Orika

RETAIL SOFTWARE

JUMP TO THE **FUTURE** OF RETAIL WITH AN **OMNICHANNEL SOLUTION !**

ORIKA is a French company specialised in retail software. Founded in 2001 by Fouad MAZOUZ, ORIKA has developed a native and robust, standardized and global multichannel solution for retail companies of various sizes – small / big retailers or local / international retailers. ORIKA software suite is based on Open Source technologies and includes marketing functions and e-commerce channels.

Over the years, ORIKA has installed on 17,000+ POS in 17 countries – starting its main roll-outs out of France, Italy, Belgium, Poland and Morocco, while collaborating with leading IT companies such as NTT DATA, NCR and ATOS to provide software solutions in line with the retail sector specific needs.

In a word, ORIKA's goal is to support retailers by optimising and improving any interaction with end-customers. At the same time, ORIKA listens to its customers to fine tune its products to fit their needs at best. Indeed, ORIKA intends to offer them a fully-integrated software experience for their end-customers ranging from brick-and-mortar to mobile browsing, but also everything in between.

2019 stands for a new milestone in ORIKA's development as the company unveils **ORIANE**, the latest version of ORIKA full POS webservices. ORIKA will also introduce key new solutions in the field of mobility to boost the retail sector's business activities, such as smartphone apps for end-customers.

SALES TRANSACTIONS

POS, self-checkout, salesman tablet

STORE

self-scanning, in-store stations

LOYALTY AND SERVICE

innovative marketing solutions

ORIANE

THE ORIKA **OMNICHANEL SOLUTION**

MOBILITY

e-Commerce, smartphone, tablet

DELIVERY METHODS

Drive, Click-and-Collect and Home Delivery

WHAT DO WE **OFFER ?**

TRADITIONAL POS

ORIKA software embeds all standard as well as upcoming and innovative functionalities a retailer needs. The software is designed by retail professionals exclusively working for retailers, based on a deep understanding of the retail sector's current and upcoming challenges. Therefore, ORIKA masters the functioning and the setting of traditional POS. Efficiency, reliability and an easy deployment allow the retailers to focus on functionalities and service to the end-customer.

Add button

ORIANE - the latest version of the ORIKA full POS webservices - comes with a web interface composed of standard applets that can be fully customized for stores or headquarter staff to display the key performance indicators of your choice (number of customers, sales level, promotions, number of transactions, ...).
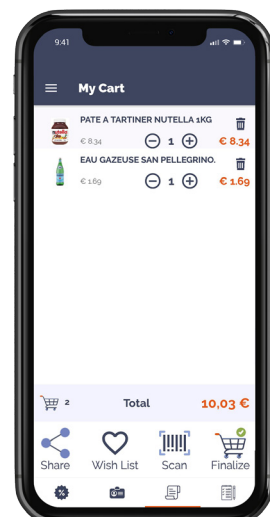
ORIANE web interface also offers you the possibility to supervise all POS activities in real-time and to implement new features on all your POS only in few clicks.
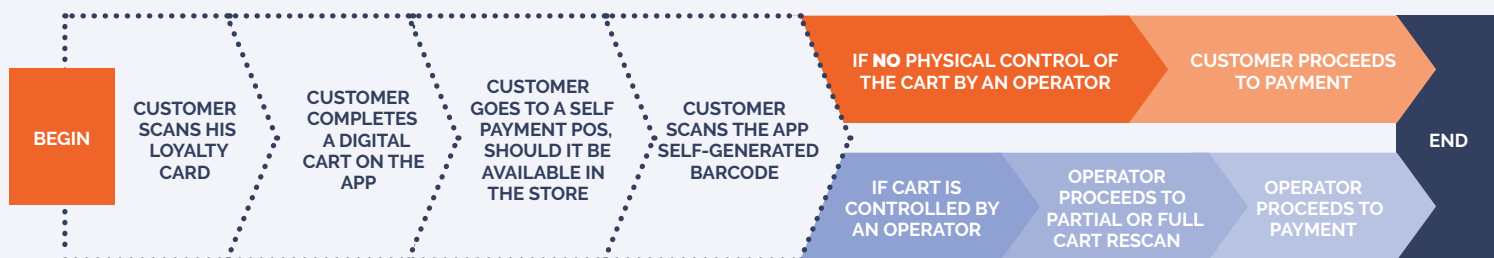
At store level, ORIKA POS software can be swiftly set up on any hardware, whether old or brand-new. Because it is both device and brand independent, **ORIANE** operates on the most commonly available hardware on the retail market.

IN-STORE TOOLS TO OPTIMISE CUSTOMERS' JOURNEY

### SELF-SCANNING TOOLS AND SELF-CHECKOUT

Designed to be used on a smartphone or a bespoke self-scanning device, self-scanning tools are due increase the number of shopping baskets in stores, or even allowing for moving towards full self-service stores. ORIKA will help you to upgrade the traditional cashier work to end-customer service and salesman activities, moving away from standard POS and going to self-service terminals.

| BEGIN | CUSTOMER SCANS HIS LOYALTY CARD | CUSTOMER COMPLETES A DIGITAL CART ON THE APP | CUSTOMER GOES TO A SELF PAYMENT POS, SHOULD IT BE AVAILABLE IN THE STORE | CUSTOMER SCANS THE APP SELF-GENERATED BARCODE |

| IF **NO** PHYSICAL CONTROL OF THE CART BY AN OPERATOR | CUSTOMER PROCEEDS TO PAYMENT |

END

| IF CART IS CONTROLLED BY AN OPERATOR | OPERATOR PROCEEDS TO PARTIAL OR FULL CART RESCAN | OPERATOR PROCEEDS TO PAYMENT |

