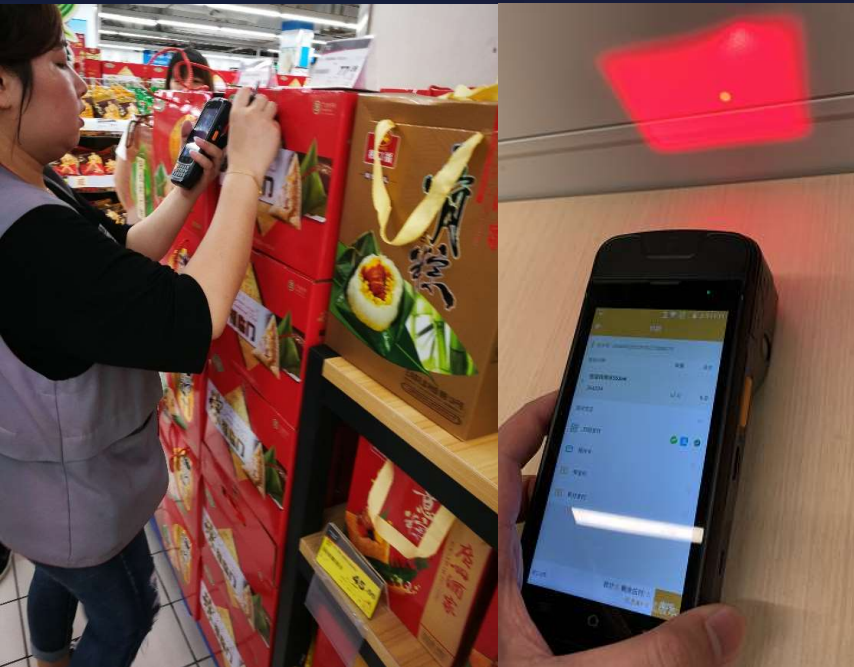




# Signature Cases in Retail Industry



# CR Vanguard Realizing digital transformation of retail stores, mobile cashier and distribution invoicing management




## ◆ Client Challenges and Needs:

- Commodity product information is fragmented and is not effectively integrated.
- The consumer payment process at supermarkets is complicated.
- Consumer, product, and payment information could not be synchronized in real time, and there is data gap in store management

## ◆ Applications:

- Digitalizing end-to-end store processes management application

 Distribution center, transfer warehouse and frontend warehouse management

 Store products management

 Home delivery collection management

- In-store mobile payment application



Select products



Login membership



Change orders



Confirm payment



Diversified payment methods



Statistics



Return and refund

## ◆ Project Benefits:

- ✓ Realizes digital operation and management of all products information of China Resources Vanguard
- ✓ Makes the payment process at the supermarket counter for customers more efficient.
- ✓ Remote management over the consumer, products and payments provide diversified services and operation of China Resources Vanguard
- ✓ Improves the e-commerce performance of China Resources Vanguard' s by integrating warehouse, distribution, and sales.

**Background:** China Resources Vanguard is an excellent retail chain of China Resources Group, a state-owned enterprise group directly under the management of the central government, and one of the world's top 500 enterprises. In the digital mobile internet era, China Resources Vanguard actively embraces change and develops a full-scene digital operation system through digital transformation.

**Project Duration:** 2018 to date

**Solution Configuration:**



Mobile POS



Full screen PDA



Handheld PDA



Industrial Tablet



# Intime Retail

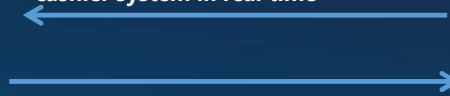
Realize MiaoStreet App – Counter Payment Solution

