

Trade



Personalize customer engagement and increase employee productivity by creating an exceptional, insightful shopping experience that unifies digital, in-store, and back office operations. Most consumers in the 21st century already know what they want before they reach the store. By making use of technological devices, both customers and consumers have the ability to become completely informed and empowered before they even engage with retailers.

Retailers have the responsibility to remain relevant and compelling, with the goal to increase their connection with their audience, all the while reaching new audiences. The complex relationship between the retailer, consumer and customer does not need to be strenuous. With Dynavix, the retailer can meet and exceed the expectations to maintain a connected and consistent engagement with their consumers and customers.

Specific Inventory Challenges

Adequate inventory is necessary if you want to serve your customers effectively. Overstocking items can cost your business exponentially; and getting caught with off-trend or off-season inventory is guaranteed to frustrate your customers and stall sales. In retail, you need to constantly evaluate what you're selling. You need to be predictive, so you can be profitable.

Changing Customer Requirements

You need to effectively handle your in-store operations so that your customer experiences are seamless. That means having the right items in store, ensuring your prices are competitive, and managing your promotions for optimal performance. Attracting and converting customers is one thing, but you also need to retain them. You need to give your customers what they want, so they have no reason to buy elsewhere.

Superior Financials

Make the right financial decisions with better reporting, centralised control for multi-store chains and real-time data.

Competitive Advantage

Identify value added suppliers, get the best prices and make better choices about product selections.

Expanded Opportunities

Bring more people in store, boost online sales and link in-store and online store systems to offer all types of customers a consistent experience across your entire organisation.

Increased Competition

If you don't have what your customers want, they will find it somewhere else. Watching trends, being involved on a social level and paying close attention to the buying habits of your customer base is a necessity. As the world shrinks, competition grows. People are no longer confined to their city; they are shopping in neighbouring cities, provinces and across the border which gives them more access to a wider variety of products.

Improved Customer Interaction

Target your promotions and marketing campaigns more directly and increase the use of social media to connect with your current customers, increase loyalty and attract new buyers.

Strong Inventory Management

Have the inventory you need to satisfy every customer. Reduce overstock and respond quickly to inquiries for complete inventory control.

Empowered Staff

Respond faster to customer inquiries, recognize upsell and cross-sell opportunities and provide better customer service.

Business Analytics

Make more informed decisions with Business Intelligence and Corporate Performance Management for increased efficiencies when it comes to planning, budgeting, forecasting, consolidation and reporting.

Functionalities:

Order Fulfilment

- Related Items
- Pricing & Promotions
- Cross Sell
- Up-Sell
- Item Configurator
- Colour / Size Matrix
- Item Pictures
- Rebates
- Omni-Channel
- Support Loyalty

Stores

- Store Information
- Store Employees
- Store Maps
- Social Listening
- Store Attributes
- Store Grading
- Sales Statistics
- Store Search

Replenishment

- Colour/ Size Matrix
- Container Management
- Ratio Packs Landed Cost Allocation (Weight/Volume/Container)
- Letters of Credit
- Supplier Rebates
- Supplier Support Promotions
- Store Replenishment Profiles
- Replenishment Coverage Metric

Reporting and Analysis

- Item Hierarchy Analysis
- Store Hierarchy Analysis
- Weekly Sales, Stock & Intake
- Item Age Composition
- Item Budgets (Sales/Purchase)
- Retail Method of Costing
- Item Analysis (Sales/Purchase)
- Standard Report Enhancements

Pricing & Promotions

- Location/Store-Based Pricing
- Supplier-Supported Promotions
- Pricing Rules
- Promotions
- Cross Sell
- Up-Sell
- Customer Rebates
- Supplier Rebates
- Fast Order Entry – Tele-sales

Inventory & Warehouse

- Hand Held WMS (Tasklet)
- Shipping Dashboard
- Receiving Dashboard
- Efficiency Reporting
- Item Age Composition Analysis

Products

- Brands, Sub Brands, Seasons
- Styles, Colours & sizes
- Attributes
- Social Listening
- Item Hierarchy
- Item Search
- Sales Statistics
- Product Lifecycle Management

Item Configurator

- Make to order configurations
- Dynamics Kits
- Personalised Items
- Dynamic Pricing