility, job class, associate number and passwords, user language, and more.
- ☞ Reports provide store personnel with data on store, employee and item productivity allowing them to manage their business more efficiently.
- ☞ Administration function allows authorized personnel or head office to maintain functions and values for check endorsement, foreign currency conversion rates, tax maintenance, negative check file, message maintenance, store and business information, PLU, maintenance, and more.
- ☞ Utilities function allows authorized personnel to maintain basic operating information, including employee passwords, and the system date and time.

Promotional Events Management

Sunrise® Retail Promo Events Manager provides an easy solution to create, manage and execute both item and transaction based promotional events at the store. Promo Events Manager allows you to create an unlimited number of unique sale events by defining the qualifying conditions, benefits, and time period of a sales program. In-store personnel can then rely on the POS.

The Sunrise® Promo Event module will automatically and accurately provide the benefit to the customer instead of manually applying discounts.

- ☞ Item-based deals require the customer to purchase one or more items to receive a discount of some sort on another item or items:
 - Buy 3 for €20,00
 - Buy 3 get 20% off or €10 off
 - Buy 3 get another item with an equal or lesser price for €2.00
 - Buy 4 get 1 for free
- ☞ Transaction-based deals are deals where the qualifier is the transaction amount or number of items sold. Benefits are then applied to the transaction itself or to a specific item or items:
 - Spend €100 get a specific item free
 - Spend €100 get €20 or 20% off transaction



- Buy 10 get 10% off the transaction
- Get 20% off transaction between 08:00h–10:00h, as well as standard timekeeping reports.

Inventory Management

Sunrise® Retail Inventory Management is an intelligent shipping and receiving module allowing retailers to easily manage their inventory across the retail chain. It strengthens the crucial link between supply chain management and inventory control through integration with the home office. A built-in compliance monitor at the store level and advanced configuration parameters provide the framework needed to proactively generate advanced action notices and directives from the home office.

Inventory Management has an inventory dashboard showing outstanding documents and various inventory management functions including:

- ☞ Receive from warehouse and vendor
- ☞ Transfer between stores
- ☞ Adjust inventory and prices
- ☞ Return to vendor and ship to jobber
- ☞ Cycle and physical inventory counts
- ☞ Creation of price tickets
- ☞ Supply and merchandise ordering
- ☞ Reporting

Time and Attendance

Sunrise® Retail Time and Attendance records and tracks employee work hours electronically, greatly reducing payroll paperwork. Time and Attendance supports a keyboard-based time clock that allows employees to clock in and out at the POS terminals or the manager's workstation.

- ☞ Configure to track sales vs. stock time while also recording sick time, vacation time, and any other accumulated hours you may require.
- ☞ A user-friendly manager's view-and-edit function for corrections and/or adjustment.

Payment Authorization/Settlement/Polling

Sunrise® Retail eConnector maximizes the performance and value of your network allowing you to take control of critical processes like trickle polling, file transfer, message switching, and payment authorization. Data Exchange also allows you to configure your network to your unique specifications through either persistent or on-demand connectivity.

Configuration Tool

Sunrise® Retail Configurator delivers a state-of-the-art remote systems management solution to retailers who need up-to-the-minute, control of store configuration profiles. Configurator enables retailers with the power and flexibility to configure and change business rules related to policy and procedures, payroll, security, marketing, taxes, inventory, and so much more.



Choosing the right supply chain partner can help you compete successfully.

