Compete and win with leading

All-In-One, Web-based
Retail Management
Software

Point of Sale • eCommerce • Catalog/Call Center • CRM • Merchandising
Order Management • Analytics and Reporting

CORE *Sense*
Retail Redefined

Data Sheet

All-In-One Retail Management Solution
Everything you need to run your retailing operations in one system!

CORESense is a web-based solution that brings together Point of Sale, Ecommerce, Merchandising, Order Management & Fulfillment, and CRM & Marketing into a single, centrally managed solution.

eCommerce
- Responsive Websites
- B2C and B2B Functionality
- Multiple Websites & Brands
- MicroSites
- Advanced Feature Set

Retail Commerce
- Point of Sale (POS)
- Store Operations

Mobile POS
- Table and PDA
- iPad and IPhone compatible

Enterprise Management
- **CRM & Marketing**
  - Account Management
  - Segmentation
  - Email Campaigns
  - Loyalty Programs
- **Product & Inventory Management**
  - Product Management
  - Price & Promotion Management
  - Purchasing & Inventory Management
- **Order Management & Fulfillment**
  - Order Entry
  - Order Management
  - Picking, Packing, & Shipping
  - Warehouse Management

Web-based Integrated Solution

Anytime, anywhere access to a centrally managed solution that wraps point of sale, store operations, eCommerce, catalog/call center, product management, vendor and inventory management, order management, and customer relationship management software around a centralized product, customer and inventory database providing you with a real-time view of your customers and your business.

Fully Integrated, tested and proven Solution

Streamlines your operations and increases customer satisfaction and loyalty.

Subscription-Based Delivery Model

Provides you with an unlimited numbers of users, products, bandwidth and storage; professional IT and hosting service; free software maintenance and updates; 24/7/365 Emergency Support; online case management, user forums and knowledge center; and US-based technical support.

State of the Art Web and Application Hosting

IT expertise, security, uptime and availability and scalability required to meet your current and future business needs.

Professional Implementation

Full business review and analysis, data model design, data collection and import assistance, data integration and testing and training enabling you to make optimal use of the CORESense application.

Only Completed Integrated Solution on the Market

As all the core modules were designed and built together, they are by nature seamlessly integrated. The applications, the user interface and data are fully integrated across all departments. No more logging out of one module or system and logging on to another to complete a task—-the system acts as one fully integrated and logical application greatly reducing learning curves and improving efficiencies.

CORESense

Point-of-Sale and Store Operations

CORESense's point of sale (POS) is a feature-rich customer centric retail store system that empowers store personnel too quickly and accurately process customer transactions and deliver highly personalized customer service.

This powerful and reliable web-enabled application supports industry standard Point of Sale hardware and peripherals as well as next generation mobile platforms and peripherals and is packed with the essential features and functions needed to delight customers and maximize cash-in per visit.
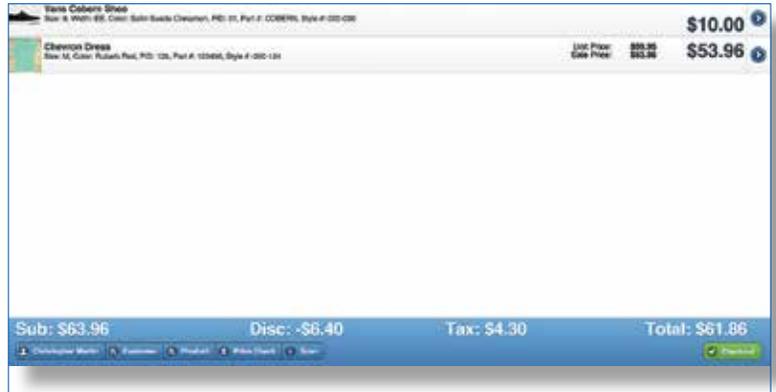
Benefits:

✓ **Process transactions quickly and accurately -** The intuitive, graphical user interface and extensive set of time saving features lets you speed customers through checkout: enter product SKUs via barcode or keypad, search for product info using barcode, number and partial info and directly process credit cards in seconds via the Internet.

✓ **Deliver the cross-channel services shoppers demand -** With CORESense you can easily manage cross-channel promotions, fulfillment and returns including in-store pickup of on-line purchases and drop shipment of out-of-stock or virtual inventory items and transact sales, returns and credits in multiple and mixed payment forms.

✓ **Control and manage store operations in real time - T**he POS, unlike traditional solutions, part of a fully integrated retail management suite that gives you all the tools needed to manage one or many retail stores. There is no separate store management module that must be synchronized nightly all transactions are centrally managed and data is updated in real time.