## ◆ Client Challenges and Needs :

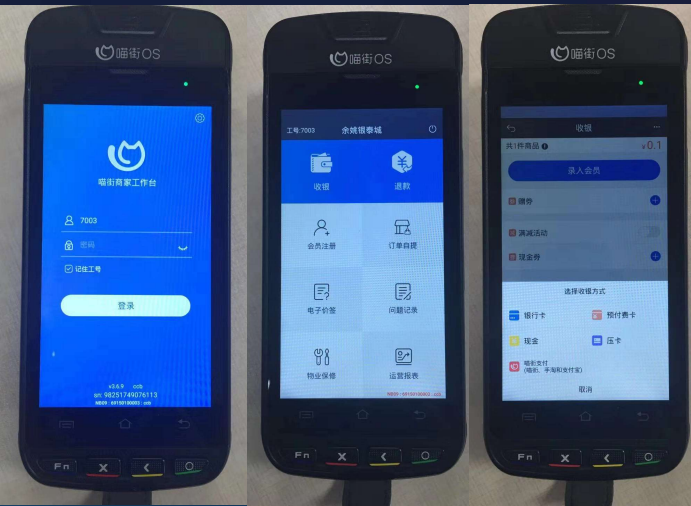
- The number of cashiers is limited, and the queuing time to pay during holidays is very long.
- The long waiting time leads to customer dissatisfaction, and the transaction success rate is largely reduced.
- Different devices are required for cash, card payment, digital payment, and voucher payment, resulting in a poor customer experience.
- Original smart POS only solves the cashier concerns; however, inventory and sales challenges still remain

## ◆ Applications:

Once a Cloud POS transaction is completed, the payment result will be synchronized with MiaoStreet cashier system in real time



POS data and MiaoStreet backend data syncs in real time, making it easier for Big data analysis.



## System functions provided by Urovo —

**Diversified Payment methods**

Bank card payment, prepaid card payment, cash payment, MiaoStreet payment (App payment, Taobao and Alipay)

**Operation Management**

Re-printing, Shift change printing, products management, product barcode capture, daily login, offline transaction

## ◆ Project Benefits:

- ✓ The new smart POS cash register program can complete all card transactions in just a few steps, which is simpler and more convenient.
- ✓ The new smart POS provides an efficient way for future O2O marketing and QR code payment applications in shopping malls.
- ✓ It reduces the pressure on the cashiers, speeds up time to payment for customers, and provides direct cashier services store-in-store, shortening the time for a single transaction
- ✓ Customers may pay directly and pick up their products in one step, which improves customer satisfaction rating

**Background:** Intime Retail Group is a department store retailing group with department store retails as its core business. The company is building a large-scale retail enterprise brand with the characteristics of Intime's commercial culture. Through the rapid expansion of businesses across the country and the popularization of new mobile retails, Intime Department Store urgently needs to implement digital store management.

**Project Duration:** December 2017 till date

**Solution:**



**Mobile POS**



# 1919 Construct Digitalized Business Management Platform



**Background:** 1919 Liquor & Wine Platform Technology Co., Ltd. is a well-known leading company in the chain of professional liquor and wine direct sales in China. 1919.cn intends to use the smart mobile terminal PDA as the data transmission platform through digital upgrading to achieve real-time data collection, transmission, and storage and to develop a business management platform.

**Project Duration:** May 2022



**Solution:** Full screen PDA

## ◆ Client Challenges and Needs:

- Challenges in managing large numbers of stores
- Too many variables in traditional data collection
- Difficult to manage and control manually operated stores
- Lean operations lack data support

## ◆ Applications:

- Supply chain and warehouse management application

Scan to receive

Warehouse dispatch

Inventory

Inventory losses

- Digitalized store management application

Product positioning

Inventory inquiring

Products updates

Traceability management

Mobile payment

- UMS one-stop system management application

Communication

Customized enterprise desktop

UMS remote management

## ◆ Project Benefits:

- Integrates online and offline data from various links, formulates refined operation strategies for each region, and improves the market competitiveness of 1919.cn.
- The customized UMS one-stop system management solution helps 1919.cn deploy, manage, and restore data more conveniently, saving a lot of manpower and material costs.
- Optimizes logistics planning, lowers logistics costs, controls products throughout the process, and achieves accurate scheduling and supply-chain management of products among suppliers, headquarters, and stores.





# BELLE

## Achieving digital products management in retail stores



### ◆ Client Challenges and Needs:

- The underlying data is fragmented, preventing brands and merchants from retrieving department store data in time
- The data from different regions, channels and stores are not identical, hence the effective "data alignment" cannot be established.
- Macro data and micro decision-making are also fragmented. Data cannot quickly help front-line sales personnel to answer and give feedback to timely adjust the supply chain planning.

