



CWSerenade Java Order Management

Overview

For your retail organization, the benefits of achieving true cross-channel transparency are indisputable. By integrating all aspects of the transaction lifecycle across all channels and points-of-touch, you can open up a wealth of opportunities to increase revenues, enhance customer loyalty, streamline operations and reduce costs.

As you plan your path forward, you won't find a solution as compelling as CWSerenade™ from MICROS-Retail. A next-generation, Java® solution, CWSerenade represents the evolution of MICROS-Retail's widely deployed and market-proven platform for cross-channel and direct to consumer retailing. CWSerenade incorporates the rich functionality and best practices that have earned accolades from many of the world's leading retail brands — and combined those capabilities with the tremendous flexibility and configurability of Java.

Business Benefits

- Easily configurable to meet your unique needs
- Flexible user interface lets you create a customized look and feel
- Web-based solution supports onsite and remote users
- Web services architecture simplifies integration with diverse resources
- Leverage existing IT staff skills for custom application development
- Integration with MICROS-Retail solutions for delivering cross-channel capabilities

Ensure Real-time Visibility Across the Transaction Lifecycle

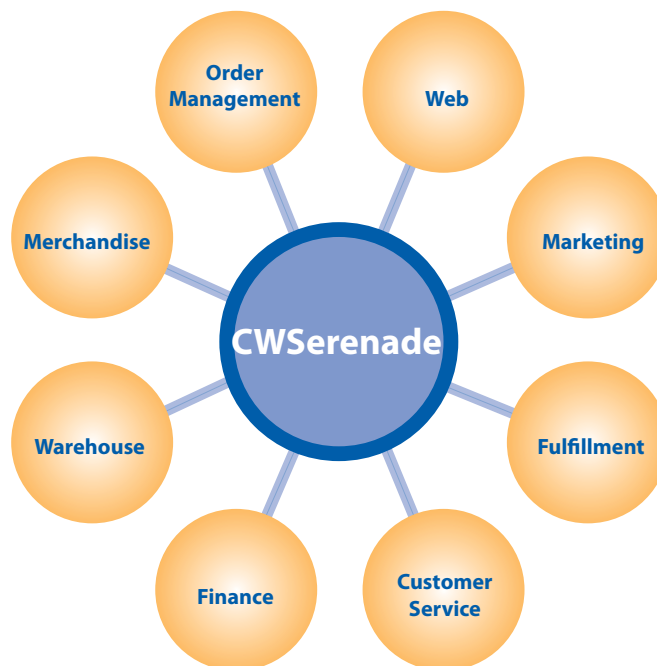
CWSerenade offers a fully integrated suite of modules for managing all aspects of retail transactions, including order management, fulfillment, warehousing/inventory control, customer service, merchandising, marketing and finance. With all these modules sharing a common database, a CWSerenade solution provides real-time visibility to inventory and customer activity throughout the transaction lifecycle. Equally important, the solution can be easily integrated across all points-of-touch including retail locations, the web, catalogs, the call center, kiosks, and mobile devices.

With this high level of integration, you can deliver the kind of flexible, convenient shopping experience and enhanced services that delight customers, drive revenue growth and strengthen customer loyalty. For example, you can support consumers efficiently, effectively and consistently across all channels, providing back-order notifications, returns and exchanges, gift-giving options, and real-time service.

Ensure Real-time Visibility Across the Transaction Lifecycle

In a single solution, CWSerenade allows you to flexibly manage the entire transaction lifecycle – from order capture, to payment processing, to pick, pack and ship. In turn, you can manage your operations more efficiently and in keeping with your business goals. Some examples:

- Ensure that customers are notified if inventory is not available before completing a transaction, thus eliminating “surprise” back-order notices with real-time inventory reservation.
- Prioritize which orders are released to the distribution center first — for example, holiday orders or overnight orders — using flexible business rules.
- Determine the most efficient picking path to maximize the productivity of distribution center workers.
- Enhance visibility for auditing purposes with detailed tracking of all inventory movements.



Know Your Customers and Serve Them Well

CWSerenade empowers you to leverage customer information more effectively and responsively – during the transaction itself and as part of your marketing, merchandising and customer service efforts. So, for example, you can focus on identifying, attracting and retaining the most profitable and high-lifetime value customers by providing VIP service. If a premium customer is placing an order over the phone, your call center agent can extend a special offer for reduced shipping fees.

Manage Order Changes and Exceed Expectations

Once an order is placed there can be many reasons the order will experience a change in status. The customer may decide to ship to a different address, add an item to the same order, or they may want to upgrade the original ship method to receive it sooner. Order status changes can also be the result of an occurrence on the retail operations side. For example, there may be a change in inventory availability, or the product may get damaged in the warehouse or during the shipping process. With CWSerenade you can easily access and adjust order status and quickly communicate the new order information to customers while keeping your operations running efficiently.

Deployed in Your Choice of Configurations

Capitalizing on the power of Java, in a tiered Java EE environment, the CWSerenade database, application server and operating system are all easily configurable to support your unique business processes and policies. MICROS-Retail's standards-based solution ensures simplified integration with diverse resources. These integration points may include third-party applications such as point-of-sale, manifesting, financial reporting and tax calculation systems as well as outsourcing or partner environments, for example, Web commerce service providers and payment processors. For retail organizations that process high volumes of transactions a year, CWSerenade meets the most rigorous requirements for scalability and reliability.

Delivering an Exceptional Customer Experience

CWSerenade is an integral part of MICROS-Retail's portfolio of best-in-class retail solutions that enable retailers and direct marketers to deliver an exceptional customer experience transparently across all channels. With deep domain expertise built upon technology expertise and strong customer relationships, MICROS-Retail is focused on developing solutions that increase brand equity, maximize customer value, and deliver competitive advantage. With a flexible, worldwide delivery network, the company's portfolio of extensible retail solutions is readily adaptable to your evolving business requirements.