Making the Sale

✓ Transact sales, returns and credits in multiple and mixed payment forms
✓ Process credit & debit cards in seconds through the merchant of your choice
✓ Lookup product info and find stock across all channels
✓ View cross-sell and up-sell products
✓ Process discounts, promotions, gift certificates, loyalty cards, and stored value cards
✓ Sell gift certificates and value cards.
✓ Sign up and reward Loyalty program members
✓ Sell non-stock products via drop-ship fulfillment at the register.
✓ Process instore pickup
✓ Process Returns and Exchanges
✓ Process layaway transactions.
✓ Ship items directly from the POS
✓ Track sales commission by product
✓ Print gift receipts
✓ Collect and view customer data and order and return history.
✓ Suspend and resume orders
✓ Create and process quotes

Managing the Store

✓ Track and report sales by sales clerk for over the desired time period.
✓ Open and close the cash drawer with easy to use graphical tool.
✓ Print daily sales data report and deposits and payments report from the POS.
✓ Access full analytic and reporting capabilities through the web-based back office.
✓ Conduct in-store physical inventory counts.
✓ Reduce instances of shrinkage and fraud with user security features.

Built on Reliable Technology

✓ Browser-based POS software
✓ Runs locally on standard POS hardware
✓ Connects to back office via the internet
✓ Continuous operation and auto-restoration on network failure/recovery
✓ Intuitive, graphical touchscreen interface
✓ 24x7x365 remote monitoring

www.coresense.com   Call: 866-229-2804   Email: Sales@CORESense.com

eCommerce Platform

Drives Higher Online Conversion Rates and Revenue with Feature Rich, Customer Friendly Ecommerce Websites
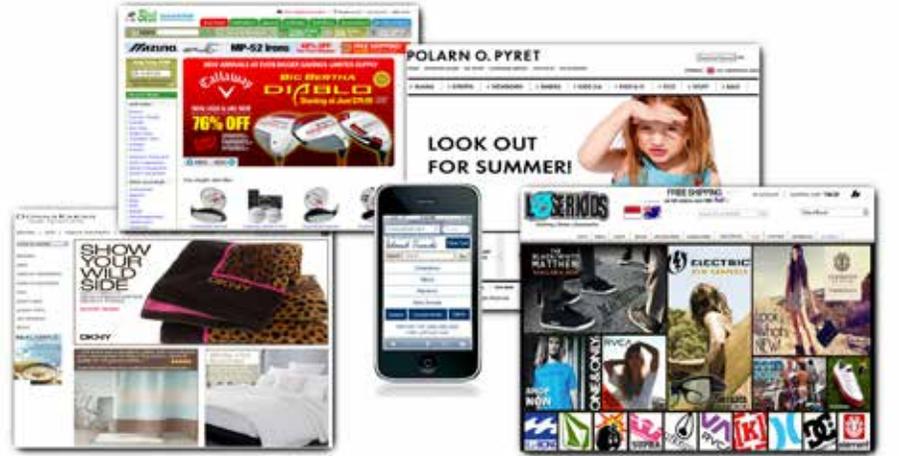
The CORESense ecommerce platform provides merchants, wholesalers and manufacturers with the most comprehensive, robust and feature-rich ecommerce solution in its class. Working with your designers we help you create compelling, search friendly and manageable ecommerce websites that differentiate your brands, attract shoppers, maximize conversions and increase average order size.

CORESense's ecommerce platform gives merchants greater control over the appearance and functionality of their websites by allowing them to manage their look and feel, content and navigation scheme themselves. Included in the platform are Website Template, Category and File Managers as well as a full library of Plug-Ins and Data Fields. With these managers merchants can build, re-design and manage many aspects of their website.

Benefits:

- ✓ **Best Practices Navigation and Search –** Speed customers to products while minimizing page bounce with powerful navigation, search and advanced search capabilities and efficient ways to narrow and sort product listings including multi-dimensional product attribute select and sort by price, best sellers and product ratings.

- ✓ **Compelling Product Pages** – Drive higher conversion rates by delivering the right content in multiple formats including highlighted and bulleted product descriptions, unlimited number of product images, video - proven to increase conversion rates by up to 45%, customer reviews, testimonials, buying guides, personalization, wish lists and much more.

- ✓ **Streamlined Path to Purchase** – Minimize page bounce and maximize conversion funnels by incorporating Ajax technology into product detail pages for displaying additional information and adding products to cart without leaving the page. Then quickly close the deal with CORESense's proven single page checkout process.

- ✓ **Search Engine Optimization** – Drive search engine rankings by creating and managing keyword optimized text, images, video and Meta data; employ search friendly page URLS; and avoid duplicate content with intelligent 301 and 404 page redirects. Then Track and analyze search traffic and your website using third party web analytics such as Google Analytics or Omniture Site Catalyst.