### ◆ Application:

 **Sales Management**

Sales billing \ quick billing \ special billing \ offline billing \ offline records review \ one-click bill printing

 **Products management**

receiving inspection \ transfer at store \ transfer from another store \ delivery handover

 **Members management**

Enroll new members \ service members

 **Reports management**

Products synchronization result comparison \ inventory list re-upload \ offline sales data synchronization comparison \ products anti-counterfeiting inspection \ store price query

### ◆ Project Benefits:

- ✓ Improve Belle's in-store marketing management capabilities, uplifting store image, store management standardization and refinement, and promotion management refinement
- ✓ Optimize the customer payment process, reduce sales loss and sales termination, and greatly improve store sales and sales efficiency
- ✓ Realize full product life cycle management and real-time background data update
- ✓ Improve Belle's enterprise data platform even further and create more diversified digital acquisition and analysis application scenarios for enterprise digital capability transformation.

**Background:** Belle International is a leading fashion footwear brand and sports footwear retail service provider. Urovo helps Belle stores with store digitalization to achieve digitalized operation of the whole process of Belle, from supply chain, design, and manufacturing, to store decision-making and member management, and assists in improving the single-store efficiency using big data.

**Project Duration:** July 2022

**Solution:**



**Full screen PDA**



# DingDong Integrated distribution digital management

## Achieve integrated distribution management



### ◆ Client Challenges and Needs :

- The supply chain system is complicated, requiring the integration of multiple business systems, warehouses, equipment, and products
- The demand for receiving and delivering goods at the front warehouse is strict, and very critical for high efficiency of sorting vegetables, fruits, and cold collections
- Through the entire supply chain, it is highly dependent on scanning capabilities, Wi-Fi capabilities, fluency, and battery life of the PDA

### ◆ Application:



Products receiving



Products update



Price management



Inventory inquiry



Data uploading



Traceability



Communication



Supervision and inspection

### ◆ Project Benefits: OTWB improves the quality of supply chain management in four aspects

- ✓ [OMS: Order Management] Significantly improves the efficiency, visibility, and convenience of order management.
- ✓ [TMS: Transportation Management] Greatly improves timely products allocation.
- ✓ [WMS: Warehouse Management] Effectively control the receiving and dispatch of products, and materially reduce the expiration loss.
- ✓ [BMS: Billing Management] Help customer with proper accounting of billing data, and reduce the time and labor costs in the statistical process.

Project Duration: 2021



Solution : Handheld PDA

# Hotwind **Mobile digital management of retail stores**



**项目背景:** Hotwind is a well-known Chinese boutique fashion retail brand. With the rapid development of new retail, Hotwind also hopes to solve some core challenges in operation through digital transformation and upgrading.

**Project Duration :** Oct 2019

**Solution:**



**Handheld PDA**

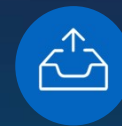
## ◆ Client Challenges and Needs:

- Offline data from a large number of stores cannot be effectively aggregated and utilized
- Low consumer interaction and bonding
- Inability to integrate online and offline resources to increase sales and supply chain efficiency
- Inability to achieve the precipitation and efficient conversion of member customers

## ◆ Application:



Products receiving



Products update



Products inventory



Products return and refund



Sales management



Supervision and inspection



Products inquiry



Products transfer

## ◆ Project benefits:

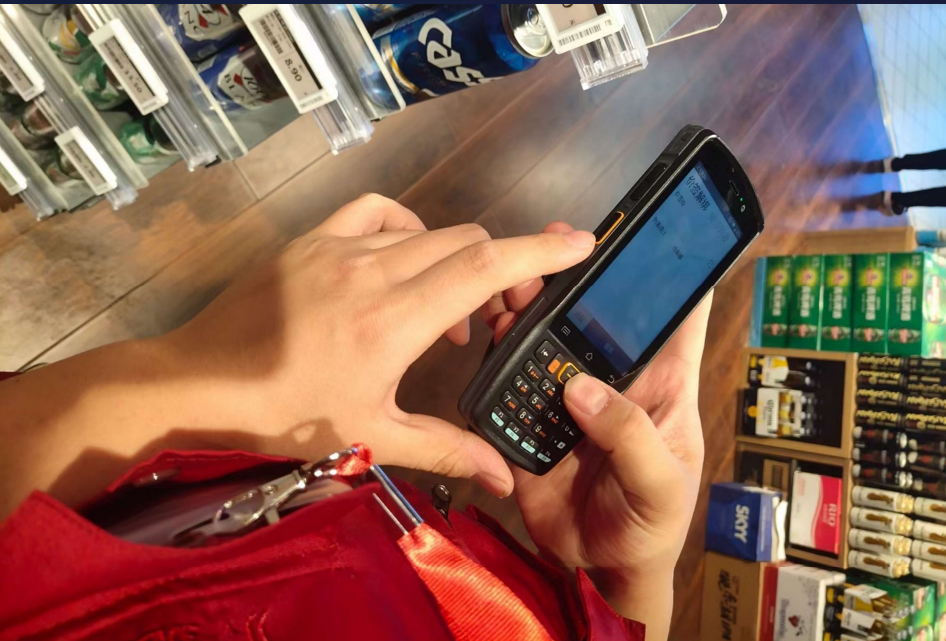
- ✓ Full digital information processing
- ✓ Timely access to market information
- ✓ Accurate product scheduling and unified distribution
- ✓ Improve quality of store service
- ✓ Quickly receive products information





