

**Compete and win with the leading**

Cloud-Based  
**Retail Management**  
Software

**POS • Mobility • eCommerce • Catalog/Call Center  
Inventory Management • Order Management • CRM**



# An Integrated Solution

## Access an End-to-End Retailing Solution

CORESense is the only retail management software solution that provides Point of Sale, eCommerce, eBay, Online Marketplace, Customer Relationship Management & Marketing (CRM), Merchandizing and Operations in one affordable system for small and medium-sized retailers who want to compete and win against big box retailers.

## Manage Channels From Single Back Office

Effortlessly promote and sell merchandise and delight customers through in-store point of sale, ecommerce websites and online marketplaces. With all channels managed from a single back office, you will benefit from unparalleled operational efficiencies and a customer-centric view of your retail business.

## Streamline Operations

Integrating all management processes and data into one retail system streamlines operations, eliminates manual and redundant processes and allows automation of error prone processes. Save time and money that can be better spent on serving your customers and growing your business.

## Improve Inventory Management

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

## Grow Online Sales with Confidence

Eliminate multi-channel operational bottlenecks with centralized processing of online orders, automated order processing, customer notification, and fulfillment. Confidently grow online sales without jeopardizing customer service or negatively impacting your hard-earned reputation.

## Deliver Great Customer Service

Being able to capture and access customer data, including purchase history and personal data, and launch e-mails from any sales channel or back office process makes it easy to stay connected with customers. Deliver the highly personalized and responsive service that keeps customers coming back.

## An On-Demand Solution That Costs Less, Delivers More and Manages Itself

CORESense's all-in-one design minimizes your upfront costs, IT costs and support headaches. Your application is hosted by CORESense at our secure data center. As a result, you get to focus more of your time and money delighting your customers and growing your business.

*"We needed a solution that would streamline sales across channels and automate product and order management from end-to-end, and CORESense was the best fit."*

R. Kasper, President, Huron Scuba



## Point of Sale

### Point of Sale

Delight customers with fast, knowledgeable and accurate service with customer-centric POS software.

**Graphical User Interface** - Speed customers through checkout with the intuitive graphical interface and time-saving features.

**Multiple and Mixed Tender Payments** - Transact sales, returns and credits in multiple and mixed payment forms and process discounts, promotions, gift certificates, loyalty cards, and value cards.

**Product Lookup** - Lookup product information and find stock across channels via bar code, key entry, full or partial products name and category search.

**Process Returns** - Easily process returns from a wizard interface that allows user-defined reason codes, and inventory options.

**Integrated Payment Processing** - Directly authorize and process credit card transactions in seconds through the merchant of your choice.

**Cross Channel Services** - Process cross-channel promotions, sales and returns, including in-store pickup of on-line purchases, drop shipment of out-of-stock or virtual inventory items and ship directly from the point of sale.

**Store Operations Management** - Manage in-store operations including opening and closing the cash drawer, generating sales reports by product and associate, and taking inventory counts.

*“We wanted a single database for all of our customer transactions no matter how they came to us, through web, phone, wine club or tasting room. We wanted complete visibility on how we were handling our customers. We chose CORESense because we wanted a system that can run all of our direct operations for multiple brands.”*

Pat Roney, Owner  
Windsor Vineyards

## Mobility

### Mobile Point of Sale

Leverage the power and functionality of CORESense's enterprise-class point of sale workstation on mobile devices allowing you to service your customers anywhere, any time.

**Connect with Customers** - Staff can answer questions, provide personal service, and checkout customers directly on the sales floor. Ideal for line busting, pop-up locations, events, field reps and servicing customers anywhere there is an internet connection.

**Mobile Checkout** - Our streamlined interface makes it fast and easy to checkout customers and comes pre-integrated with popular mobile barcode scanners, credit card readers and receipt printers for a complete mobile checkout solution.

**Deliver Personalized Service** - Leverage customer data to personalize interactions and drive cross-sell and up-sell opportunities.

## Call Center

### Call Center / Sales Order Interface

Deliver great service by allowing customer service reps to easily take orders over the phone, via email or upload from a spreadsheet.