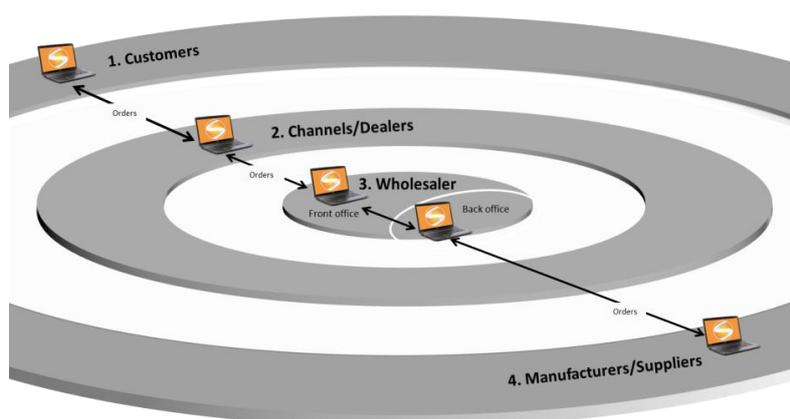
For more than 14 years, we've partnered with consumer goods companies across a wide range of industries to develop, implement and support Enterprise Resource Planning (ERP), Supply Chain Management (SCM) and Warehouse Management System (WMS) solutions designed specifically for the way you do business. Backed by our knowledgeable team and leading technologies, our industry tailored solutions are fully integrated and easy to use. Sunrise[®] is designed to help you:

- Streamline your operations;
- Reduce your costs;
- Gain improved business-wide performance visibility;
- Capitalize on revenue opportunities;
- Sustain a low total cost of ownership;
- Achieve a fast return on your investment.



Integrated Solutions, designed for the way you do business.

Sunrise[®] provides a fully integrated, enterprise-wide solution designed specifically for the consumer goods industry. Whether you market or manufacture fast moving consumer goods (FMCG) such as toiletries and cosmetics, non-durable goods such as food, wine and apparel, or durable goods like electronics and home furnishings, we have the industry specific capabilities, services and expertise to help you grow your business.





Expertise to help, you succeed.

Your immediate and long term success depends on more than just finding the right cloud-based software solution. You need a business partner that understands your industry and unique business needs. A partner that will be there before and after the sale to ensure a successful implementation, support your

user community on an ongoing basis, and meet your business requirements over the long haul — with a proven team that will be as adaptable as you are to your changing business needs.

Sunrise's team of knowledgeable professionals is here to support you — from pre-sale to post-implementation — to ensure your immediate and ongoing success. Through our industry focus and expertise, we can provide advice and recommendations on business processes to help optimize the efficiencies of your supply chain, reduce your costs, improve your business performance and maximize your profitability. Working together, we can help you thrive in the competitive consumer goods market while attaining a quick and lasting return on your investment.

Around the clock, around the world, support that makes a difference.

Sunrise's multi-lingual, committed support professionals are available up to 12 hours a day through our Support operations in the Asia Pacific region and Europe. At customer request Sunrise® provides 24/7 support as part of the Premier Support. We'll work with you to identify, troubleshoot and resolve technical issues, provide advice and recommendations on business processes and best practices, and help tailor your solution to maximize your efficiencies and business benefits.

Behind the Sunrise® solution is standards-based, leading technologies that deliver rich functionality and solid reliability for your business:

- **Interoperability** – leverage application programming interfaces (APIs) and our service oriented architecture (SOA) for a seamless, consistent view of data throughout your organization;
- **Performance** – achieve optimal user responsiveness and data storage and retrieval results through our n-tier architecture;
- **Resiliency** – ensure application availability with our inclusive basic monitoring services or our more advanced monitoring, database replication, and disaster recovery solutions;
- **Scalability** – meet your needs today while easily scaling for future growth requirements without sacrificing system performance or response times;
- **Globalization** – extend the reach and usability of your data through our system's built-in localization tools, backed by localized support.





Sunrise, more than a vendor, rather your partner.

Sunrise's sole focus is on ERP and SCM solutions for consumer goods companies. Your priorities are ours. We operate where you do. Our development strategy is driven by your needs — so we bring your industry specific requirements to market faster and in a more tightly integrated manner.



Our professional services teams, from project management to support, are specialists in the consumer goods industry. Unlike providers of more generalized applications, we don't have to learn your industry because we already know it. And we'll work with you to recommend industry best practices to improve your bottom line.

Through our beginning-to-end solutions, we eliminate your need to invest in add-on systems, allowing you to keep total costs down while improving business visibility. Industry specific requirements are integrated within the Sunrise[®] application. With less need for customizations, you can reduce start up and maintenance costs, improve solution time to deployment, simplify and lower the cost of upgrades, and speed and enhance your return on investment.



With Sunrise[®] as your partner, you can achieve tighter integration, better visibility and faster results.

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