

ZetesAthena

Smarter in-store
management

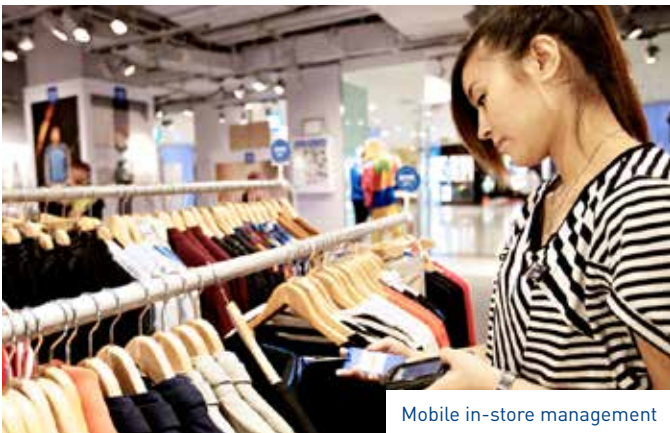


Stock accuracy for the omni-channel retailer

Avoid lost sales

Changing customer expectations are raising the bar for retail management. With barriers of online and offline shopping disappearing, customers expect a shopping experience that is unrestricted across different channels. Products need to be available where they want them and how they want them, or the sale is lost.

Are you capable of offering your customers the service level that makes the difference? Do you have the right tools in place to offer the optimal shelf-availability and stock accuracy this requires? And can you manage these tools easily across your network of outlets? With ZetesAthena, you can.



Mobile in-store management

Smarter in-store management

ZetesAthena is a modular suite of mobile data capture transactions for modern retailers. It provides real-time visibility of shopfloor, back of store and inter-branch inventory, whilst automating labour intensive, paper based processes such as:

- Goods receiving
- Click & Collect enablement
- Stock enquiries
- Inter-branch transfers
- Price markdowns
- Ticketing
- Stock auditing
- PI Counting

Cloud-based, it allows central management of all in-store applications, making it the perfect solution for retailers with multiple outlets, including international operations.

Improve customer experience

Ensure optimal shelf availability
Give 100% accurate stock visibility
Facilitate inter-branch collaboration
Offer Click & Collect and returns services

Increase store efficiency

Improve staff productivity with easy-to-use solution
Save time on labour-intensive tasks
Reduce admin overheads
Create more customer face-time