- ✓ **A Single Platform for Ecommerce and Mobile Commerce Sites - B**uild and manage multiple ecommerce and mobile commerce websites and micro sites with one platform.

eCommerce Platform - Features

Shopping Experience

- ✓ Creative control of home page content, links and positioning of graphics
- ✓ Flash Content
- ✓ Horizontal or vertical category navigation with optional automatic fly-out
- ✓ Breadcrumb navigation to product level
- ✓ Customizable forms (e.g. Newsletter signup)
- ✓ Mini-shopping cart
- ✓ SOLR-based Enhanced Free-text search
- ✓ Search by defined product attributes
- ✓ Advanced multi-field search of defined product attributes
- ✓ Faceted filtering of entire site (e.g. Yr/Make/Model)
- ✓ Featured rotating home page products
- ✓ Rich media support (e.g. flash, video)
- ✓ Gift certificate purchase
- ✓ Social Media
- ✓ Same page category AJAX product drill-down using product attributes
- ✓ Featured rotating category page products
- ✓ Sort results by attributes including price, popularity, and client-specific product attributes (e.g. brand)
- ✓ Email a friend
- ✓ Dynamic product content presentation by category or product type
- ✓ Multiple product images
- ✓ Shipping estimate calculator
- ✓ Filter by in-stock availability
- ✓ Configurable out of stock behaviour
- ✓ Settable inventory hold time
- ✓ Setting shopping cart persistance/refresh time
- ✓ Estimated in-stock/availability date
- ✓ Tabbed content viewing
- ✓ Quick View
- ✓ Product comparison
- ✓ Cross-sells and up-sells
- ✓ Hover and click-to zoom
- ✓ Product Comparison
- ✓ Previously Viewed Product Listings
- ✓ Cross-sell and up-sell recommendations
- ✓ Also bought recommendations
- ✓ Cart abandonment remarketing with Listrak
- ✓ Product reviews
- ✓ Live Chat via LiverPerson option
- ✓ Personalize content with Nextopia option
- ✓ Duplicate an order from My Account
- ✓ View orders and status from My Account
- ✓ Best selling products

Add to Cart & Checkout

- ✓ Product configurator for multi-option products
- ✓ Default product configuration
- ✓ Multi-select configurations
- ✓ Bulk add-to-cart
- ✓ Filter by Inventory Availability
- ✓ Product Personalization
- ✓ Digital Products
- ✓ Wish List/Gift Registry
- ✓ Call/Click for Price
- ✓ Gift Messaging & Wrapping
- ✓ Add to Cart /Wish List from product listing page
- ✓ Add to Cart/remain on current page
- ✓ Add multiple items to cart in single step
- ✓ Persistent Cart
- ✓ Shipping estimator
- ✓ Single or multi-page page checkout
- ✓ Guest checkout
- ✓ Real time shipping rates
- ✓ Accept pre-orders
- ✓ Accept special orders
- ✓ Specify delivery date
- ✓ Display estimated delivery date
- ✓ Control display of out-of-stock items
- ✓ In Stock notification emails
- ✓ Ship items to multiple addresses
- ✓ eWallet/default billing information
- ✓ Email order and shipment confirmation
- ✓ Accept Mixed and multiple payment types
- ✓ Select and redeem Loyalty reward coupons
- ✓ Custom order fields (e.g. comments)
- ✓ Multi-currency display
- ✓ Donations
- ✓ Avalara AvaTax integration

Search Engine Optimization

- ✓ Non-dynamic Directory URLs
- ✓ Google, Yahoo! and MSN XML site map
- ✓ Automatically generated HTML site map
- ✓ Set Meta Data by per website
- ✓ Set default Meta Data
- ✓ W3C valid templates
- ✓ SEO friendly, Clean HTML coding
- ✓ SEO friendly, clean URLS
- ✓ User-defined 301 Redirects

Website Design

- ✓ Fixed, Mobile and Responsive Sites Designs
- ✓ Out-of-the-box responseive page templates
- ✓ Custom page templates
- ✓ Multiple product detail page templates
- ✓ Multiple category page templates
- ✓ Category navigation
- ✓ Auto-populate categories
- ✓ Website Project Management

Comparison Shopping Engine
Boost Sales and Acquire New Customer

Since approximately 70% of in-stores sales today beginning on-line and 50% of online shoppers start at aggregation or **comparison shopping (CSEs)** it's essentially that current and new customer be able to find you and your products. Our multi-channel retailing capabilities puts you where today's shoppers search, browse, compare and most importantly buy helping you retain your current customers and providing you access to new customers.