# JiaJiaYue

Online fresh products business and remote system management



**Background:** As a comprehensive retail channel provider with a full supply chain and multiple formats, JiaJiaYue urgently needs to improve the application efficiency of its online business management platform in the process of digital transformation.

**Project Duration:** June 2022

**Solution:**



**Handheld PDA**

### ◆ Client Challenges and Needs:

- Low management efficiency at traditional stores
- The habits of store employees need to be improved, as well as the system's functionality.

### ◆ Application:

#### ● Offline store business

Store products management	Products update, removal, transfer and inventory
Store system and device management	Background control device settings and device utility area

#### ● Online store business

<b>Ele.me/Meituan</b>	The Bluetooth printer receives the order and prints the order; it then finds and packs the products, and deliveryman receives the order and delivers
<b>Fresh</b>	Order retrieval\collection\printing

### ◆ Project benefits:

- ✓ With the help of intelligent terminal and barcode technology, JiaJiaYue achieves the digital operation and management of all products information
- ✓ Both offline and online stores implement full-scene digital products management, significantly improving JiaJiaYue's product management efficiency.





# Lianhua Supermarket

## Enable high-efficiency retail store and warehouse management



**Background:** Lianhua Supermarket, the leading enterprise in the domestic supermarket industry, has begun the process of comprehensive digital transformation and upgrading in response to the pressure of various new technologies and formats that are continuously emerging in order to achieve efficient retail stores and warehouse management.

**Project Duration:** 2021



**Solution:** Handheld PDA

### ◆ Client Challenges and Needs:

- Data exchange between stores is difficult
- The running of traditional stores and warehouse management model are inefficient.
- Massive offline data has not been sorted, collected and uploaded, making it difficult to establish a data foundation for future business decisions making

### ◆ Application :

Major warehouse management

Store receiving inventory

Products update and restocking

Price management

### Receiving\Dispatching\Outgoing\Inventory...

- Receiving \ inventory (stores and frontend warehouses) → real-time visualization of store data

Real-time scanning and counting on the shelf, fast and accurate completion of product update and restocking

Scan the QR code to quickly check and adjust the latest price

### ◆ Project Benefits:

- ✓ It provides a data base for store replenishment and inter-store transfer and reduces the backlog risk.
- ✓ Quickly and accurately complete product updates and restocking.
- ✓ Automatic identification significantly improves the efficiency and accuracy of a warehouse or store.
- ✓ Real-time data collection, uploading, and intelligent analysis provide the basis and guarantee for high-level decision-making.

# Watson's Digitalizing store operation



**Background:** With the further development of information technology, the way enterprises obtain data is also constantly optimized. How to acquire increasingly perfect data accurately, directly, and efficiently is the unremitting goal of enterprise digital construction. Watsons, as a pioneering chain retail company with more than 10,000 stores worldwide, is seeking digital transformation and upgrading at the same time.

**Project Durations:** Oct 2019 till date



## ◆ Client Challenges and Needs:

- Traditional cashier methods are inefficient
- Warehouse management is completely dependent on manpower, which is labor-intensive
- Point-to-point equipment deployment and maintenance are difficult, and traditional communication methods are inefficient

## ◆ Application :



Mobile payment



Digital shopping guide



E-commerce orders picking



Inventory



receiving and dispatching management



Products transfer and re-stocking

UMS batch deployment

## ◆ Project Benefits:

- Flexible and multifunctional cashier system improves operation efficiency
- Improves the picking efficiency for store e-commerce orders
- The mobile shopping guide service increases offline visits, while the digital shopping guide increases consumer loyalty and repurchase rate
- Easy and accurate inventory check enables store staffs to focus their efforts on store operations and customer service
- Complete data collection, prevention and tracing for all cases
- Enables real-time information sharing and feedback from different stores and achieves synchronous update of data flow and logistics.



