

Cegid Retail Mobile POS: Mobilizing In-Store Staff

The Expanding Role of the Modern Sales Associate

Our smartphones have become an externalized part of our brains; they are literally changing how we think. For a number of reasons, we now start our shopping journeys digitally before visiting a store. To keep up, retail brands must adapt, providing a frictionless experience that incorporates on-the-go access at every level. Mobile-first strategies are the de facto standard for brands looking to closely align their Point-of-Sale (POS) systems with their digital strategy to drive value.

Cegid Retail Mobile POS — tied to our core Cegid Retail Y2 back end — empowers store associates to recognize shoppers, understand their buying history and preferences, manage loyalty and promotions programs, quickly access inventory availability, identify fulfillment options and complete transactions — all without leaving the customer’s side. Because sales associates take the mobile device with them, they drive continued engagement outside the store, with personalized communications via phone calls, text messaging and emails to their VIP clients.

Key Benefits

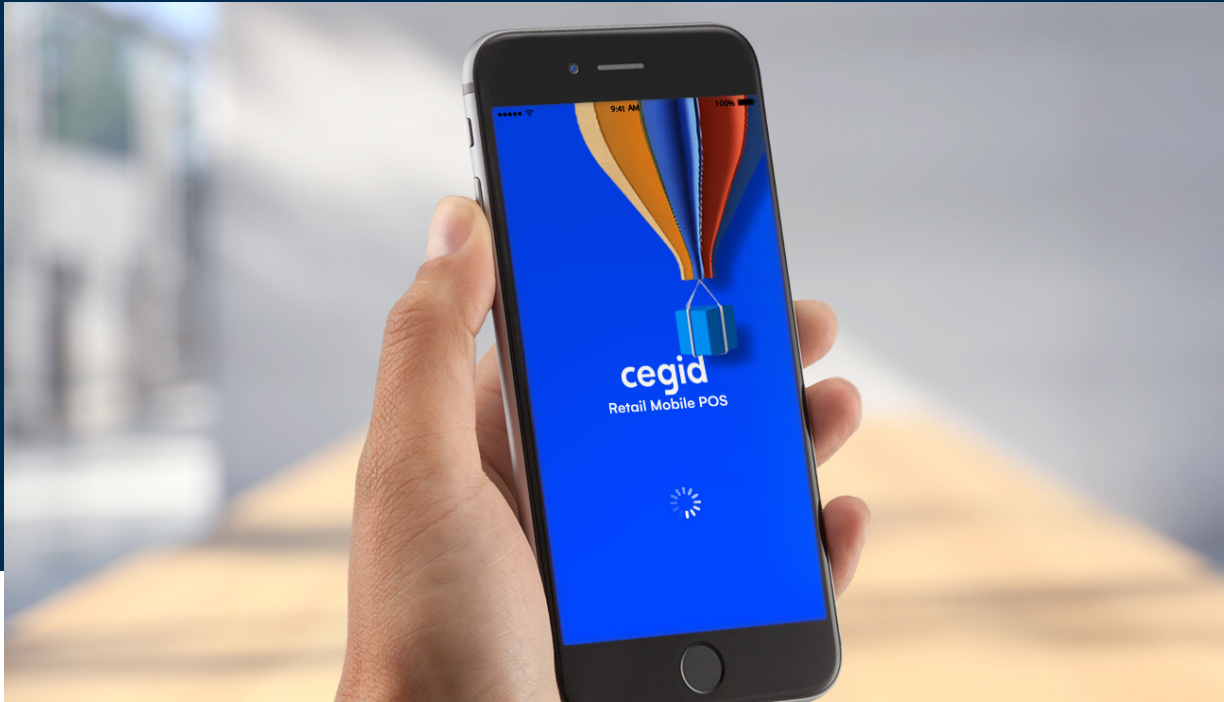
- › Support daily sales operations
- › Increase cross-sell/upsell opportunities
- › Improve sales associate productivity
- › Streamline checkout processes with e-receipts
- › Personalize and strengthen the customer’s in-store journey
- › Enhance one-to-one customer communications
- › Minimize visible fixed POS in the store
- › Easily add/remove POS stations

Why an Apple-based Mobile POS?

- › Bring familiar technology to the sales associate
- › Enjoy a mature, robust platform preferred by premier developers
- › Centrally manage deployments/updates for added control, security
- › Achieve beautiful interface and design capabilities using Apple’s ecosystem

Cegid mPOS Capabilities

- › Complete transaction management
- › Pre-sales, queue-busting, corner mode and print
- › Standard sales with native apps/UX, e-receipt, sales conditions and upselling
- › Management of returns, holds, serial numbers and access rights
- › Line-item actions including price modifications and discounts
- › Proven payment processing integrations¹
- › Reporting on sales, salesperson, achievement of objectives and product statistics
- › “Google-like” search feature



Cegid mPOS Omnichannel Services

- › Order online, collect in-store (Click & Reserve)
- › Order in-store with delivery to customer's address (web order)
- › Order in-store for collection at another store or pickup point (Click & Collect)
- › View and track order status

Cegid mPOS International Capabilities²

- › Regional regulatory and compliance requirements
- › Fiscal and receipt printers
- › Tax engine and reporting functionalities
- › Payment support across multiple markets
- › Address verification

Cegid mPOS Customer Personalization Capabilities

- › Capture customer details, access detailed purchase history for upselling/reselling
- › Manage loyalty programs and targeted/non-targeted promotions
- › Manage opt-in/opt-out
- › Enable and track one-to-one communications with customers, share personalized product lists/photos/messages through phone calls, SMS or email

Cegid mPOS Technical Capabilities

- › Can be deployed via MDM for centralized control
- › Web services-, WiFi- and internationally-enabled
- › Integrates with other iOS applications
- › Compatible with iPod, iPhone, iPad and iPad mini running iOS 8, 9, 10, 11 and 12
- › High-performance barcode scanning with Scandit³

Cegid mPOS Endless Aisle Capabilities

- › Look up omnichannel inventory
- › Browse, search and filter products
- › Identify complementary products for up-sell- and cross-sell
- › Order in-store, ship from anywhere

Cegid Retail Y2 Version Compatibility

- › **Minimum versions required Ed2017 (v14):**
 - › CBR 14.00.0000.2713
 - › TaxEngine Plugin 14.00.0000.27
 - › Clienteling Plugin 14.00.0000.1703
 - › LoyaltyEngine Plugin 14.00.0000.975
- › **Minimum versions required Ed2018 (v18):**
 - › CBR 18.00.0000.1189
 - › TaxEngine Plugin 18.00.0000.37
 - › Clienteling Plugin 18.00.0000.472
 - › LoyaltyEngine Plugin 18.00.0000.160

¹Payment processing integration currently available with Adyen, Ingenico (France), and Payworks (US)

²Localized in Australia, Belgium, Canada, China, France, Hong Kong, Ireland, Japan, Luxembourg, Macau, Malaysia, Monaco, Netherlands, New Zealand, Singapore, South Africa, Switzerland, United Kingdom, United States.

³Optional feature requiring a Scandit license