CSEs represent a very cost effective way to get your products and brands in front of millions of shoppers. Today over 40% of in-store and on-line purchases start at a comparison shopping engine making them a compelling and important channel for retailers. CORESense's fully integrated CSE Data Feed Manager enables you to easily select and submit products to Comparison Shopping Engines.

Benefits:

- ✓ Expand your market presence
- ✓ Acquire new customers
- ✓ Increase online sales
- ✓ Improve advertising ROI

Features:
Listing Management
- ✓ List products with a single click
- ✓ Product data is automatically formatted and submitted

Supported Prodcut Data Feeds
- ✓ Commerce Hub
- ✓ Google Product Search
- ✓ PriceGrabber
- ✓ Nextopia
- ✓ Shopping.com
- ✓ Shopzilla
- ✓ Yahoo
- ✓ Nextag
- ✓ Digby
- ✓ Commission Junction
- ✓ Merchant Advantage
- ✓ ShareSale
- ✓ Snooth
- ✓ Social Candy
- ✓ Bing
- ✓ Wine Zap
- ✓ Wine Fetch
- ✓ Pepperjam
- ✓ Tada Shop
- ✓ Generic CSV Feed

CORE*Sense*

Amazon

Sell on the world's leading online marketplace

Amazon provides retailers with the opportunity to cost effectively get their products in front of millions of users and it accounts for a growing percentage of online sales. In 2013 sales on Amazon grew at twice the rate of the overall ecommerce market and its estimated that they have over 270 million customers worldwide.

CORESense offers clients an integrated, complete and automated solution for listing and updating products, managing invenory, caputuring orders and fufilling those orders from your own warehouses or through FBA (fulfilled by Amazon).

Features:

Amazon Seller Central

- ✓ List products by Amazon Category
- ✓ Automatic mapping of common data fields
- ✓ User interface for population of category specific fields
- ✓ Export of shipment tracking information to Amazon
- ✓ Import of Amazon Orders
- ✓ Batch payment processing
- ✓ Fultfillment by Amazon (FBA) support
- ✓ Competitor Eye (repricing) integration

Selected Amazon Categories

- ✓ Apparel
- ✓ Auto Accessories
- ✓ Books
- ✓ Camera
- ✓ Gourment Food
- ✓ Electronics
- ✓ Heaklth and Personal Care
- ✓ Home
- ✓ Musical Instruments
- ✓ Office
- ✓ Pet Supplies
- ✓ Photo Accessories
- ✓ Shoes, Handbags and Accessories
- ✓ Sports
- ✓ Tools
- ✓ ToysBaby
- ✓ Video Products

Cusotmer Service/Call Center
Achieve unprecedented access to data and deliver higher sales and happier customers

Web-based Sales Order Interface (SOI) software provides real time access to customer, product and inventory information and includes a guided process for quickly and accurately taking, processing and fulfilling orders. You and your staff can view and update customer information, respond to customer inquiries and place, process and track orders. The software can run on a desktop or laptop computer making it ideal for decoupling complicated order and return processing from the main checkout lanes, for remote selling and for consultative selling in the store or in the field.

Benefits:

✓ **Customer Segmentation, Lead Tracking and Sales Teams -** Manage high volume telemarketing/ telesales operations with intuitive and robust web-based CRM and order entry applications.

✓ **Speed order entry through intuitive user interface** - Accurately and efficiently enter orders using the fewest possible steps.

✓ **Provide quick and informed customer service** - Quickly access and view all customer orders, past communications, order and payment status and keep a record of calls for future reference.

✓ **Decouple complex sales, return and support processes from checkout -** Address complex and time-consuming sales, returns and problem resolution away from your main checkout lanes.

✓ **Leverage the web-based interface as a remote sales and marketing tool -** Runs on a laptop or tablet making it an ideal tool for consultative selling of complex products out in the showroom, selling at remote events or enrolling customers in loyalty programs.

Features:

Telemarketing and Sales
✓ Group data base by Type - Lead,. Prospect or Customer and client defined attributes (list source, state, tier, etc)
✓ Assign Groups to Sales People
✓ Assign Sales People to Sales Teams
✓ Manage permissions around Sales People, Sales Teams and Customer Groups (view only, view and edit, create orders, etc)
✓ Assign sales persons to order

Call Center
✓ Define multiple, branded call center/support channels
✓ Workflow driven order wizard
✓ Assign salesperson
✓ Search for products and customers by one or more attributes
✓ Create / edit customer accounts
✓ Gather survey type data
✓ Check inventory availability across all channels
✓ View detailed product information
✓ View related products including cross sells and up-sells
✓ View available promotions
✓ Duplicate past Orders
✓ Save and retrieve orders (quotes)
✓ Process personalized items
✓ Accept mixed and multiple payment forms
✓ Accept "On Account" payments

