ARE YOU READY FOR THE NEXT IT WAVE IN RETAIL?

CHANGE IS COMING!

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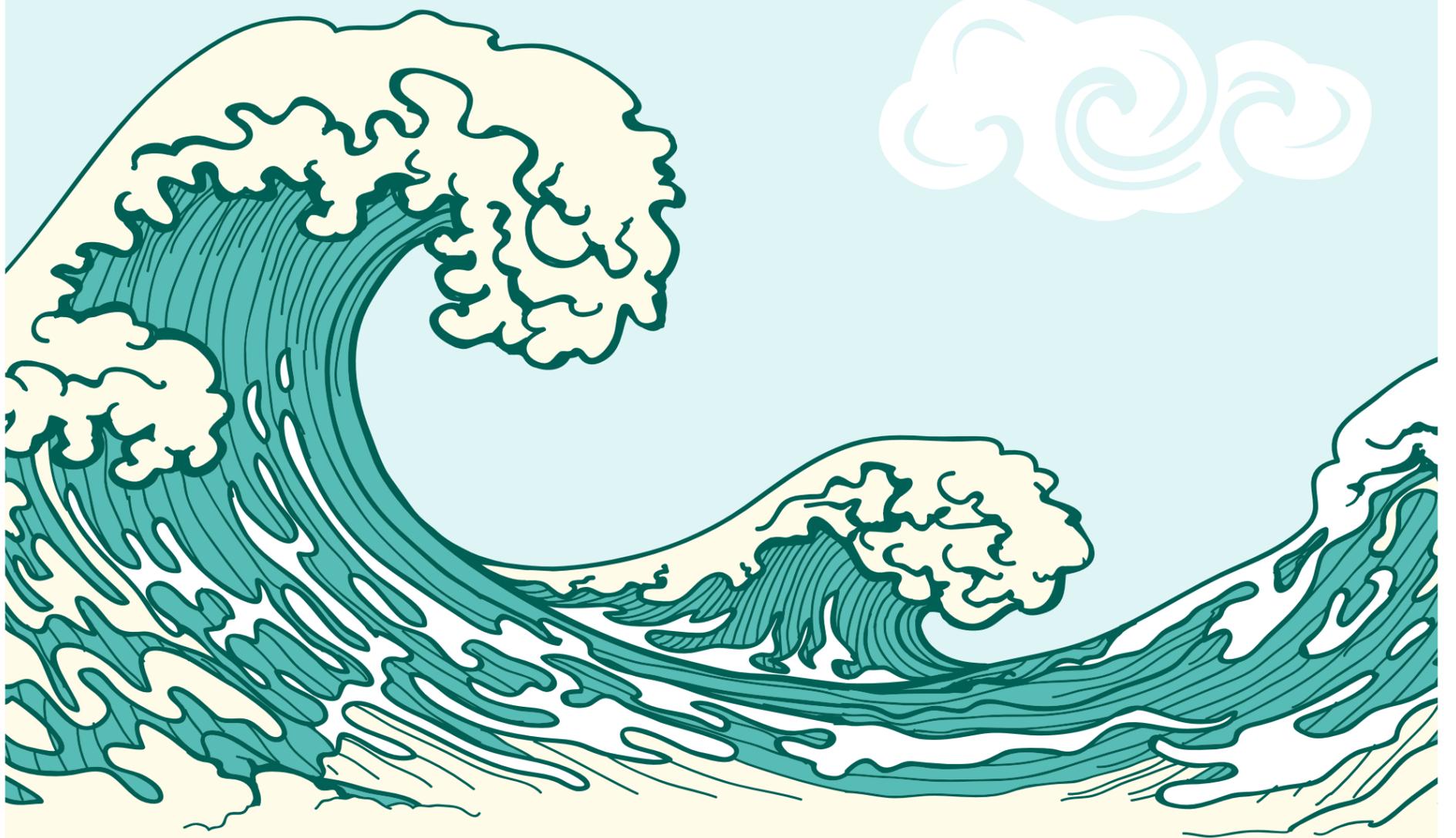
#1
SHOPS NEED TO BE SMART AND CONNECTED

We help retailers embrace change!

How to face IT challenges created by new Retail business?

