

omnica



A Fresh Approach to Multi-Channel Retail

Software Solutions based on Microsoft
Dynamics AX

CONTENTS

- 1 WHAT IS **MULTI-CHANNEL RETAIL**?
- 2 WHY MICROSOFT DYNAMICS AX?
- 3 DESIGNED FOR YOUR BUSINESS
- 4 OMNICA SOLUTION
- 5 SOURCE & PROMOTE
- 6 CUSTOMER CONTACT
- 7 BACK OFFICE
- 8 COUNT & ANALYSE
- 9 OUR TECHNOLOGY
- 10 ABOUT OMNICA



WHAT IS MULTI-CHANNEL RETAIL?

Years ago, you could buy goods in stores, and for those who the stores didn't cater for, there were the mail order catalogues.

That's all changed. The internet made home shopping the day-to-day normality for millions of people who wouldn't have considered home shopping before.

Multi-Channel Retail encompasses all businesses who sell their goods in different ways, but aim for consistency and scale economies across their different routes to market.

Mostly, multi-channel retailers have websites, catalogues, stores, call-centres and warehouses. Most have a wide product selection, large order

volumes, and several active marketing programmes. Some also have wholesale operations, trade counters, field agents, and a number of distinct brands.

Omnicore MCR is a solution to run this type of business, based upon Microsoft Dynamics AX, the premier business management solution from the Microsoft Corporation.



WHY MICROSOFT DYNAMICS AX?



If you're using older technology for your core business systems, you face a decision on whether to upgrade to your existing vendor's new versions, or to migrate to a solution that can better support your changing business needs, and deliver much lower total ownership cost in the long run.

- Microsoft Dynamics AX is an adaptable, flexible business system, designed to be tailored to specific requirements
- Its user interface is based on other Microsoft products that you use every day, so it's immediately familiar
- It's in use in 7,000 sites around the world, demonstrating excellent software quality and outstanding reliability
- It's supported by over 1,500 companies around the world so your long-term support options will never be constrained
- It has Microsoft's long-term commitment to upgrade and enhance the platform, and a clear road-map which builds on the Microsoft .NET technology stack.

Your investment in a business system is a long-run decision. You'll be working with your preferred platform for many years, through changes in technology and in the way your business operates.

Omnicia MCR is a set of add-ons for Microsoft Dynamics AX which are developed and enhanced in line with market requirements as well as new versions from Microsoft. Together, Omnicia MCR and Dynamics AX will protect your investment in the long run.

DESIGNED FOR YOUR BUSINESS

Mail order, E-commerce and MCR companies strive for sales growth, greater efficiency, and customer satisfaction. Omnica's software promotes the success factors and minimises the business pains in multi-channel retailing. These business imperatives were built into Omnica MCR from its inception.

Success Factors

- ➔ Multi-channel retailers must be ultra-efficient. High transaction volumes can mean high overheads without slick processes. Any system can automate normal repetitive scenarios, but Omnica MCR automates a wide array of exceptions, that other systems would leave to manual intervention
- ➔ Multi-channel retailers depend heavily on marketing. Often marketing is the 2nd or 3rd largest cost in the business. Omnica MCR helps you understand the financial return on every penny of marketing expenditure
- ➔ Multi-channel companies know that customer retention is cheaper than acquisition. Omnica MCR helps maximise customer lifetime value through high service and targeted promotion
- ➔ Multi-channel companies must provide high levels of customer service. Get it wrong, fail to put it right immediately, and customers are gone forever. Good service often relies on good

information. Omnica MCR makes information easy to find. What's more, miscues and human errors are trapped before they result in customer dissatisfaction, rework and extra cost

- ➔ Multi-channel companies often have a larger product assortment than store-only competitors. Omnica MCR makes it easy to manage a wide product range across a variety of catalogues, websites and store channels. It handles interactions with suppliers efficiently, so that buyers are freed from admin to add value in the business
- ➔ All retailers run with low overheads, so that they can offer a great customer deal in a competitive market. Omnica MCR drives out overhead through efficient one-touch business processes wherever possible.

Business Pains

- ➔ MCR companies cope with margin erosion. The internet makes price an easy comparator, and competitors are only a click away. The entry costs are low, and popular products enjoy little margin. Omnica MCR drives cross-sells and up-sells from low-margin lines to higher profit items
- ➔ Business is seasonal and temporary labour is used during peak season. To help bring new staff up to speed, Omnica MCR has a familiar Microsoft based user interface and its intuitive functions ensure a short learning curve, so that staff are productive much more quickly
- ➔ Delivery charges are a significant cost factor on lower-value transactions. Omnica MCR minimizes the number of shipments, to reduce delivery charges and maximize profits
- ➔ Return rates are high, credit card fraud is on the rise, suppliers are remote and on long lead times. Omnica MCR has been designed to address these business challenges within the functionality provided in the system.