✓ Adjust unit prices or order subtotal
✓ Automatically process credit cards in real time
✓ Apply coupons, loyalty rewards, redeem gift certificates and stored value cards or apply customer credits
✓ Sell gift certificates and stored value cards
✓ Sign up reward program members
✓ Select shipment method
✓ Request delayed delivery
✓ Ship Order Items to multiple addresses
✓ Email order confirmation
✓ Process returns
✓ Duplicate orders

Customer Service
✓ View total $ spent, average $ spent and customer since data
✓ Customer and order search by standard and custom attributes
✓ "Drill Down" access into customer and order details
✓ Centralized incoming and outgoing email management with auto-generated links to associated order or customer record
✓ Detailed audit trail of comments, price changes, payment, RMA history
✓ Real time view into inventory status and availability on back ordered items
✓ Create and send your own auto-fill email templates using any information about the customer or order

Merchandising

Optimize pricing, promotion, placement and inventory levels across all sales channels

CORESense provides the real time data, reports and tools needed to optimize the purchasing, presentation, promotion, pricing and placement of your products in order to maximize sales and gross margin.

From the centrally managed catalog you can quickly and effectively describe new products, create and manage product content, create and schedule promotions, define up-sell and cross-sell products and optimize channel placement and pricing. Spending time consolidating sales and inventory data from multiple stores and sales channels makes it difficult to make accurate and timely merchandising decisions.

CORESense provides you with a real time view of activity across all channels enabling you to make better transfer, purchasing, pricing and promotion decisions improving your profitability.

With the real-time inventory view and product performance reports you can accurately plan your purchases and minimize stock outs and over ordering.

Benefits:

- **Easily define and manage your products - T**he CORESense product manager gives you the ability to define multiple types of products (e.g. apparel, golf clubs and tennis racquets)with unique product attribute and centrally manage product definition data.

- **Easily sell products through multiple channels** - With the centralized product catalog you define and describe products one time and optimally price and place products in multiple channels including POS, call center, one or more ecommerce storefronts, eBay, Amazon and comparison shopping engines.

- **Make better merchandising decisions -** Centralized management of your inventory with point of sale, ecommerce and other channels provides you with an accurate and up to the minute view of your sales and supply. Armed with this information you can make better buying, pricing, promotion and other merchandising decisions.

- **Optimize your inventory investment** - Real-time synchronization of sales and inventory across multiple stores and channels combined with automated stock replenishment, provides the right inventory level to your stores and other channels while minimizing your purchasing effort and cost of goods sold and increasing inventory turns.

- **Create ongoing revenue streams with "product of the month" clubs** and DRTV channels -and flexible payment plans - CORESense gives you the ability to create, manage and fulfill an unlimited number of continuity or product of the month programs creating ongoing revenue streams and building customer loyalty as well as supporting multiple payments plans free trials for DRTV offerings.

- **Increase profits with gift certificate and value cards -** With an estimated value of US$35 billion in gift card sales for the 2007 holiday season alone, retailers can obviously profit from these programs.

Product Management

CORESense's centralized product manager increases the accuracy and efficiently of managing your product catalog across multiple channels and across multiple brands. You save time and effort by activating all or select products per channel, per brand and per defined customer groups.

Features:

- ✓ Single click produtct listing in a channel
- ✓ No HTML or programming experience required
- ✓ Unlimited number of products
- ✓ Product - SKU architecture
- ✓ Single Product and Product kits
- ✓ Configurable Product Types
- ✓ Configurable general and custom attributes
- ✓ Configurable product hierarchy (department, class and subclass)
- ✓ Configurable Product – SKU matrices for products with variations (e.g. size/width, size/color)
- ✓ Configurable Product Options with unlimited number of options and associate values
- ✓ Flexible attribute types – text, HTML, image file, pdf, multimedia, etc
- ✓ Personalized product options (free text, menu, images (uploaded or gallery)
- ✓ Batch export/import of products
- ✓ Batch update of products

- ✓ Activate/Deactivate products
- ✓ One-click product duplicaiton
- ✓ New product creation wizard
- ✓ Multiple product images
- ✓ Auto-image generation tool
- ✓ Image swatches per product option(s)
- ✓ Up-sell products product recommendations
- ✓ Cross-sell product recommendations
- ✓ SKU weight and size for shipping rates
- ✓ Digital Products
- ✓ Subscriptions & product of the month clubs
- ✓ Channel availability management
- ✓ Category membership by website
- ✓ Product content override by website
- ✓ Meta data override by website
- ✓ Breadcrumb parent by website
- ✓ SEO friendly URL by website
- ✓ View and manage applicable sales tax rules
- ✓ View and manage shipping methods
- ✓ View and manage pricing

Pricing and Promotion Management

CORESense includes a flexible pricing and promotion engine providing merchants with powerful tools to entice shoppers to buy across multiple markets and segments. Pricing can be created by brand, channel (e.g. website or call center), retail locations, wholesale customers and customer groups. There is a powerful set of promotions and configuration options which can be leverage in multiple ways to entice individual or groups of shoppers in one channel or across channels.