New changes for retailers on the European horizon. The past years have been challenging times for retailers. In a shrinking market we saw retailers closing shops or struggling to survive. Retailers and customers demand new and innovative business ideas. This puts high pressure on retailer's IT landscapes, which play a crucial role in their business nowadays. Shops are getting as smart and connected as your online business. Are you ready for the next IT wave in retail? At Centric we can provide you with best in class IT solutions that support all customer journeys your business can ever come up with. With our managed services for retail we offer you a smart connected shop floor 24/7 and make sure you can free up your mind to focus on the new stuff, like big data, machine learning and algorithms. There is a lot to gain. Why not give it a try?

We help retailers to succeed. That is why our customers consider us a reliable and highly capable partner that helps them face their challenges in an ever changing IT landscape. Can you keep up with the ideas and ambitions of your business and marketing managers? At Centric we would love to help you in achieving your goals.

Less than 25% of major retailers track store traffic.

Percentage of shops in each segment (Fashion 23%, Food 39% and Non-Food 38%)

"Our technology is helping
retailers build the store
of the future today!"
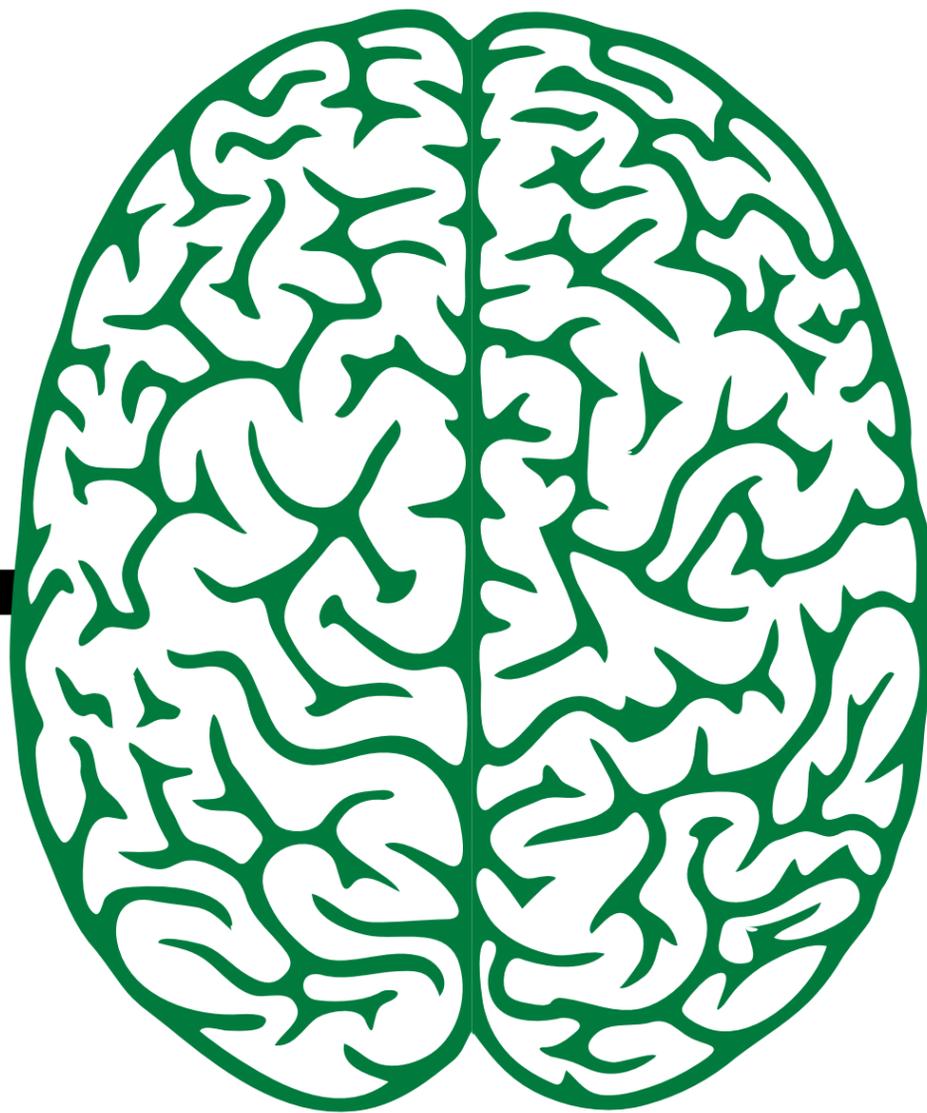
Our customers own over
20.000 stores and process
2 billion transactions a day

Our customers offer
110 different brands in
30 countries

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#2
CONSUMERS DEMAND
NEW RETAIL BUSINESS

Focus on what really matters, doing fewer things better

How to focus on retail with our Store-as-a-Service?

