

# RETAIL

ENGAGE EVERY SHOPPER



  
braintree

A  Company

## TRANSFORMING THE RETAIL INDUSTRY

Retail by Braintree gives you a 360-degree view of your business, from inventory management to real-time total visibility of all transactions. It also offers your customers a personalised shopping experience.

Digitally transform your business with intelligent forecasting, personalised customer interactions, empowered staff, and so much more.

With a unified customer profile, gain a powerful understanding of your customers, laying the foundation for personalised product recommendations - tailored to customer needs and buying habits.

Send customers personalised offers in real-time, based on their preferences and which department they're shopping in. Tools such as self-help kiosks, mobile Point-Of-Sale (POS) terminals, and Internet-of-Things (IoT) beacon-triggered push notifications can be used to improve your in-store experience.

Prevent products being out-of-stock or inconsistent stock fulfilment by using data-driven analytics and automatic inventory replenishment based on what sells when, where, and at what rate.

PERSONALISED  
CUSTOMER  
INTERACTIONS



ENHANCED IN-STORE  
EXPERIENCE



INTELLIGENT  
FORECASTING



## Why You Will Retail by Braintree

EMPOWER AND  
MANAGE STAFF



UNIFIED EXPERIENCE  
ACROSS CHANNELS



REPORTING AND  
ANALYSIS



Maximise staff productivity by enabling managers to have an overview of salaries, schedules and commissions. Allocate different permissions, such as voiding, opening till drawers and returns, to individual staff members, teams and stores.

Whether purchasing through mobile apps, online, or in-store, connect your back-office resource planning to online shopping cart and POS - to create an effortless unified customer experience across all channels. Effortlessly enable scenarios, such as ordering online and picking-up in-store, and earning and redeeming loyalty points, no matter where your customer chooses to make their purchase.

Build customised dashboards, and gain deeper insights into your company's financial workings to improve your strategies. Prevent fraud and loss, track key performance indicators and make informed decisions based on real-time business intelligence.

**‘OVERALL, THEY EXCEEDED EXPECTATIONS.’**

**– JACQUES VERMEULEN,  
IT MANAGER: OTTO BROTHERS**

Otto Brothers, a Durban-based fashion retailer, partnered with us to transform their business operations.

Struggling to keep track of huge volumes of business records, and recycling document numbers every three months, meant that they were struggling to keep track of purchase orders, shipments, and in-store receipts. So, they partnered with us to provide them with a solution that would be able to grow along with them.

We implemented Microsoft Dynamics NAV on-premise at their head office, with integration into their retail network across the country. We also implemented a Business Intelligence (BI) solution, advanced reporting functionality, third-party add-ons, and additional customisation to meet their every need.

With their system challenges a thing of the past and their operations transformed, Otto Brothers are geared to focus on growing their business.

“I would recommend Braintree,” says Otto Brothers IT Manager, Jacques Vermeulen. “They proposed an innovative deployment methodology and have a very customer-centric approach to doing business. They were honest, flexible, and took the time to understand our management team, as well as took on a project with extremely short implementation time-frames and tight deadlines. Overall, they exceeded expectations.”



## WHY CHOOSE US

### YOUR TRANSFORMATIONAL EXPERTS WITH 25 YEARS OF EXPERIENCE

We have been transforming the organisational landscape and enriching our customers' lives digitally for over 25 years, with more than 150 customers across the breadth of Africa benefiting from our services. We have selected the very best transformational tools and technologies - that together with our experience digitally - unleash the power of your existing and new technologies, and processes.

### MOST EXPERIENCED MICROSOFT DYNAMICS COMPANY IN AFRICA

We have completed a host of projects - from full implementations and upgrades to advanced functionality, we have endured as the technology partner of choice with our clients.

### PROUDLY SOUTH AFRICAN

Born and bred in South Africa, we understand the unique challenges of running a successful business in our country, and have developed software and services specifically tailored to our local market.

### SUPPORT

Our team of experts are there to provide you and your team with the necessary training so that you can enjoy the full benefits of your new solution. Our support team will also be available 24/7/365 to ensure that you're always up and running\*.

\*Dependent on your requirements outlined in your SLA agreement.



#### About Braintree

Braintree have significant consulting and product capability; including Dynamics ERP, CRM, SharePoint, and Office 365. We are the largest Microsoft Dynamics company in Africa with over 25 years of successful implementations experience.

For more information, visit us online at [braintree.co.za](http://braintree.co.za), email [info@braintree.co.za](mailto:info@braintree.co.za) or call +27(0)11 455 6248

Rutherford Estate, 1 Scott Street, Waverley, 2090,  
PO Box 369, Rivonia, 2128, South Africa



#### About Vox

Innovation and insight combine in Vox, a market leading end-to-end integrated ICT and infrastructure provider and telecommunications company. From data to voice, as well as cloud, business collaboration and conferencing tools, Vox offers intelligent solutions that connect South Africans to the world, supporting entrepreneurs, customers and commerce, whilst practicing values of integrity, choice and service excellence in all of its dealings.