OMNICA SOLUTION

Your business can't operate based on silos of information. To offer an effective service to their customers, and to maximize profits, they need real-time systems which integrate people and information with product and services.

To offer an effective service, and to maximize profits, you need real-time systems which integrate people and information with products and services.





SOURCE & PROMOTE

For many MCR companies, business planning starts with sourcing products and designing the marketing campaigns that will be used to promote them. Omnica MCR provides tools to select and compare suppliers, manage the supply chain, specify 'the offer' and manage marketing campaigns.

Omnica CampaignSpec

The Omnica CampaignSpec module is at the heart of Omnica MCR and puts you in control of your multi-channel campaigns. Once you've set up the following, the system handles your orders smoothly, accurately and efficiently.

- Campaigns, which drive demand in your business are modeled in the software, with associated marketing costs
- Catalogues which let you define how products are structured into printed catalogues, websites, categories, sections, or pages. You can record page space and web exposure parameters, for use in the analytics module. You can also group items into kits for the sale of multiple products under a single item code
- Marketing activities, such as catalogue mail-outs, web affiliate schemes and banner ads, can all link to campaigns. They carry marketing costs and promotional incentives

- Cross-sells, scripts and prompts for use in telephone and web based order taking
- Promotions, including value based promotions, multi-buy promotions and rules-based promotions, which may qualify customers to receive discounts, free gifts, or reduced shipping
- Order profiles which determine the mechanics of how an order is taken and processed, including how stock and delivery promises are managed, what charges are added, and how the order is picked, packed and dispatched.

In Omnica MCR this information is related to a Response Code, which is captured whenever a customer interacts with the business, through whatever channel. The Response Code makes the system do the work for you. It's easy to for staff to operate, and it ensures your customer service exactly matches your marketing promise.

Outbound Marketing

Whilst the CampaignSpec module defines your marketing plan and lets you track its success, the Outbound Marketing functions give you the tools to carry it out.

These include Dynamics AX's CRM module, comprising list-management tools for mail-out, email, and phone-out campaigns and also Omnica add-ons to de-duplicate external lists with in-house data, segment and execute mailings, perform chained-series mailings, telephone follow-up.

Dynamics AX Supply Chain

Many MCR companies source products overseas. The complexities of international trade can make life difficult without suitable tools.

Omnica's solution takes advantage of comprehensive Dynamics AX supply chain processes, including supplier tendering and quotation management; landed cost-management; demand forecasting and replenishment tools; supplier performance monitoring; electronic supplier collaboration; and self-service supplier websites.



CUSTOMER CONTACT



Omnica Selling

In a busy call centre, time is money. Every second on an average call, and every unnecessary keystroke means money wasted. Omnica Telesales builds on the standard Dynamics AX order capture process to provide an industrial strength solution for high volume transaction processing.

- High-speed. Everything is optimized for minimal keying. Take an order in 20 seconds
- De-duplicate new customer details against international addressing data
- Upsell and cross sell via prompts, messaging and intelligent rules based promotions
- Give special treatment to gifts, service items, personalization, subscriptions, special instructions
- Track lost sales as well as satisfied demand
- Select delivery services and charges, but intelligently minimize delivery costs
- Take one or more payments using real-time card authorization, AVS/CV2, fraud checks and PCI DSS compliance

- Control referred or declined payments via separate credit management processes
- Use batch-input for mailed orders with batch totals for cheques, and batch hold/release
- Offer bonus points and loyalty schemes
- Easily link to the Omnica Service module to answer customer queries whilst taking orders.



Omnica Service

Omnica's Customer Service module builds on Dynamics AX CRM to provide everything you need in your contact centre to deal with customer enquiries. Whether by phone, email, or website, the software lets you manage your workload and provide an accurate, reliable service.

- a 360° view of all customer interactions through whatever channel, and "the full story" on orders, even including parcel carriers' tracking data
- automatic confirmations to customers via SMS or email
- Workflow facilities to progress tasks via staff in other departments
- Computer- Telephony integration
- Messages and prompts to help turn problems into opportunities
- Auto creation of letters and emails, and quick processing of catalogue requests.