Don't want to miss any opportunity to engage your visitors and consumers? With our managed services for retail, you will be there for your customers wherever and whenever they demand. To make sure that your store is always on and connected, we use proven best practices and the latest technologies to offer the highest possible store uptime. Outside opening hours we will seriously reduce energy consumption resulting in lower costs. You control our performance by defining your demands and ambitions and we will live up to them. Without the need to invest your time in selecting and maintaining touchpoints or bother with maintenance, you can focus on new technologies to improve conversion rates, customer experience and brand loyalty.

Retailers needlessly spend a lot of their available time on keeping the shop up and running

"Our managed services for retail will help you grow your business – fast"

NEW
STORE
OPEN!

NEW
STORE
OPEN!

NEW
STORE
OPEN!

In Europe we deliver our services with our own local staff or with our network of local retail hero's

In case you need worldwide coverage we can upscale our services with the Global Workspace Alliance, a network of proven technology partners

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#3

SHAPE OR STRETCH YOUR CUSTOMERS' JOURNEY IN ANY DIRECTION

Stores are becoming a hub in a retail network

"Retailers feel an immense pressure to reinvent their store to attract customers"

The Omnichannel Retail Suite is independent from device or touchpoint. It can support all form-factors you can find

Omnichannel Retail Suite is a rich platform that offers self-checkout, self-scan, kiosk, checkout, mobile checkout and checkout on the go

The use of cloud peripherals saves you money and offers best in class convenience to your customers and staff

How to create an elastic IT landscape with infinitive smart touchpoints?

Traditional retail is undergoing drastic changes. In this new era of omnichannel retailing the brick and mortar shop is changing to a hub in the complete retailer's omnichannel network. It blends in the holistic approach of modern retailers.
What is the function of your store? No matter how fast online revenue is growing, experts tell us consumers will be visiting physical stores in the future. New store formats are popping up every week. Stores fulfill an important role that differs vastly

from the past when checkout and local product availability was driving business. Next day delivery is already mainstream and we are moving to instant delivery. With the current double digit growth in online revenue, comfortable online shopping, full transparency and decreasing delivery times, retailers feel an immense pressure to reinvent their store to attract more customers. Consumers are very well informed and expect an ultimate shopping experience when entering your store, part of

which could be the quickest possible checkout, the best advice or most impressive experience. Retailers need to add value in the complete customer journey to seduce consumers to buy from them, be it local or from stock somewhere in your supply chain. What is your answer to these changes? With our products and services we offer our customers the convenience of delivering their in-store brand experience in all desired formats, based on the best Omnichannel Retail Platform.

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#4
BLEND
ON- AND OFFLINE CHANNELS
WITHOUT ANY BARRIERS

Most retailers haven't quite realized true omnichannel retailing yet

How to deliver a true omnichannel experience?

Retailers are facing challenges in meeting the demands of modern consumers. One of which is the need to blend different channels and touchpoints, whether consumers get in contact with your brand via the point of sale or in-store service, on the different web shops, social channels, store-kiosks or different customer apps. The focus is on omnichannel fusion. Each of these channels should represent the

retailer's engagement and dedication towards their customers. All modern retailers know this, but unfortunately a lot of them have not quite realized true omnichannel retailing yet. Of course, retailers should always live up to their customers' expectations and meet their brand promise. Whether consumers buy online, want to change items in-store or visit a flagship shop in a different country, they always expect

recognition, top-notch service and a personal approach. True omnichannel retailing requires (near) real-time information about every single transaction, current stock in the complete supply chain and up to date product information. You need insight in every channel for actual delivery times, running promotions and customer loyalty programs. This is exactly what our omnichannel business platform offers.

"Retailers should always live up to customers'
expectations and deliver their brand promise"

Only one in five companies
say they currently provide a
'very integrated' customer
experience

Four in five consumers
believe that retailers should
be doing more to integrate
their online and offline
channels

The majority say customer
experience is more
important than price in their
choice of a brand

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#5

HIGH SERVICE AT HOME DELIVERY FOR YOUR CUSTOMERS

A real-time integrated home delivery solution

How to easily fulfill your customers' delivery needs?

