THE SUITE

- Store Management Suite (SMS) is a complete set of applications supporting regional to national chain environments. SMS is a client-based retail solution providing a seamless, integrated software suite that manages point of sale, back office, corporate office, warehouse and all aspects within the retail enterprise. The suite contains modules that are typically outsourced, including bank integration, customer analytics, in-store mobility, consumer phone apps, digital signage, and more.

THE DIFFERENCE

- SMS offers the most comprehensive customer engagement platform on the market, period. It really comes down to foresight and design. The unified design of SMS aligns in-store, online, and in-app transactions. All elements of the loyalty program and customer file are seamlessly woven into the e-commerce engine, which interact transparently with the phone application. Now consumers search and build shopping lists online, utilize the phone app to update and apply promotions while shopping, then transfer the entire cart to the in-store POS at checkout. Data transfer between touchpoints flows naturally and in real time.

Like the rest of the suite, architecture is just as important as the sales and service benefits. Providing investment protection and the latest technology has to offer is a balance, yet with a foundation built upon HTML5 and JavaScript, SMS offers ideal stability. Our e-commerce and phone app engines are browser independent, allowing your e-storefront, your phone app, or both to be utilized on any device regardless of size, shape, or operating system. Best of all, these new touchpoints are managed from one system, via the exact same interface your staff uses to maintain in-store items. There is no importing, no exporting, no interacting with third parties. The flow is seamless and can be managed entirely in-house. SMS helps makes your possibilities endless.
ARCHITECTURE
- Built 100% with Web 2.0 technologies
- Single page design
- HTML5 & JavaScript foundation
- Utilizes Sass CSS extension language
- Direct connection to the in-store SMS server, with no requirement for IIS
- Utilizes web services for full range of e-commerce functionality
- Customizable UI

SMS e-commerce and phone app modules offer three main modes for consumers:

HOME MODE
Home mode offers more content and views once a customer logs into their account. Login credentials are verified with the SMS server, then specific info is displayed, including:

- Customer specific notes or memos from store
- Access to shop online or in-app
- Send note to the store
- View & update customer profile
- Nutrition profile
- Coupon profiles(s)
- Notification opt-in or out
- Points inquiry
- Club opt-in or out
- Member promotions
- Coupon clipping
- Targeted offers

START MODE
Start mode is the initial engagement with the customer, prior to login. Usually this is where static, public content is housed, including:

- General company information
- History or “About Us”
- Contact information and methods
- Business hours
- Weekly flyer
- Vendor advertising
- Featured products or services
- Contests & upcoming events
- Social media integration
- Loyalty program introduction & overview
- Store floor map
- Google Map to store
- Sign up for site or app
- Account login
- Password reminders

SHOPPING MODE
Shopping mode allows customers to interact with products or service. Items can be added to a list, tracked during in-store shopping, send to the POS for payment, or scheduled for pickup. Available content includes:

- Product lookup via multiple methods
- Search promotions
- Search past history or purchases
- Lookup targeted offers
- Lookup store suggestions
- View related items or offers
- Add items to list
- Transaction summary
- Savings details
- Nutrition summary
- Payment methods
- Payments with tokens on file
- Delivery schedule
- Order status