Features:

Pricing
- ✓ Master price
- ✓ Minimum advertised price (MAP)
- ✓ Control website display of MAP
- ✓ Global or per channel pricing
- ✓ Pricing Groups
- ✓ Fixed, cost plus %, cost plus $ pricing, % or $ off Master pricing Inherited from Pricing Group
- ✓ Customer tiered pricing
- ✓ Quantity based pricing
- ✓ +/- price for configurations and options

Promotions
- ✓ Buy X, Get Y Free
- ✓ Buy Product A, get free Gift
- ✓ Order X$, get free Gift
- ✓ Product discount

- ✓ Order discount
- ✓ Shipping discount
- ✓ Shipping discount by shipping methods
- ✓ Quantity based discounts ($ or %)
- ✓ Activate promotions by Channel
- ✓ Activate promotions by POS location
- ✓ Apply promotions by Product attributes
- ✓ Apply promotions with a combination of product and customer attributes
- ✓ Schedule promotions by start/stop date
- ✓ Define multiple start/stop dates
- ✓ Define recurring promotions (e.g. weekly)
- ✓ Exclusive/non-exclusive promotions
- ✓ Associate a coupon code with a promotion
- ✓ Designate coupons as single or multiple use
- ✓ Deal evaluator - View impact of promotions by product, qty of product, channel customer,

Purchasing and Inventory Management
Maximum your inventory investment

Centralized management of your inventory with point of sale, ecommerce and other channels provides you with an accurate and up to the minute view of your sales and supply. Armed with this information you can make better buying, pricing, promotion and other merchandising decisions.

Minimize your inventory investment Real-time synchronization of sales and inventory across multiple stores and channels combined with automated stock replenishment, provides the right inventory level to your stores and other channels while minimizing your purchasing effort and cost of goods sold and increasing inventory turns.

Features:

Inventory Management
- ✓ Real time inventory synchronization across all channels
- ✓ Full inventory visibility from all channels
- ✓ Specify and prioritize fulfillment warehouses by channel
- ✓ Reserve inventory
- ✓ View inventory status (available, held, back order, reserved, in PO queue, in PO, in open return) across all warehouses
- ✓ View inventory data from Product Manager
- ✓ View inventory data in classic or grid/matrix view
- ✓ Manage 3rd party warehouses
- ✓ Perform and commit physical inventory/cycle counts by location

SKU Management
- ✓ Create and manage SKUs.
- ✓ Define general attributes (e.g. barcode, identifier, label, manufacturer, default fulfillment and warehouse).
- ✓ Assign shipping method and define physical attributes.
- ✓ Assign vendors and ordering information.
- ✓ Set reorder criteria.

SKU Management
- ✓ Create and manage vendors
- ✓ Define default PO delivery methods (e-mail; efax; document; XML, EDI and FTP)
- ✓ Track and manage POs by vendor, SKU and PO criteria.
- ✓ Drill down into POs, post and view comments by category, read/launch e-mails and modify order and delivery options.

Purchase Orders (POs)
- ✓ Create POs by Chain, Region, District or Store
- ✓ Create POs from a Size Run (pre-set ratio of available sizes)
- ✓ Create POs from product grid/matrix
- ✓ Specify PO template (default or per PO, shipping and receiving dates, shipping method, cost (wholesale, discounted, replenishment), terms and special instructions
- ✓ Communicate POs via Email, efax, print or EDI Create stock, drop ship and just-in-time

purchase orders by SKU or by vendor for multiple SKUs
- ✓ Search for, view and manage POs including dependent orders, correspondence, comment trail, shipments, documents and receipts
- ✓ Automatic generation and queuing of recommended POs
- ✓ Viewing and Editing of recommended POs

Receiving
- ✓ Receive against Vendor Advanced Ship Notice (ASNs)
- ✓ Receive against receiver
- ✓ Multiple receivers on single PO
- ✓ Save/continue receiving process
- ✓ Receive at centralized distribution point or per warehouse location and cross-dock transfer inventory to stores
- ✓ View receiver activity/log
- ✓ Automatic notification on receipt of back ordered inventory
- ✓ Custom PO attributes