Many retailers are starting or already working with Click & Collect, Click & Reserve or Click & Deliver. Customers can order their goods online, after which the closest store will do the picking in the store and deliver the goods to the requested delivery location or get them ready to be picked up in the store of choice.
In many cases, especially in the food sector, payment of these goods is done on delivery. At that moment customers can still decide to decline certain items, to use discount or deposit vouchers, return crates or use their loyalty card. These elements can cause a lot of distress for the delivery staff, since doing these calculations is far from simple and prone to errors.
It is a must to have a cloud based and real-time home delivery POS solution at your fingertips to recalculate the necessary changes to the receipt, recalculate promotions, handle all types of vouchers (including gift cards) and loyalty cards. The combination of an all-in-one mobile POS with online and integrated EFT terminal enhances the experience for the delivery person and offers customers a flexible and fully secure method of payment.
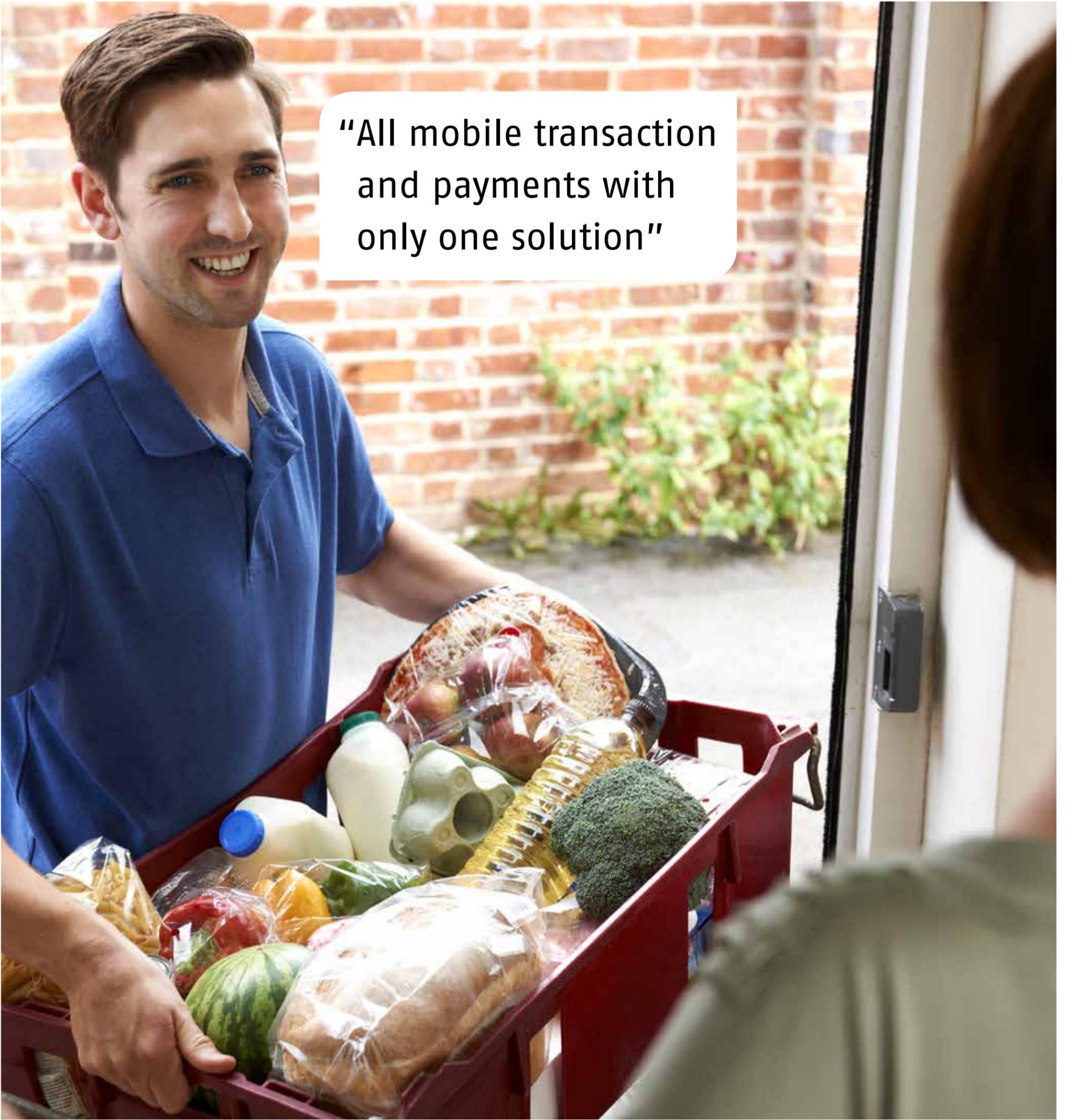
"All mobile transaction and payments with only one solution"

Most retailers are expanding their delivery and checkout options

More and more product information needs to be shared with consumers

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#6
ENGAGE CUSTOMERS WITH OMNICHANNEL PROMOTIONS AND LOYALTY

## Turning customers into brand ambassadors

How to create uniform and unique omnichannel campaigns?