BENEFITS AT A GLANCE

Manage operations from behind your desk

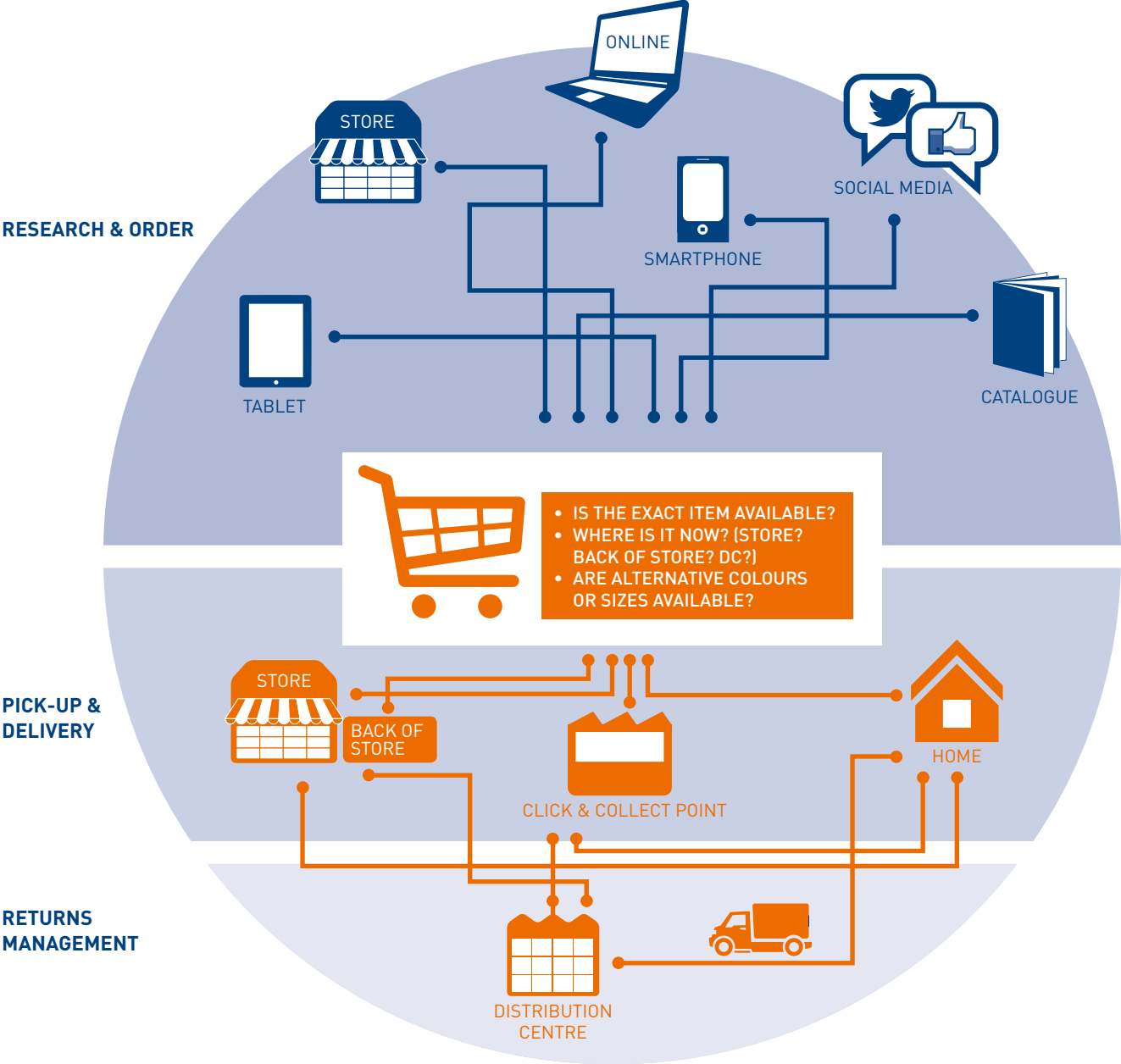
Cloud-based, central management of in-store applications
Easy deployment for new stores and/or devices
No need for extra IT infrastructure regardless of the hardware used

Reduce cost of sales

Less lost sales through empty shelves
Lower excess stockholding thanks to accurate stock visibility
Easy price, ticketing and promotion management

Facing the challenge of the omni-channel retailer

Real- time stock visibility and accuracy is vital to ensuring optimal shelf-availability and a satisfying omni-channel shopping experience.



Improve your customer's experience

More customer face time

Equipping your store staff with mobile data-capture solutions enables them to execute administrative procedures more efficiently, resulting in better data quality and more time available for customer service.

Less customer walk-aways

By improving in-store processes, you address typical retail challenges that have a negative impact on your sales:

Products are not on shelves when customers are looking to buy

Due to poor logistics and inaccurate store replenishment because of ineffective goods receiving processes and no real-time stock visibility.

Staff lack access to product information and are unable to effectively assist with customer enquiries

Because they are not equipped with mobile devices that give real-time, accurate visibility, location and availability of stock.