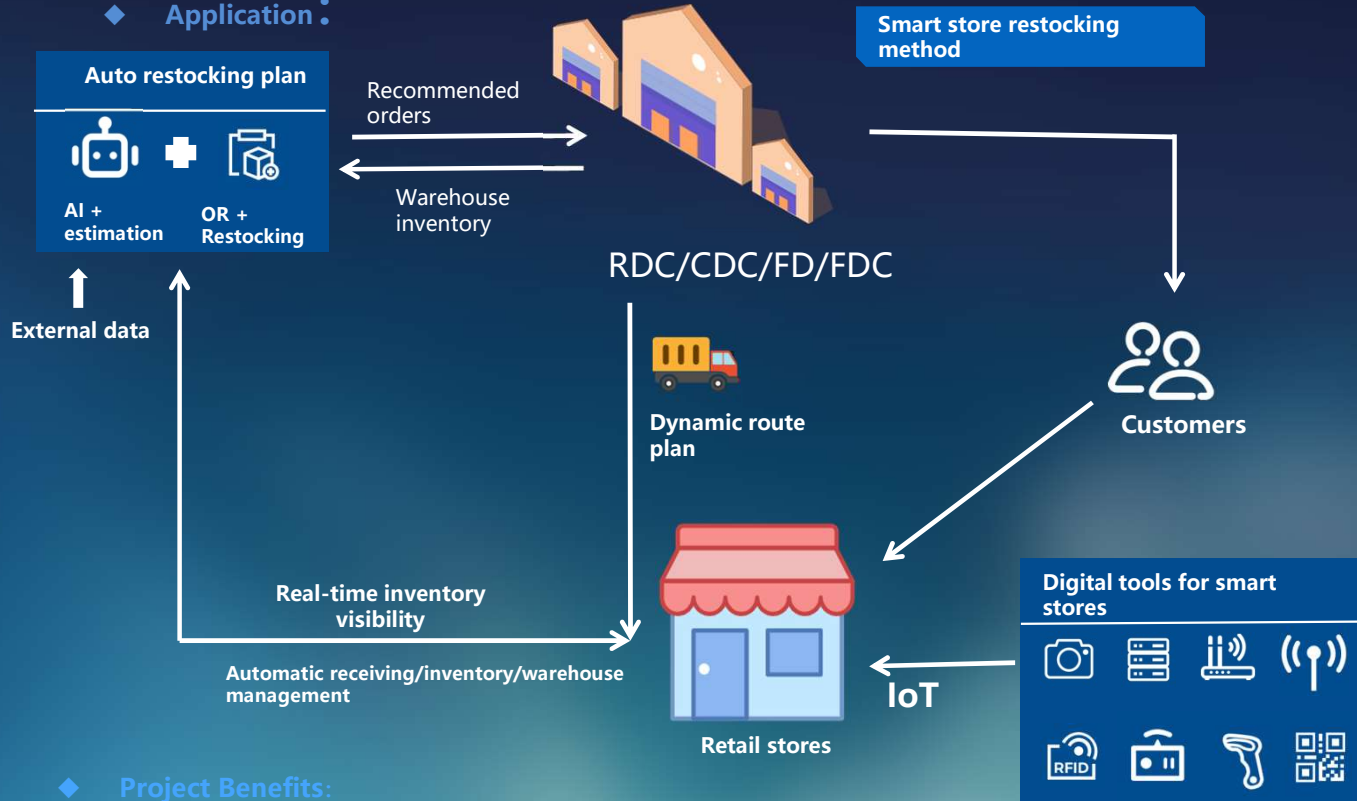


# STARBUCKS Store automatic restocking system

## Client Challenges and Needs:

- Starbucks is expanding rapidly, and the pace of training experienced store managers cannot keep up with the expansion plan.
- The personal experience of store manager and manual restocking management have significant impacts on the store running efficiency
- The store rental cost is very expensive, and the usage effectiveness of the front and back store needs to be further improved

## Application:



**Background:** As the world's leading professional coffee roaster and retailer, Starbucks is also facing some digital transformation challenges while expanding rapidly in China.

**Project Duration:** June 2019 till date

**Solutions;**



Handheld RFID device



Mobile printer

## Project Benefits:

- ✓ Non-contact automatic replenishment process reduces personnel costs
- ✓ Improves the inventory turnover and loss while lowering warehouse space and rental expenses.