Customer loyalty is very valuable for retailers and a positive brand experience directly contributes to sales and brand exposure. After all, loyal customers spend more and recommend brands to their friends and families. It's time for retailers to start focusing on improving loyalty programs in an omnichannel approach. Because customers deserve the same personalized experience on all touchpoints. Each of these channels represent retailers' engagement towards their customers and therefore needs to be consistent and clear.

Our Omnichannel Retail Suite has a very extensive and comprehensive promotion and loyalty module which is used to manage various promotional campaigns. The service calculates all promotions in real time across all channels and gives your marketing team much more potential to stimulate your customers to engage in your promotional campaigns. It helps to build up a rich profile with actionable customer information. All promotions, loyalty and vouchers are available via web services across all channels. So customers can even use them when visiting your flagship store abroad on holidays.

The probability of selling to an existing customer ranges between 60 and 70%

Three in every four participants are likely to recommend brands with good loyalty programs to friends and family

"Retailers need to transform insights into actions"

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#7
BUILD STRONG RELATIONS WITH FANS

Giving the right information to the right people at the right time

How to use data and insights to personalize your customers' experience?

To stay relevant in your market and to fulfill the needs and demands of your customers, it is crucial that you know what they're up to and what they're interested in on all channels. So start building a good collection of omnichannel data on the behavior and preferences of your customers during all customer journeys and across all touchpoints. Use your insights to create real-time actions. Use machine learning and the right algorithms for a better personal experience and personalized offer in your web shop, app or bricks and mortar store. Thanks to our near real-time data processing all data from all channels are available. Our business analytics engine merges all data centrally in a data warehouse and can be connected to 3rd party analytics tools. Bring together social data from your brand social presence to get deep insights. These insights can be turned into action for loyalty programs for your customers.

"Use machine learning and the right algorithms for a better personal experience and personalized offer"

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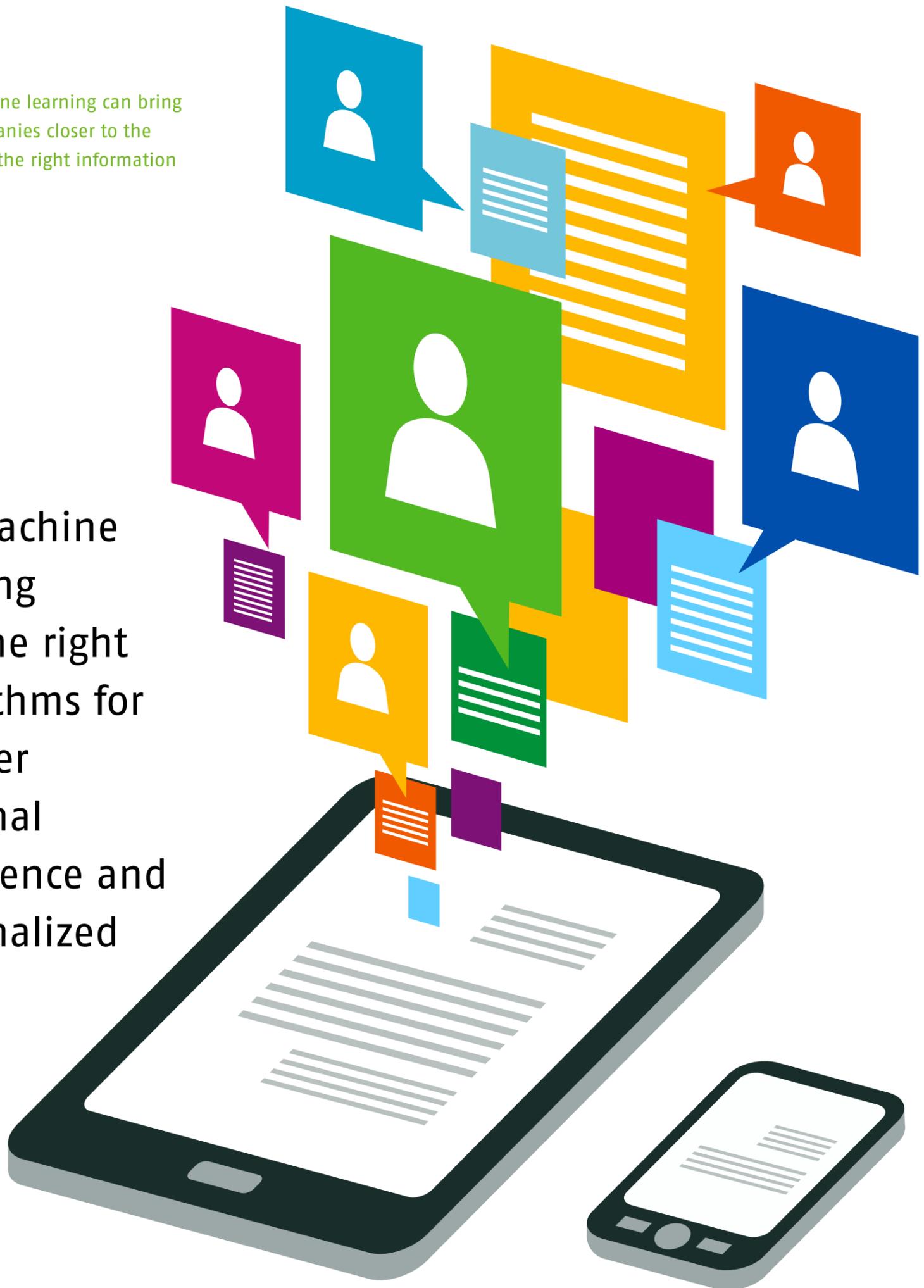
#8
IN-STORE FULFILLMENT
TO CLOSE THE CHANNEL GAP