BACK OFFICE



Omnica Order Management

To provide a reliable service, you can't leave order management to chance. With Omnica Order Management you needn't rely on manual procedures to run your business. The software implements a series of time-proven rules for managing large and successful distribution and home-delivery operations, all built on the standard framework provided by Dynamics AX.

- ➔ Give a reliable promise date
- ➔ Have the option to only take orders 'while stocks last'
- ➔ Pre-allocate stock for particular uses
- ➔ Manage back orders
- ➔ Manage and process held or declined orders
- ➔ Track direct delivery orders on suppliers whilst still giving efficient customer service
- ➔ Control dispatching to maximize service but minimize delivery costs where orders can only be part fulfilled
- ➔ Automatically give revised promise dates, apply substitutions, or cancellations and refunds.

Omnica Warehouse Management

Unlike traditional WMS systems, which cater primarily for small numbers of large orders, MCR warehouses deal with large numbers of small orders.

Omnica Warehouse Management is built on Dynamics AX's own WMS functions, which provide comprehensive support for goods receipt, directed item location (put-away), pallet tracking, and inter-warehouse transfers. Omnica Warehouse Management adds facilities for high-volume pick, pack and dispatch.

Picking zones are replenished from bulk storage areas based on min/max levels, or predictively based on outstanding order demand.

A range of alternative processes are supported for picking and dispatching including functions for optimising the size of shipping containers; managing bulk storage; picking area and picking area replenishment; multi-slot cart picking; and working with conveyor systems.

Once goods are picked, packing stations support rapid scanning of pack contents and pack confirmation, and the production of dispatch/carrier documentation.

Omnica RRE (Returns, Refunds, and Exchanges)

Almost all MCR companies have some degree of returns to cope with. If returns and complaints are not dealt with promptly, they give rise to further customer queries, affecting customer loyalty, but also generating workload which reduces order taking capacity. Omnica MCR includes a comprehensive RRE solution, encompassing:

- ➔ A slick blind-returns process, where you need to open, assess, disposition, exchange or refund an item, in a single step, on a single screen
- ➔ A controlled pre-authorized returns process, where you give a returns authorization notice, possibly arrange collection, and then receipt and disposition the items against these documents, before subsequently crediting, refunding or exchanging the items
- ➔ Automatic refunding of overpayments received against orders, for example where cheque payments are incorrect, or order lines are cancelled
- ➔ Rules-based traps, to automatically prevent your no-quibble returns policy from being abused by any unscrupulous customers or staff.

COUNT & ANALYSE



Dynamics AX Financials

Dynamics AX provides a complete set of GL, AR, AP, Bank and Fixed Asset functions. Transactions in any module of the system are immediately reflected to the GL using the real-time update function.

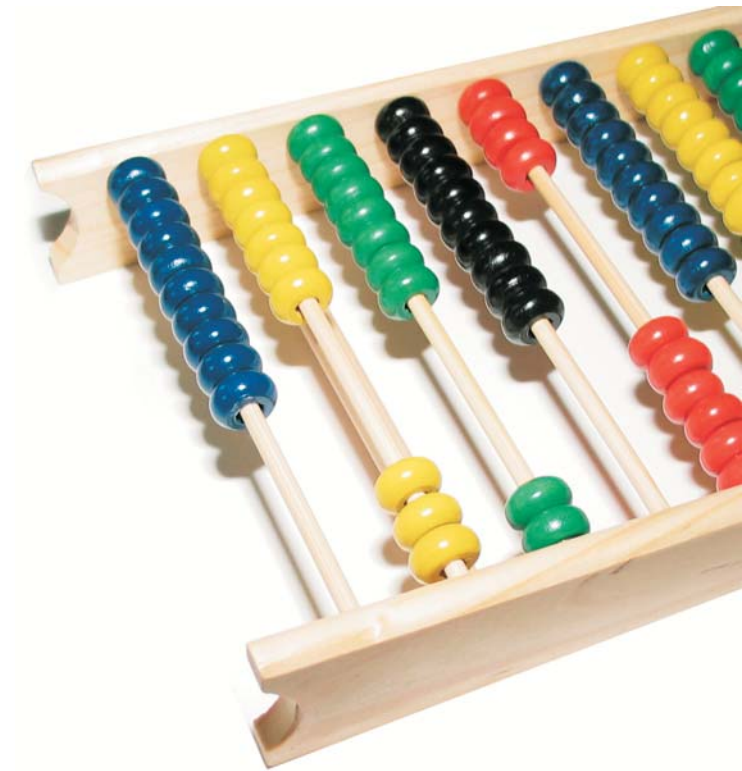
The system has comprehensive multi-currency, multi-company and intercompany facilities, with specific features for many different countries. There are flexible periods, a feature called “Dimensions” which simplifies analysis of cost centres, departments, regions or any other reporting element, and comprehensive budgeting facilities.