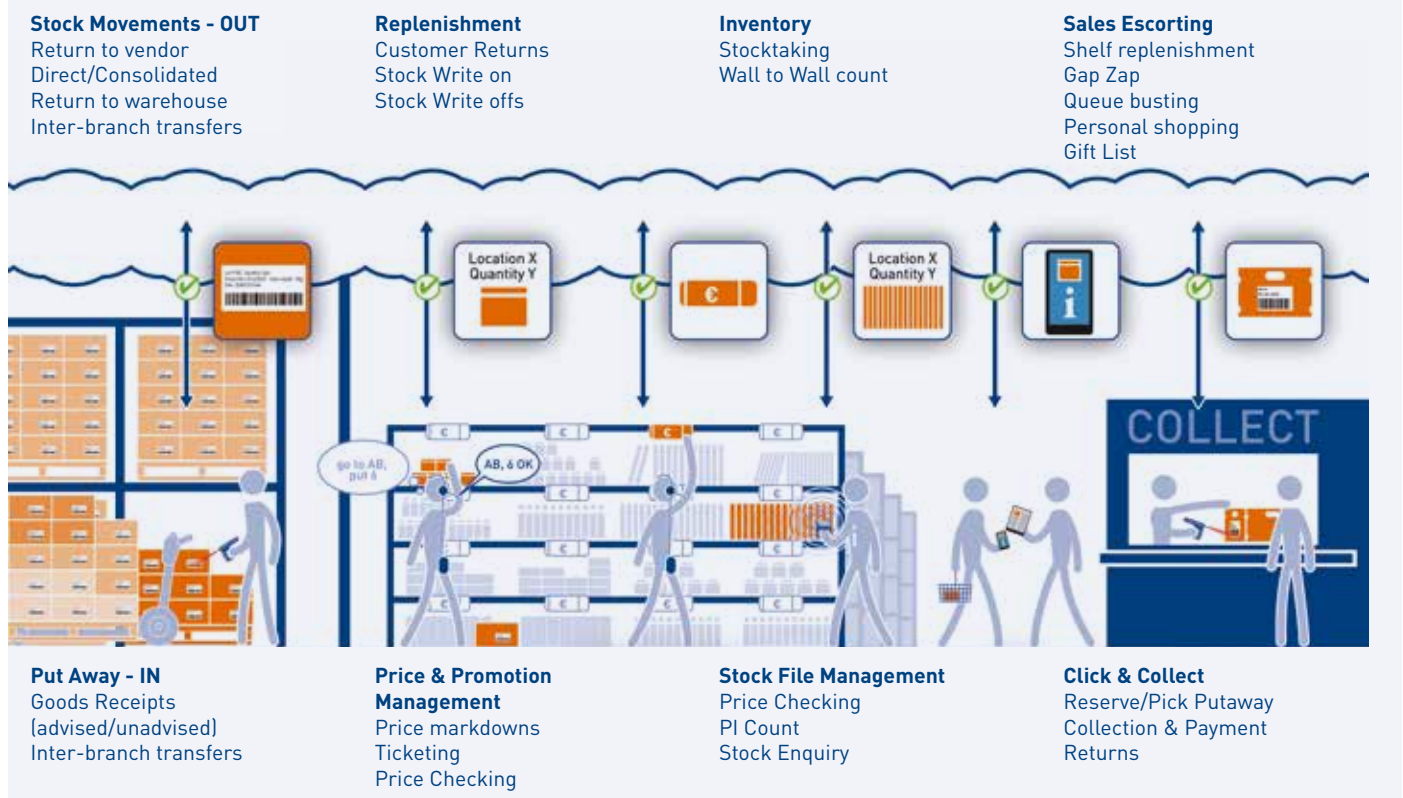
Pricing is inconsistent across different channels

Because there is no price and promotion system in place to capture price markdowns.

Stock auditing processes are time-consuming and inaccurate

Manual stock counting is labour intensive and does not provide real-time business visibility of inventory.

REMOVAL OF MANUAL PAPER-BASED SYSTEM THROUGH THE USE OF MOBILE COMPUTERS DRIVES EFFICIENCY AND IMPROVES CUSTOMER SERVICE



ZetesAthena

Easy, central management

Manage applications from behind your desk

Effective management of mobile in-store processes can absorb huge amounts of time and effort. Particularly so when the mobile workforce is spread over different outlets, in different locations, using a mixed estate of devices, user profiles and languages. Updating or deploying applications for new stores is often a great burden on the IT department.

With ZetesAthena and the MCL Mobility Platform, managing your in-store processes becomes easy and cost-efficient.

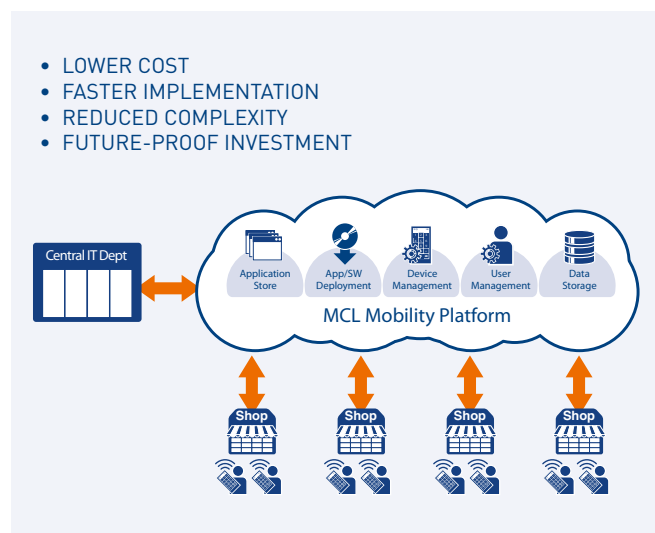
A cloud based approach

Using the cloud based MCL Mobility Platform, apps are stored centrally in the Enterprise Application Store. It allows you to centrally:

Manage Apps: Create and manage apps in the Enterprise Application Store and manage all your mobile applications from one central repository.

Manage Operators: Define user profiles for all your mobile operators, including app permissions, preferences and language settings.

Manage Devices: manage and monitor mobile devices during their entire life-cycle. The MCL Mobility Platform runs on all leading mobile devices, independent of Operating System.



The benefits

Deploy, manage and maintain thousands of devices quickly and easily

- Dramatically accelerate your deployment process and keep it running smoothly
- Mix and match the hardware and application components (new or existing) you require.
- Manage mixed estates of devices... different models from different manufacturers

Right application, right device, at the right shop

- Automate the downloading of the right client to the device, right worker and keep your estate fully up to date with the latest releases
- Restrict deployment to authorised users according to defined access or permission levels

Remove risk and uncertainty of the future mobile device landscape

- De-constrain investment in new technologies which will enhance your business performance
- Remove complexity and administrative burdens



Cost-efficient, 'pay as you go'

ZetesAthena with the MCL Mobility Platform is delivered as a fully inclusive SaaS 'Pay as you go' solution:

- Easy to deploy and scale
- No costly in-house servers needed
- Dynamic cloud-infrastructure lets you grow with your business
- Pay per device, with no capital investment

Control your retail supply chain from warehouse to store

For the modern, omni-channel retailer, ensuring stock availability and visibility requires efficient logistics processes that are tailored to their business. The ZetesAthena in-store management solution is part of Zetes' Collaborative Supply Chain suite and integrates seamlessly with the other solutions of the Zetes portfolio. Your benefit: efficient process execution and end-to-end traceability along your entire supply chain.

ZetesMedea - logistics execution

Efficient logistics in the warehouse

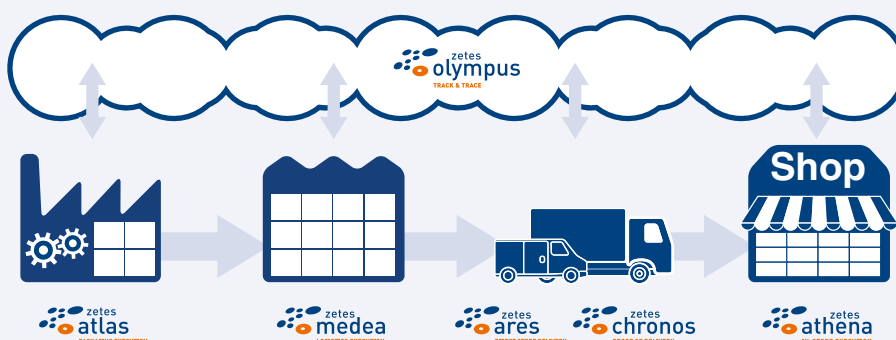
ZetesMedea is a logistics execution system that boosts the efficiency of warehouse processes. It drives cost-effective, error-free process execution and provides real-time visibility by integrating data-capture technologies such as voice and Image ID and plugs into any WMS/ERP system.

ZetesChronos – Proof of Delivery

Full visibility on your delivery process

ZetesChronos is a Proof Of Delivery mobility solution. It provides maximum real-time visibility on goods movement and field worker activity, which allows you to make better decisions, offer more and better services to your customers and ensure traceability throughout the entire delivery fulfilment process.

ZETES' COLLABORATIVE SUPPLY CHAIN SOLUTIONS



Zetes' process optimisation solutions for Packaging, Warehousing, Proof of Delivery, Direct Store Delivery and In-Store management, connected by a Track & Trace repository, enable organisations to achieve operational efficiency and end-to-end product traceability, from manufacture right through to the household.