Make local shop inventory available online

How to manage store processes efficiently and profitably?

How do you give customers the choices they want on the channels they want, while fulfilling the order in a way that is convenient for the customer and efficient and profitable for you? There are more options than delivering instantly during a store visit or slightly delayed from a warehouse. With new technologies it is possible to add your brick and mortar store as a part of the complete order fulfillment chain. In-store order fulfillment is a key area where you can close the gap across order channels. This offers benefits to you as a retailer in terms of efficiency, accuracy and speed. It is important to connect central and local systems and make actual shop inventory available. Accurate fulfillment can be done by your shops labor force with efficient and up to date tooling. With our Omnichannel Retail Suite we can support all in-store processes to keep inventory up to date, integrate all back offices, facilitate daily work in the store, support order picking from any web shop, with loyalty and promotions on integrated local checkout.

94% of total retail sales are still generated in brick & mortar stores
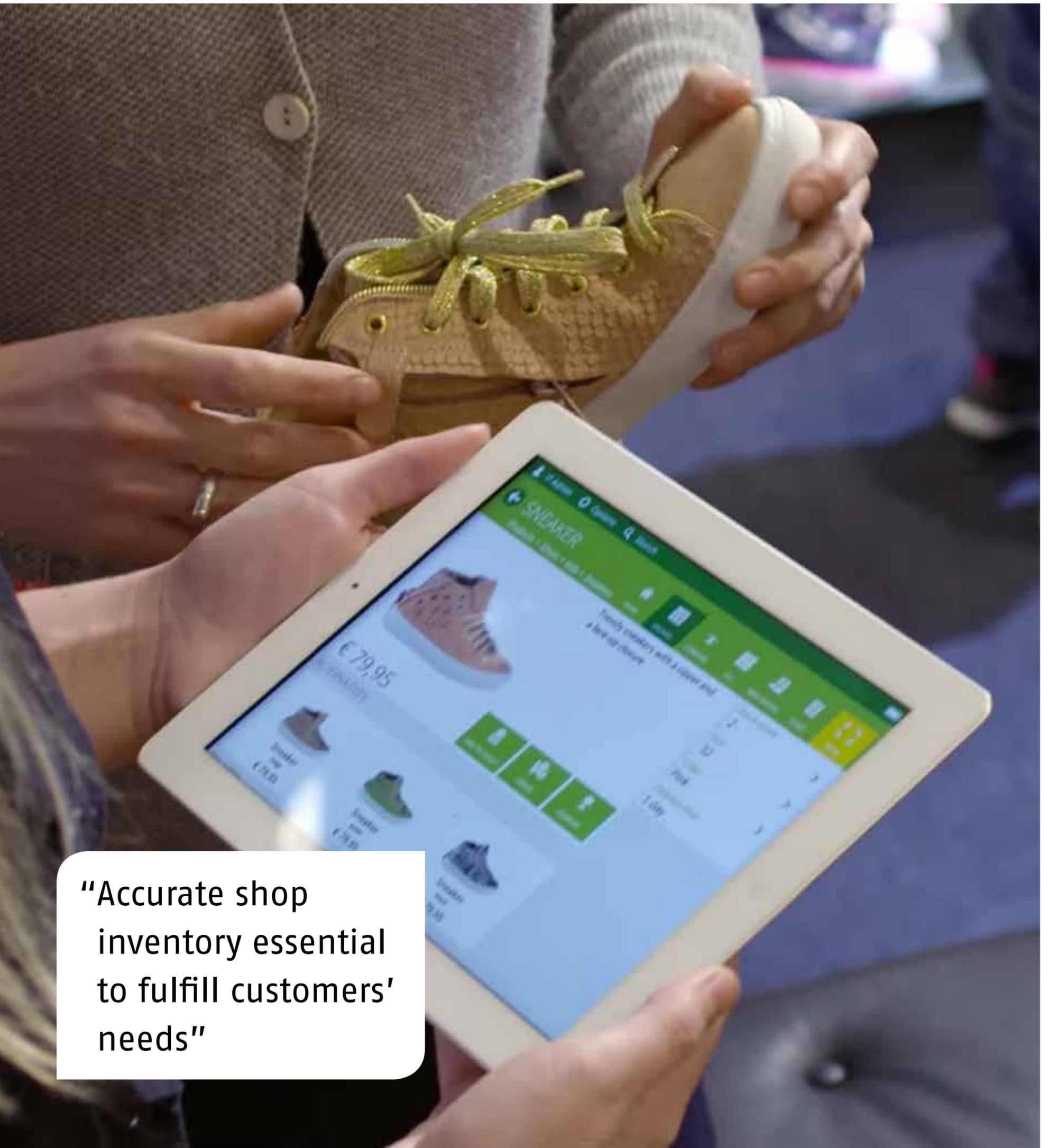
"Accurate shop inventory essential to fulfill customers' needs"