There’s also a comprehensive credit management module and debt collection module. Due to the real-time update, period-ends couldn’t be simpler, and as you would expect from a Microsoft product, there is easy integration with the PC desktop.

Omnica MCR Analytics

Omnica’s MCR Analytics builds upon Dynamics AX’s own analytics functions to provide measures that are specific to MCR. These let you understand the effect of a marketing campaign and the behavior of customers, websites, catalogues and products.

Using Omnica MCR Analytics, you can predict, within days of initiating a campaign, what the total outcome of that campaign will be. You can compare marketing costs to results obtained, and you can see how different sections of a catalogue or website are performing. The tools are designed to allow marketers to figure out what works and what doesn’t, without needing to refer to a data mining professional.



OUR TECHNOLOGY

Flexibility Built-In

Dynamics AX provides a set of tools to customize the solution at different levels. The solution is built using nine distinct layers, so that customizations in one layer can be independent of changes in the layers below.

User Tools

Using the user tools, you might drag fields you use infrequently off to a second tab on the form, or choose to hide them altogether. You can modify navigation keys and sequences, and if you find that the information you need is on two different forms, you can even “dock” forms together so that they always appear side-by-side.

Reports are incredibly easy to produce. For example, if you’re setting up a new product item, then you can create a report of all products very easily, using a wizard provided within the items screen. This applies virtually everywhere in the system.

Development Tools

Omnica MCR, like Dynamics AX on which it is built, is designed to be customized.

Unlike other solutions which provide only a constrained development environment, Dynamics AX has the option for users to acquire the full source code of the package. This applies both for the core Microsoft Dynamics AX software, as well as the Omnica add-ons.

The solution is developed in a Microsoft .NET managed language called X++. All of the objects and classes within AX may be modified either by solution providers or appropriately licenced end-users. There are no hidden tools and techniques.

In addition, all of the objects within AX are published for integration and e-commerce use as well as being used within the application. If you want to integrate with other systems, it’s easy to do. With Omnica MCR and Dynamics AX, you’re never locked in to single vendor.

Connected Enterprise

Efficient MCR systems must connect electronically with a wide range of other systems and other organizations. The Omnica MCR solution provides comprehensive facilities for integrating with:

- Websites requiring a consistent customer proposition and low management overheads
- EPOS systems and retail merchandise management systems
- Suppliers’ data interchange systems
- Credit card acquirers for payment processing
- Parcel carriers and their systems for delivery processing, track and trace.



ABOUT OMNICA

Omnica is a new company founded specifically to produce better software solutions for MCR companies.

Omnica's directors have substantial experience in MCR software with other providers, but recognized in early 2007 that Microsoft's "Dynamics AX" software would deliver better value for money than the existing MCR solutions.

In the same way that Microsoft take Dynamics AX to market, Omnica's business model is to use third party solution providers around the world. Microsoft use a rigorous accreditation process to ensure high quality standards, so that for consultancy and support, Dynamics AX customers can call on thousands of experienced consultants in hundreds of businesses around the world.

Omnica harnesses the strength of this resource base to deliver its own solution. Omnica's customers get extensive resources to call upon, the best MCR expertise and functionality available, and world-leading technology provided by the Dynamics AX platform.

Some functions described in this brochure are based on a product development plan, or on software specifications. These are forward-looking statements. Do not rely on this brochure only in respect of the availability of specific functions. Please get in touch with Omnica using the contact points provided above.

UK Implementation Partner

In the United Kingdom, our preferred implementation partner is Sense Enterprise Solutions Limited. With over 40 customers and almost 10 years experience, Sense is the UK's no.1 Microsoft Dynamics AX partner and is a Microsoft Gold Certified Partner.

Contact Omnica

Omnica Limited
Newton House
Birchwood Park
Warrington WA3 6FW
United Kingdom

Email: enquiries@omnica.co.uk
Tel: +44 (0) 1925 398111
Fax: +44 (0) 1925 852221

www.omnica.co.uk

Contact Sense

Mathew Wren
Corner House, Robey Close
Linby, Nottinghamshire
NG15 8AA
United Kingdom

Email: mattw@sensegroup.co.uk
Tel: +44 (0) 115 964 6646
Fax: +44 (0) 115 964 6647

www.sensegroup.co.uk