**Order Entry** - Our step-by-step guided user interface makes it fast and easy to enter B2B and B2C orders from new and existing customers.

**Process Payment** - Accept multiple and mixed payment forms including credit card, PayPal™, coupons, on account, gift certificate, value card and store credits.

**Customer Service** - With powerful "drill down" access into customer account and orders, customer service representatives can quickly access and view a complete record of all customer orders, review past communications, track the status of any order and capture and record a complete record of any call for reference in the future.



# Merchandising

## Easily define and manage your products

Merchandising, a key component of CORESense's Integrated Retail Management solution, gives 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.

**Product Management** - Create and manage product configurations, descriptions and related website content, all in one location. Track product performance of single products or groups of related products across all sales channels.

**Price & Promotion Management** - Optimize pricing and promotions to maximize sales and margin and better align supply and demand.

**Purchasing** - Easily generate and exchange purchasing and receiving documents in multiple formats with suppliers or third-party fulfillment centers saving time and avoiding costly errors. Automatically create POs based on reorder points, target quantities or other criteria.

**Inventory Management** - Access a real-time, synchronized view of sales and inventory levels across all channels enabling better management of inventory, reducing stock-outs and driving timelier in-season price adjustments.

**Continuity Programs** - Create and manage multiple club types including auto replenishment, traditional, closed series, open series and club memberships.

**Gift Certificates and Value Cards** - Create and manage gift certificates and value cards.

**SKU Management** - Create and manage SKUs, define general attributes, assign shipping methods, define physical attributes and set reorder criteria

# CRM

## Reach Out to Customers

CORESense weaves Customer Relationship Management (CRM) into every core retail process, allowing you to deliver personalized information and service to your customers at every point of touch. Drive targeted marketing campaigns and ensure your staff 'knows' every customer and their history – whether they visit in-store, online or on the phone - with a customer-centric view of your business.

**Customer Database** - Manage and access one customer database for all channels.

**Customer Information** - Create, edit and access customer information including purchase/order history, customer tiers, types and preferences at multiple points of touch.

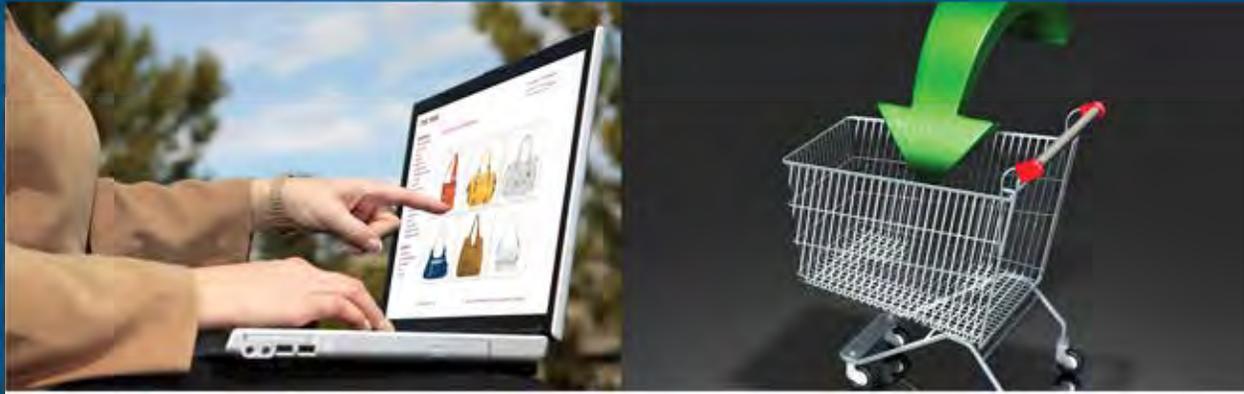
**Customer Self-Service Portal** - Update personal, billing and shipping information and check order status from the website.

**E-mail List Builders** - Create lists for targeted e-mail campaigns based on customer attributes including preferences, past purchases and orders.

**E-mail Campaign Manager** - Create, send and track HTML and text-based e-mails with customer and product-related merge fields to targeted customer lists.