Shoppers believe that retailers should be doing more to integrate their online and offline channels

44% of shoppers are more likely to purchase online if they can pick up in the store and 62% of shoppers are more likely to purchase online if they can return the item in the store

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#9
CREATE A SMART AND INTELLIGENT SUPPLY CHAIN

Disruption in the supply chain demands innovation

How to create an intelligent supply chain network for optimal fulfillment?

Nobody likes to wait all day for a product that should have been delivered or find empty places on the shelves in your store. The same goes for a web shop that cannot fulfill an order because they are out of stock. To prevent these possible disappointments for your customers it is important to oversee and direct the complete supply chain with your customers in mind. If you are not able to deliver, they will search for a better service or product elsewhere. An inefficient supply chain also lets costs rise sky high. In other words, the way you handle your logistics is key for your success. With the growing e-commerce possibilities, different social media platforms and other recent developments, the way you handle your logistics determines whether you win or lose. Avoiding crowded distribution centers, high transportation costs and customer dissatisfaction is crucial. Create a complete digital supply chain and integrate with all your partners to get deep insights that let you accurately predict product delivery. We can help you to create an intelligent logistic network with rich information and very accurate predictions for delivery of your products at shops, e-fulfillment centers or directly to your customers.

Stock in the supply chain
will decline more and more

Production facilities will
become more and more
resilient and responsive

Our software directs
millions of orders daily
at over 100 locations
worldwide

"Modern retailers need a communication
broker for efficient and real-time
information over the complete
supply chain"

