

Consumer Commerce

It's not about channels. It's simply about shopping.



It's no secret that the world of retail has evolved into a consumer driven culture, one that is fuelled by personal smart technology devices which allows for the instant gratification of knowledge and service that today's consumer craves and demands.

This new breed of consumer, known as the **"THE OMNICHANNEL CONSUMER"**, considers the retailer as a single identity whereas they don't think in terms of channels, they think in terms of experiences. They expect the retailer to offer a seamless shopping experience, one that is engaging and personalized across all channels whether in-store, online, mobile or social. These modern consumers are technically savvy, constantly connected and extremely experienced when it comes to shopping in traditional and virtual channels; they also have high expectations around service, value and choice. They crave immediate satisfaction and gratification and it's up to the retailer to make that "special" connection and fulfill their expectations.

Meeting consumer expectations is just the starting point; going above and beyond is how retailers will develop the long term loyalty and commitment to their brand that will keep them thriving as a leader in today's technology influenced and consumer driven retail environment. Creating a single brand identity across all channels to meet consumer expectations should be top priority.

So how can you as a retailer offer «Omnichannel retailing» and create that seamless experience that traverses the digital and physical domains?

With «ChainDrive – The OMNICHANNEL PLATFORM»

The ChainDrive Platform is Retail's Leading enterprise Omnichannel Commerce Suite specifically designed to synchronize operations throughout the digital and physical selling environments. ChainDrive enables retailers to meet consumer demands by providing them what they want, when they want, and in the channel that best suits their needs at any given moment.

Omnichannel Success

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Consistent and seamless experience, advanced fulfillment options, 360° customer data insight across all channels, and inventory visibility and order management across all channels

Benefits;

- ✓ Achieve channel transparency and consistent brand messaging - of products, prices & promotions
- ✓ Allow the customer to purchase, take delivery, or return a product through the channel of their choice
- ✓ Obtain enterprise-wide, all channel inventory visibility that allows save the sale via the «endless aisle»
- ✓ Flexible fulfillment options and increased supply chain efficiencies and processes
- ✓ Boost customer/associate engagement through the use of mobile pos
- ✓ Increased customer engagement through CRM
- ✓ Use digital channels to drive traffic to stores
- ✓ Harmonize digital and physical shopping experiences
- ✓ Alleviate customer service ignorance resulting from discrepancy of information across channels

Omnichannel Retailing Begins with;



Integrated Channels

Synchronization and consistency across all channels - one centralized database, one clear consolidated set of real-time data.



Mobile POS

Mobile POS allows retailers to deliver superior customer service and a personalized in-store experience. By providing sales associates with tablets they are able to save the sale, upsell, provide immediate price and inventory checks as well as access customer profiles and loyalty information anywhere across the sales floor.



Function Rich Point of Sale

An Omnichannel commerce engine responsible for driving the enterprise, it provides retailers with true inventory visibility, access to customer profiles and accurate product information at lightning speed. Its ease of use, intuitiveness, flexibility and performance is second to none.



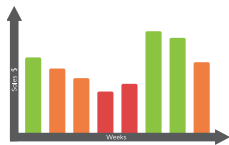
Customer Relationship Management

Track customers across all channels with a 360° view of information that identifies shopping behaviours, buying habits, patterns and trends so that you can deploy insight driven marketing campaigns.



Advanced Inventory & Order Management

With supply chain flexibility, real-time inventory visibility and order management integration across the enterprise, retailers will be able to efficiently support the anytime/anywhere shopper.



Analytics & Reporting





















Leveraging ChainDrive's advanced analytics and reporting tools will allow retailers to gain valuable insight into each area of their business, which in turn leads to improved decisions, reduced operating costs and increased revenues.



Advanced Fulfillment Options

Fully synchronized order fulfillment across channels allows retailers to fulfill orders anywhere and offer - ship from store(s) and/or warehouse, buy on-line pick-up in store and returns of online orders.

Our Complete Retail Suite Offering

-  Point of Sale
-  Customer Relationship Management (CRM)
-  Mobile POS
-  Store Budgeting
-  Price Management
-  Product Management
-  Merchandising
-  Store Operations
-  Reporting
-  Analytics
-  Inventory Management
-  Open-to-Buy (OTB)
-  E-Commerce Gateway
-  Web Order Fulfillment
-  Warehouse
-  Accounting
-  Lease Management
-  Loss Prevention
-  Custom Features
-  Wholesale

About Multidev Technologies

Founded in 1997, Multidev Technologies Inc. develops and provides ERP Software Solutions for the Cross-Channel Retail, e-Tail and Wholesale industries. Dedicated to delivering advanced innovation and technology, Multidev develops and maintains full control over source codes for two distinct products; ChainDrive for the Multi-Channel Retailer and e-comDrive for the Web only retailer, each offering all-in-one, end-to end integrated functionality. The flexibility and scalability of our system allows retailers to manage all channels of their business with one complete unified real-time system.

Our software solutions are powering the success of some of the most impressive retailers throughout North America in industry specific segments including, but not limited to, Apparel, Footwear, Jewelry, Sporting Goods, Specialty, Home Goods and Department Store.