*"I didn't want to work with just another software company anymore. I wanted a partner, and CORESense is exactly that. We now feel confident that data is updated in real-time across channels, and because it is a hosted solution, I no longer worry about technology - it just runs."*

P. Jaure, President,  
Miami Golf



# eCommerce

## A Website That Delivers an Exceptional Shopping Experience

A successful ecommerce business begins with a compelling website. CORESense offers the most design flexibility and largest feature set of any solution available. Build your website using one of our best-practices design templates, 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. The intuitive website manager gives you total control over all aspects of your site, allowing you to manage your brand, merchandise, and the customer shopping experience. Proven ecommerce features to attract and convert online shoppers include:

**Design** - Fully customizable layout, navigation, searching, display, and inclusion of advanced features such as customer-based pricing, wish list, gift registry, customer self-service, e-mail signup, product-of-the-month club and third party application integrations.

**Multiple Storefronts and Brands** - Supported directly from one product manager with transaction traceability through order processing and fulfillment.

**Site Management** - Easy-to-use site manager for control of look and feel, products, categories, images and static content.

**Enhanced Features** - Add valuable third-party features to your website through our COREPartner Ecosystem including LivePerson, PowerReviews, SLI Advanced Search, Scene7, Card-in-the-Box, and many more.

**Shopping Cart** - Shopper friendly and secure cart that accepts multiple popular payment forms, including gift cards and certificates, and is directly integrated to leading payment gateways. Our cart supports a host of standard, optional and custom features including age verification and state tax rules, and hold for in-store pickup.

**Search Engine Optimization (SEO)** - Websites are built with a search friendly architecture including search friendly urls for category, sub-category and product pages, title, meta and alt tags, and a site map.

**Online Merchandising** - Easy-to-use product and content manager with market and product specific attributes including an unlimited number of custom attributes you define, multiple pricing and discounting methods, unlimited up-sell and cross-sell recommendations, and text, PDF, video and audio content types.

**Product of the Month Club** - Provides the ability to sell and manage multiple types of product of the month club offerings. Select products for the coming month and automatically create, verify and ship orders.

**Analytics** - Track and analyze site traffic using third party analytics such as Google Analytics or Omniture SiteCatalyst.

**Online Marketplaces** - Leverage tremendous brand recognition and shopper traffic of well known online marketplaces like Amazon, Shopzilla, Google Shopping and more. Online markets provide access to new shoppers and can increase sales from existing customers.

**Affiliate Marketing** - Increase your product and brand visibility by advertising your products on popular and related affiliate websites. Easily add qualified affiliates through your website or back office, generate links from affiliates to appropriate pages on your website, and create commission structures and manage payments to affiliates, or affiliate groups.



## Order Management

Order Management, a key component of CORESense's Integrated Retail Management system, 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 staffing needs.

**Order Processing** - Centrally process and track orders and returns for all sales channels; record and track customer notes and automate high volume order-to-fulfillment paths based on rules you create.

**Order Fulfillment** - Fulfill orders from your own warehouse, through a 3rd party warehouse or drop ship directly from a supplier, link directly to FedEx, UPS Online Tracking Tools, and UPS WorldShip; automatically e-mail customers with order status and generate branded picking and packing documents, including invoices, graphically-rich promotional materials and shipping labels.

**Warehouse Management** - Create and manage multiple warehouses; track inventory movement including receipts, transfers and shipments and print or export to reports.

**Brand Management** - Centrally process orders for multiple, uniquely branded websites. Brand identify including name, logo and website url is used on all customer documentation. Define order processing and fulfillment workflows based on the sales channel and brand.

**Returns Management** - Issue and track return material authorizations (RMAs), assign return

## Analytics & Reporting

The CORESense Integrated Retail Management systems 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 proactively respond to customers and profitably grow your business.

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

CORESense Analytics and Reporting features include: Financial Reporting, Product Performance Reporting, Inventory Reporting, Purchasing Reporting, Returns Reporting, Sales Rep Reports, Comments Reports, eBay Performance Report, and a Report Builder to create custom sales reports including any customer, product or order information.

For more information on CORESense retail solutions and an online demonstration, visit us on the web at:

**www.coresense.com**

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