Transfers
- ✓ Create on-the-fly transfers by barcode scanning
- ✓ Create transfers by grid/matrix
- ✓ Create transfers by SKU
- ✓ Specify from/to locations and shipping method
- ✓ Specify intra- or inter- warehouse transfers
- ✓ Search for, view and manage open transfers including dependent orders, confirmation, correspondence, comment trail, shipments, documents and receipts
- ✓ Supports barcode receiving
- ✓ Automatically create/save put-away documents upon receiving
- ✓ Override put-away locations upon receiving

Warehouse Management
- ✓ Supports multiple, uniquely defined warehouses
- ✓ SKUs can be stored in multiple warehouse locations
- ✓ Warehouse locations can be marked as unavailable for fulfillment
- ✓ Design and print unlimited warehouse location labels directly from CORESense back office

Order Management & Fulfillment
Recognize and resolve issues quickly to ensure customer confidence

CORESense provides you with a complete, highly automated and robust order life cycle management capability that can easily support the most demanding multi-channel retail operations. Centralized staging and processing of orders from all sales channels eliminates time consuming and error-prone manual transfer of data between channels. Automation of order processing work flows allows you to manage by exception minimizing staff.

Benefits:

- **Centrally process orders** - Orders from all sales channels are automatically captured and centrally staged eliminating manual and error-prone transfers of data and minimizing staffing needs.

- **Automate order processing flows** - Automated order capture to fulfillment paths based on configurable orders statuses.

- **Quickly track, view and expedite orders** - Powerful filtering and drill down capability allows you to quickly assess orders by status or other criteria to identify bottleneck and initiate corrective actions to ensure on-time deliveries.

- **Flexible inventory sourcing** - Increase the number of products you offer your customers through drop-ship, just-in-time and in-stock inventory sourcing.

- **Seamless shipping integrations** - Direct integration with FedEx®, UPS® and Endicia® enables faster shipment processing, instant tracking for customers, and increased accuracy

Features:

Order Processing
- ✓ Flexible order searching and filtering
- ✓ Configurable and automated order processing
- ✓ Batch order processing
- ✓ Import orders from third-party channels
- ✓ Configurable order hold statuses
- ✓ One-click drill order and customer drill down
- ✓ Manage order items, payment, fulfillment, shipping and returns
- ✓ Post/view comments, void, email, lock orders
- ✓ Create/audit work flow states and tasks
- ✓ Revise order status, gift message, delayed delivery date, channel and salesperson info
- ✓ Add/delete/modify order items
- ✓ Allow/disallow adjustments
- ✓ Allow/disallow adjustments with promotions
- ✓ Maximum adjustment percentage
- ✓ Apply order and item level price adjustments

Payment Processing
- ✓ Processing of mixed and multiple payments
- ✓ Processing of In House Account (IHAs)/ charges and payroll deductions
- ✓ Automatic processing of recurring payments
- ✓ Automatic processing of multiple payments

Fulfillment
- ✓ Drop-shop, just-in-time and in stock fulfillment
- ✓ Assign warehouses by channel and priority
- ✓ Pick-up and return in-store

Picking, Packing and Shipping
- ✓ Configurable shipment queuing

- ✓ Shipment verification
- ✓ Batch printing of pick and pack documents .
- ✓ Automatic email notifications
- ✓ Integrated with Worldship, Fedex, USPS (Endicia), Malverne and True Ship
- ✓ Standard and manual shipping methods
- ✓ Zone-based shipping
- ✓ Live or flat Rate shipping
- ✓ Shipping cost based on weight table or order subtotal
- ✓ Shippng based on delivery date
- ✓ Auto mated box selection

Returns Management
- ✓ Allow/disallow return adjustments
- ✓ Allow/disallow cast refunds
- ✓ Allow/disallow returns w/o order number
- ✓ Specify open return expiration time
- ✓ Specify shipping credits and restocking fees
- ✓ Specify and track reasons for return
- ✓ Issue and track RMAs
- ✓ Receive resalable stock
- ✓ Configurable return instructions and receipts
- ✓ Configurable return location by warehouse

Brand Management
- ✓ Process orders for multiple branded channels.
- ✓ Create and manage brand identities
- ✓ Define order processing and fulfillment work flows based on the sales channel and brand..

CRM and Marketing
Build a loyal and profitable customer base

With CORESense you can access and view customer and order information from all sales channels to deliver personalized service at every point of touch.

You can leverage the integrated email platform to stay in constant touch with your customers and get their feedback on your service.

Benefits:

• **360° view of customer interactions** - CORESense gives you the ability to capture and access customer information including contact information, purchases and e-mail communication history from your in-store point of sale terminals or sales order interface. With this capability you can create and maintain an accurate customer database and arm your staff with a complete history of customer communication.