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SO... ARE YOU READY FOR THE NEXT WAVE?
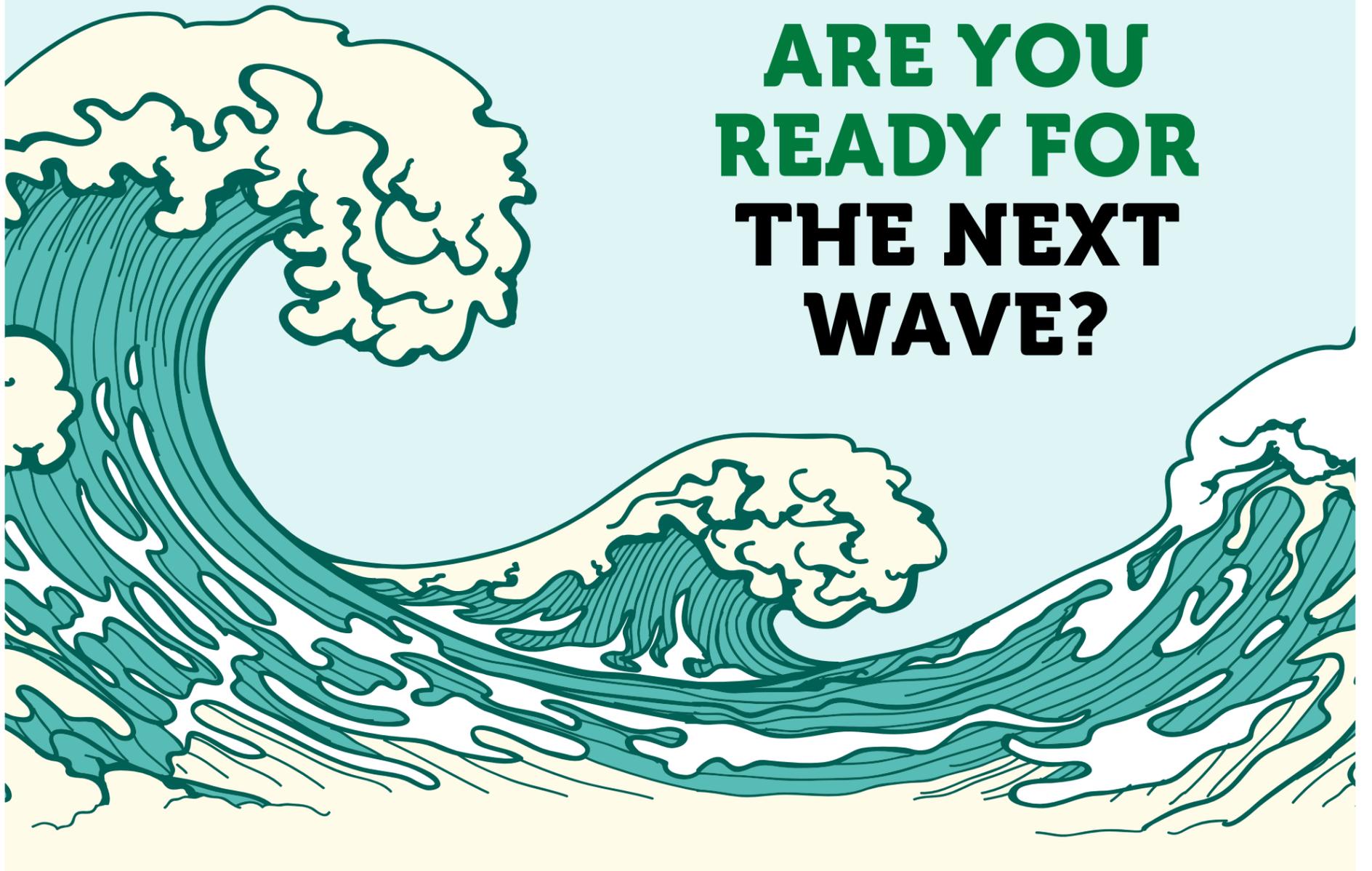
SOME OF OUR REFERENCES

FASHION

GINA TRICOT
150 STORES
(5 COUNTRIES)

WIBRA
300 STORES
(2 COUNTRIES)

THE STING
90 STORES
(4 COUNTRIES)

STATE OF ART
34 STORES
(2 COUNTRIES)

COOLCAT
130 STORES
(3 COUNTRIES)

DIDI
90 STORES
(2 COUNTRIES)

AMERICA TODAY
79 STORES
(5 COUNTRIES)

SCORE
65 STORES
(2 COUNTRIES)

VERITAS
130 STORES
(4 COUNTRIES)

JBC
150 STORES
(3 COUNTRIES)

NON-FOOD

ACTION
850 STORES
(6 COUNTRIES)

RUSTA
100 STORES
(2 COUNTRIES)

KRUIDVAT
1100 STORES
(2 COUNTRIES)

NETONNET
55 STORES
(4 COUNTRIES)

INTERGAMMA
386 STORES
(2 COUNTRIES)

MAXEDA
376 STORES
(2 COUNTRIES)

CASA BE
500 STORES
(7 COUNTRIES)

XENOS
200 STORES
(4 COUNTRIES)

FOOD

SPAR
500 STORES

DIRK
110 STORES

SLIGRO
68 STORES

JUMBO
500 STORES

MARQT
16 STORES

EMTÉ
132 STORES

VOMAR VOORDEELMARKT
65 STORES

PLUS
262 STORES

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