AN EXAMPLE OF A CUSTOMER JOURNEY IN A STORE
WITH THE ORIANE SELF-SCANNING APP

Self-checkout options are based on an automated POS system, running exactly the same software components as the regular POS, whatever hardware is used. **ORIANE** self-checkout option supports payment by credit card (credit card standards used on the market : VISA, Mastercard,…), by cash and a weighting control system.
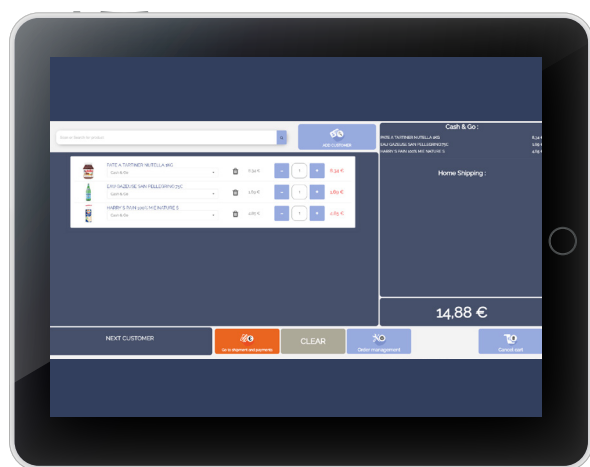
SALESMAN TABLET

If installed on a salesman tablet, **ORIANE** provides your staff with additional information on products specificities, products assortment and stock availability.

It is an essential tool to convince any undecided customer to purchase any good or service. And since the tablet can also serve as a POS, your staff can smoothly check a customer out with two leading advantages : customers save time avoiding queue at a traditional POS to check out and traffic in store is more fluid.

IN-STORE STATIONS

ORIANE can be installed on in-store stations to enable customers to check items' prices, to check advantages stored on their loyalty card or to display product information.

ENHANCE YOUR CUSTOMERS' LOYALTY BY DIGITALIZING LOYALTY CARDS CREATION AND ANALYSING COLLECTED DATA

ORIANE's loyalty module includes a wide range of marketing offers and actions - whatever your business activities are : food sector, sport sector, DIY sector, interior decoration sector,… - to design special advantages for your customers in few clicks - price reduction, loyalty points, immediate / future rewards, information,…. With **ORIANE**, the customer-facing-screen can also be fully customized to display specific information or promotion.

ORIANE goes one step further as regards as customers' loyalty by :

- **Digitalizing the process of loyalty cards creation :** customers no longer need to have a plastic or paper-based loyalty card as **ORIANE** full dematerialize loyalty cards as well as their creation process. Indeed, any new customer could instantly get a loyalty card either by filling in a digital form in a store, online - on a computer, a smartphone or a tablet- or on a salesman tablet.

- **Splitting awards to a customer within various virtual wallets :** for instance, if you run various franchised store, you can create a single dematerialized loyalty card per customer with unlimited use in all your stores.

All in all, via a customer loyalty card, **ORIANE** collects data on your customers, their consumption patterns and the global impact of a marketing campaign. At a later stage, these data could be reused to assess the sensitivity of customers towards an advantage or a promotion but also, for instance, to optimize your marketing budgets while improving your customer experience. Data could also be exploited for data mining purposes or other Big Data-related activities.

> **ORIANE** data collection modules comply with the General Data Protection Regulation (GDPR) requirements for your business activities and could adapt to your internal GDPR strategy. In short, **ORIANE** processes your customers' personal data and store them in your cash point system.

DELIVERY METHODS TO FIT TO EVER EVOLVING CUSTOMER'S DEMANDS

DRIVE, CLICK-AND-COLLECT AND HOME DELIVERY

ORIANE webservices provide you with all the basic software modules to interface your e-commerce website, your cash point system and your logistics department. **ORIANE** operating on open source software and webservices architecture makes such an interfacing possible and easy.

By interlinking your different departments, **ORIANE** provides you with the tools to enable your customers to order items online or from a smartphone and decide either to pick them up at one of your brick-and-mortar store with his car (Drive), or in a dedicated in-store space (Click-and-Collect) or to have them delivered at home (Home Delivery).

DRIVE   CLICK AND COLLECT   HOME DELIVERY

WHY CHOOSE ORIKA AS
YOUR NEXT BUSINESS PARTNER?

DATA CENTRALISATION AND REAL TIME BACK UP

- Customer data centralisation
- Data backed up in real time

HARDWARE INDEPENDENT AND OPEN SOURCE

- Open architecture : no third licence
- Software operating on brand new and old hardware while being native

AN EASY TO MAINTAIN AND INTEGRATE SOLUTION

- Reduced maintenance costs (no third licence)
- Easy integration via webservices (omnichannel)

ORIANE

THE ORIKA OMNICHANEL SOLUTION

AGILE AND FLEXIBLE SOLUTION, HIGHLY INTUITIVE TO OPERATE

- Screens are designed to be ergonomic, customised and adaptative to the users' requirements
- No staff training required leading to no interruption in business activities

MULTI LANGUAGE SOLUTION RUNNING IN INTERNATIONAL ENVIRONMENT

- ORIKA software solutions operates in 17 countries

OUR REFERENCES

Auchan Carrefour celio* Géant Casino Giri des idées de Génie !

jumbo SCORE KIABI la mode à petits prix ESSELUNGA S Label'Vie LEADER PRICE

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