• **Reward your loyal customers** - Identifying and rewarding repeat customers is great way to build a loyal customer base. CORESense tracks purchases by customers so you can identify your best customers and what they bought. Armed with this information you can offer them special incentives to come back such as preferred customer loyalty cards, special discounts or coupons.

• **Easily stay in touch with your customers -** With CORESense's integrated e-mail management tool you can provide customers with a steady stream of information about your store, current specials and items of general interest. You can also gather valuable feedback about your company and its products allowing you to quickly adjust to trends or changes in buying behavior.

• **Drives sales with email marketing** - Launch highly personalized e-mail campaigns designed to drive traffic to your website as well as notify customers of new products and specials available in your store with CORESense's e-mail campaign management and communication tool. Build mailing lists by segmenting your customer database by customer attributes and purchase history. Then create, launch and track your e-mail marketing campaign all in CORESense.

Features:

Customer Management
✓ Gather/view/edit customer information across all channel
✓ Define unlimited custom attributes
✓ Segment customers by brand, user-defined group and salespersons and type (e.g. lead, prospect and customer)
✓ Create and save customers searches
✓ Filtered view of customer name, type, email, phone, billing address, sales rep/sales team (if enabled), total $ spent, average $ spent, customer since date, most recent order link
✓ Detailed view of customer data including address book, orders and returns history, relationships and correspondences, account information, loyalty programs, tax exempt status, wish lists and club memberships
✓ Post/view comments by user-defined categories
✓ Send/view/manage Email correspondences

Customer Self Service Portal
✓ Manage address book

✓ Track current orders and shipments
✓ View past orders
✓ Modify shipping, billing and payment Information
✓ Change password or request forgotten password
✓ Manage wish lists
✓ View loyalty program points and rewards

Email Campaigns
✓ Launch email campaigns using user created email templates
✓ Embed traceable links, promotions, coupon codes, product data
✓ Include recipients in campaign based on customer or order attributes
✓ Manually add/delete recipients
✓ Manage and exclude opt-out lists
✓ Manage email delivery
✓ View delivery statistics

Analytics and Reporting
Know what your customers want and provide it faster

CORESense consolidates multi-channel selling, CRM, merchandising and order management into one web accessible system providing an unparalleled real-time view of business health anywhere, anytime, so that you can pro actively respond to customers and profitably grow their businesses.

COReSense provides this real-time view through multiple standard reports, flexible report building tools and custom reports built to meet your unique business needs.

Benefits:

- Spend your marketing dollar more effectively when it is correctly targeted to your customer demographic
- Measure product performance and the effectiveness of product placement. Refine your product catalog, increase inventory turns, and manage your product mix more effectively
- Lower the cost barriers to effective market analytics with the best data available – yours

Features:

Financial Reporting
✓ Detailed sales reports include totals of merchandise, shipping, tax, discounts, COGS and margin
✓ Channel effectiveness reporting include profit and unit contribution percentages
✓ Deposit reports grouped by payment types
✓ Accounts receivable aging reports
✓ Sales tax reports by state

Product Performance Reporting
✓ Evaluate performance of single product or multiple products based on chosen attributes
✓ Group results on daily, weekly, yearly basis
✓ Drill down to determine top products
✓ Detailed totals and per unit results for retail price, margin and cogs

Inventory Reporting
✓ Custom defined search criteria to determine status of inventory
✓ Quick status of on hand, on order, reserved and back ordered quantity for SKUs
✓ Powerful "drill down" capabilities into status of SKU to determine associated customer orders and open POs

Vendor Reporting
✓ Search and list vendors with details including # of open POs and average fulfillment time
✓ Detailed audit trail of internal comments, past POs and email communication

Purchase Orders Reporting
✓ Search/list POs with details include vendor, status, cost and # of days outstanding

✓ Detailed audit trail of internal comments and email communication

RMA Reporting
✓ Detailed listing of RMAs include issue date, status, reason for return and associated order information

Email Campaign Statistics
✓ Visitor statistics include number of visitors generated from each link within email
✓ Effectiveness reporting includes total number of orders, revenue generated for each link within sent email
✓ View total number of sent emails, and percentage of invalid email addresses

Custom Report Builder
✓ Custom build sales reports includes any customer, product or order information
✓ Export to multiple formats including Excel®, tab delimited and XML
✓ Define sorting/grouping of data fields
✓ Save and manage custom report criteria

Retail Reporting Datamart
✓ Store multiple years of detail off-line
✓ Run multi-year reports without impacting back office operations
✓ Create and save custom inventory, sales and payments report templates
✓ Run detailed inventory, sales and payments reports from-saved templates
✓ Compare date ranges including year over year
✓ Group by and filter by multiple attributes
✓ Compatible with 3rd party Dashboarding tools

Multi-Channel Retail Management

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

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