



# Openbravo Commerce Platform

A flexible commerce solution for agile retailers

Empowered consumers, armed with multiple technologies and tools are disrupting retail and controlling brands. Buyer behavior has dramatically changed and today the store is no longer the final stage in their buying journey. Consumers search online, ask for opinions in social media, go to the store to experience the product and very often return online for the final purchase. Consumers demand better service and more personalized communications and offerings and expect a seamless shopping experience across all channels.

This new reality is dominated by the cross-channel phenomenon, the use of mobile technologies and the fact that despite the rapid rise of e-commerce and m-commerce, physical stores still remain the main touch point.

As a result, most retailers are now struggling to adapt to this new reality and are asking themselves how to prepare the physical stores for the new role, to progress in cross-channel for a seamless shopping experience, to effectively adopt mobile technologies to improve operations, to leverage previous investments with a future-proof solution or to develop differentiation strategies to stay competitive and achieve the expected growth.

The Openbravo Commerce Platform provides agile retailers with a **combination of a state-of-the-art commerce solution, developed on top of a flexible and easily extendible development platform, that is web, mobile and cloud-ready** with broad horizontal ERP functionality embedded. This combination helps retailers to succeed in the new consumer age.

### Be Future Store

Provide a great shopping experience in your physical stores.

- Adopt a flexible and mobile web point of sale platform
- Provide an enjoyable customer service
- Optimize your store operations

### Be Cross-channel

Provide a seamless shopping experience across retail channels.

- Gain merchandise management agility
- Integrate your online channel efficiently
- Execute seamless supply chain operations

### Be Engaging

Provide the right tools to gain loyalty from your customers, motivate your staff and get committed partners.

- Gain loyal customers
- Motivate your team
- Work with committed partners



Embedded real time analytics



Multi-device support





*"We chose Openbravo for its Open Source nature that offered us flexibility, innovation at an affordable cost. We needed to have the best tools to provide excellent customer satisfaction and now we do."*

*SuppliesNow, US  
Office Supply Retailer*

### Adopt a flexible and mobile web point of sale platform

- Open new stores much faster
- Start processing sales on new terminals in a matter of minutes
- Adapt and integrate your solution with other systems, easily
- Lower your hardware costs by using mainstream devices

### Provide an enjoyable customer service

- Offer interactive customer assistance everywhere in the store
- Search products based on customer preferences faster
- Increase cross-selling, thanks to real-time information on promotions and products
- Increase sales probability from real-time cross-store stock checks

### Optimize your store operations

- Secure effective operational control with manager approvals and user permissions
- Be in control of goods at all times, movements with mobile warehouse solutions
- Have real-time visibility of cash in each terminal, stock-on-hand and pending receipt
- Achieve higher performance control with a store profit and loss report

### About Openbravo

Openbravo is the provider of the preferred Commerce and ERP Platform. A state-of-the-art Commerce solution for agile retailers and a broad horizontal ERP solution for any industry, both built on top of an easily extendible web, mobile and cloud- ready development platform, ready to power companies' ideas for building smart enterprise solutions. Openbravo solutions are distributed exclusively through the network of global Openbravo partners.

With 3m+ downloads and 1,000s of organizations using Openbravo solutions every day, Openbravo is a world leader in the Open Source enterprise software space. Openbravo has offices in India, Mexico and Spain.

Contact Openbravo today at [info@openbravo.com](mailto:info@openbravo.com) to learn how we can help you reach your goals.

### Gain merchandise management agility

- Effectively manage a huge number of references and assortments
- Have real-time visibility of the performance of each channel
- Develop promotions and price strategies faster
- Easily adjust prices and promotions to demand fluctuations

### Integrate your online channel efficiently

- Have real-time order visibility as soon as orders are registered
- Provide accurate information about products and orders to your online clients
- Easily integrate with the e-commerce platform of your choice
- Integrate the mobile channel securely

### Execute seamless supply chain operations

- Gain accurate control of your procurement process
- Be informed with real-time stock alerts for replenishment
- Gain real-time planning control for picking, packing or shipping
- Efficiently manage customer returns and returns to supplier

### Gain loyal customers

- Improve brand image in physical stores with a modern solution
- Get real-time data for actionable customer intelligence
- Build up information for personalized marketing and promotions
- Have the opportunity to integrate social media

### Motivate your team

- Provide your store staff with a modern mobile store solution
- Improve decision making with powerful analytics
- Leverage previous investments and lower your cost base
- Enjoy a future proof technology platform already today

### Work with committed partners

- Achieve higher operational efficiency, thanks to easy integration with partners systems
- Share direct web access with trusted partners to the solution
- Analyze supplier performance effectively with detailed information
- Share valuable information to identify new collaboration opportunities

