

# CORESense

## On-Demand **Footwear** Retail Management Software Solution



**One solution for all  
your footwear  
retailing needs.**

### **Integrate and Streamline with CORESense.**

The CORESense On-Demand Footwear Retail Management Software Solution enables small to mid-sized retailers to manage their entire business from brick-and-mortar retailing to ecommerce to back office operations all in one reliable and affordable system.



## On-Demand Footwear Retail Management Software

### Access an End-to-End Footwear Retailing Software Solution

The CORESense Footwear Solution is the first and only retail management solution that seamlessly integrates ecommerce, point of sale, customer relationship management (CRM) and back office operations into a single web-based application specifically configured for footwear retailers.

### Sell In-store, Online, Over the Phone, Ebay and more.

Effortlessly promote and sell merchandise and delight customers through in-store point of sale, ecommerce web sites, online marketplaces including eBay and Amazon, catalog and phone sales channels.

### Manage All Channels From a Single Back Office

Since all channels are managed from a single back office, you will benefit from unparalleled operational efficiencies and a customer-centric view of your footwear retail business.

***Focus your valuable time and money on delighting customers and growing your business.***

### A Web-Based Solution That Costs Less, Delivers More & Manages Itself

The CORESense Footwear Solution is based on our market leading on-demand (web-based) integrated retail management solution. Our application comes pre-configured to meet the unique marketing, selling and merchandising needs of footwear retailers. We minimize IT costs and software support headaches by maintaining your software and data at our own secure data center.





## Streamline Operations

Streamline operations by integrating your management processes and data into one system. Eliminate manual processes and automate error prone procedures. Save time and money that can be better spent serving customers and growing your business.

***Drive targeted marketing campaigns and know every customer – whether they shop in-store, online or on the phone.***

## Improve Inventory Management

Improve inventory management and turnover with a real time, centralized view of sales and inventory across all sales channels. Reduce out-of-stocks, cancellations and late shipments and make timely in-season price adjustments.

## Grow Online Sales with Confidence

Eliminate the common bottlenecks in multi-channel operations with centralized processing of online orders, automated order processing, and automated customer notification and fulfillment. Confidently grow your online sales without jeopardizing customer service or damaging your hard-earned reputation.

## Deliver Great Customer Service

Stay connected with your customers by capturing and accessing customer data, including purchase history and personal information. Launch e-mails from any sales channel or back office process. Deliver highly personalized and responsive service that keeps customers coming back.

***Manage product and content easily with an easy-to-use grid wizard.***

## ***A Website That Differentiates Your Brand***

*A successful ecommerce business begins with a compelling website.*

*Build your website using one of our best-practices templates, our footwear template or develop a fully customized site.*

*Then, plug in our extensive library of the latest merchandising, product search, site navigation, customer self-service and checkout tools to create an exceptional shopping experience.*



# Footwear Solution

## Footwear Retailing Solution

Footwear retailers have unique operational requirements in the retail industry, specifically in the way they order, manage, merchandise, and sell products. CORESense, in working side-by-side with experienced footwear retailers, has customized our retail management system with features that provide footwear retailers the best, most complete multichannel system available.

## Merchandising Tools to Optimize Sales

Through an intuitive web-based product catalog interface, maintain product information with standard — and unlimited customizable — attributes that include: price, size, color, image(s) upload, vendor/manufacturer data, up-sell/cross-sell, configurable products, personalization, and much more. Flexibility in customization allows you to optimize product searches, presentation, promotion, pricing and channel placement to maximize sales.

- ▶ CORESense is the only footwear retail solution to create a Grid Wizard - an easy-to-use interface to create and manage new products, inventory, and size-run grids.
- ▶ Use size-run grids to populate purchase orders and drive purchase order automation.
- ▶ The Grid Wizard's open text fields allow for clear communication of U.S., U.K., European and Japanese sizing. It also has the capability to auto-generate part numbers and skus with user-defined naming conventions.
- ▶ Full grid viewing of on-hand inventory, model stock, backorders, and assigned products.
- ▶ Manage pricing down to the SKU level (size/color/width), including up-charges for harder to stock items.
- ▶ User defineable color, size & width labels. Clearly communicate these options with specific product attributes and digital images.
- ▶ Real-time inventory including available-to-sell calculation and reporting.
- ▶ A robust data model allows as many shoe attributes as necessary for each shoe, such as color, size, width, heel height, upper material, width, toe box, shank type, etc.
- ▶ Electronic Data Interchange (EDI) for all aspects of inventory management, including PO management, purchase codes, advanced shipping notification and invoicing.
- ▶ Create replenishment tiers based on season or date to maintain ideal model stock levels.
- ▶ Use manufacturer barcodes (UPC and GTIN numbering) for single and multi-pack items.
- ▶ Reporting functions have many pre-set templates, and a custom report builder to create your own, including reporting by merchandise and location hierarchies such as chain, region, district and store.



For more information on CORESense and our solutions for footwear retailers, visit us on the web at:

**[www.coresense.com](http://www.coresense.com)**

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## ***A Great Return on Your Investment***

*CORESense's all-in-one design minimizes your ongoing maintenance costs and up-front investment. Because it's web-based there is no server to maintain or software to upgrade, eliminating the need for expensive IT consultants. Our transaction-based pricing means you can re-invest your profits back into your business, not into IT equipment and support.*