Mi9 RETAIL SUITE

FOOTWEAR RETAILERS

SELL THE WAY YOUR CUSTOMERS BUY WITH THE Mi9 RETAIL SUITE

OUR COMMITMENT TO RETAILERS:

Mi9 Retail is committed to helping retailers create great experiences for their customers – online, in store, or wherever they occur. We believe that a great experience takes place when optimized product planning and inventory management intersect perfectly with skillful customer engagement and point-of-purchase execution. The results are better revenue and margin performance, greater customer engagement and value, and a more satisfied, loyal workforce.

Mi9 RETAIL SUITE FOR FOOTWEAR RETAILERS:

The Mi9 Retail suite delivers a comprehensive and scalable end-to-end, omni-commerce platform for footwear retailers. With fixed and mobile solutions to manage inventory, clientele customers, fulfill omni-channel orders, service customers from anywhere in the store, and engage customers with timely, relevant offers, Mi9 Retail can help you improve stock movement, achieve higher margins, increase customer engagement, and boost your sales.

CUSTOMER ENGAGEMENT AND STORE
a complete customer engagement and selling solution including mobile POS, clienteling, unified OMS, and online engagement tools.

DIGITAL COMMERCE
a complete e-commerce platform for direct-to-consumer and business-to-business.

MERCHANDISE MANAGEMENT
a robust merchandising system to manage supply chain, assortment planning, purchasing, warehousing, OTB, and replenishment.
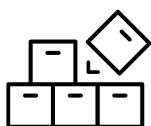
RETAIL ANALYTICS
a comprehensive dashboard and predictive analytics solution that offers actionable business intelligence right out of the box.

Mi9 RETAIL SOLVES ALL OF YOUR FOOTWEAR RETAIL CHALLENGES

My sales associates spend far too much time in the stockroom! I need them on the sales floor, serving our customers.

Equip your sales associates with mobile tools to instantly verify available inventory without ever leaving the customer's side. Mi9 enables associates to check on hand stock in real time. If the item isn't available in the store, an order can be placed instantly. Offer customers fulfillment in the way they want: ship to the current store, ship to the customer, or place the item on hold for pickup at a nearby store.

Managing footwear inventory is getting too complex. I'm struggling to keep track of all the SKUs and can't report on stock movement or sales effectively.

Mi9 Retail supports four primary product dimensions: for example, color, size, width and material. These dimensions are available in the product card and throughout the system, including search and reporting. Real-time visibility into inventory and consumer behaviors across all channels equips footwear retailers with the data needed for informed decision-making. Support for case packs also makes orders and allocations much more efficient.

I'm losing customers to the competition. Between local big box stores, department stores and online retailers, I can no longer compete on price alone.

Customers have more choice than ever before. With a global marketplace in the palm of their hands, they are equipped to search and discover new places to buy footwear beyond their local neighborhoods. For brick and mortar retailers, this means that creating great shopping experiences is more critical than ever before. Bring the power of digital tools into the four walls of the store with applications like Clienteling that enable retailers to use omni-channel data to deepen customer relationships.

My stores don't always have the right mix of colors, sizes and styles. Sometimes I run out of a style in one location, but it's overstocked in another.

Mi9 Retail solutions for footwear allocate the ideal quantities of size, color, and styles to each store cluster based on demographic, climate, and geographic data and more. Built-in algorithms suggest the optimal size runs for case packs to enable footwear retailers to better accommodate consumer demands and benefit from reduced buying costs. In the event stock-outs do happen, stores can easily request transfers or re-orders, and orders can be placed for customers to enable an endless aisle experience.

Mi9 RETAIL:
SELL THE WAY YOUR CUSTOMERS BUY

BUILD CUSTOMER LOYALTY

Build long-term relationships with your most profitable customers. Turn every shopper into a lifelong customer by remembering birthdays and anniversaries, and suggest the perfect gifts by using Mi9 Retail wish list capabilities.

CREATE GREAT OMNI-CHANNEL EXPERIENCES

Provide unparalleled service to your discriminating clientele with a true 360° view of the customer's behaviors across all channels. Use tablets in the store for mobile POS capabilities, digital product browsing, omni-channel inventory lookup in real-time, clienteling, analytics and more.

SELL MORE AND BOOST MARGINS

Improve stock movement and achieve higher margins with intelligent cross-selling and up-selling. Replenish high margin items more efficiently and avoid unnecessarily re-ordering slow moving items.

SATISFY CUSTOMER DEMAND

Ensure each store has the right merchandise at the right time by accurately forecasting supply and demand for merchandise based on the buying patterns of your customers.

CUSTOMER ENGAGEMENT AND STORE

A complete customer engagement and store management solution including mobile POS, clienteling, unified OMS, and online engagement tools. The solution includes a device-agnostic store platform for point-of-sale, associate management, order management and inventory management. The solution facilitates efficient store operations as well as the perfect in-store shopping experience, transforming sales associates into customer engagement experts.

Mi9 POS

A complete retail point of sale solution for fixed and mobile devices that gives store professionals real-time access to omni-channel product information and customer profile information. POS functionalities include promotions, discounts, voids, customer orders and the ability to suspend and retrieve transactions on any mobile device, fixed workstation or other in-store location.

Mi9 POS offers:

- Full transaction management
- Hardware and operating system agnostic
- Easily deployed on a mobile device
- Omni-channel inventory visibility
- Configurable tenders including gift card, store credit and in-house account management
- Client management
- Discounts and promotions
- Configurable Loyalty Programs

Mi9 INVENTORY MANAGEMENT

An inventory management solution that delivers real-time visibility of inventory across all business channels. Store associates can check item availability across the organization, ensuring customers can find what they want, wherever they want to shop, so you never miss a sale.

Mi9 Inventory Management offers:

- Store receiving
- Transfer send/receive
- Physical inventory
- Bin transfers
- Omni-channel inventory lookup
- Product browsing by category
- Product information with image and description
- Price check outside of a transaction
- Add product to a transaction from the Look Book
- View related products and promotions

Mi9 UNIFIED OMS

A comprehensive OMS solution that empowers retailers with the technology needed to view and manage omni-channel inventory and customer data in real-time, resulting in the seamless "click and collect" service that today's customers demand.

Mi9 OMS offers:

- Configurable rules and workflows
- Order online, pickup in store
- Order online, ship from anywhere: distribution center, vendor or any store
- Order in store, ship from anywhere: distribution center, vendor or any store
- Reserve online, buy in store
- Pick/Pack/Ship management

Mi9 STORE ASSOCIATE MANAGEMENT

An associate management module for retailers that provides the right tools to manage and optimize store associate performance. The solution provides visibility into associate operations and transactions in real-time with integrated retail associate management software.

Mi9 Store Associate Management offers:

- Plan objectives weekly, monthly or yearly for one or more stores
- Manage commissions
- Manage staff profiles
- Manage time and attendance

Mi9 CLIENTELING

Mi9 Clienteling is a powerful relationship selling system designed to enhance customer engagement and augment the customer experience at every step of the customer journey. This robust solution leverages real-time visibility into customers' omni-channel activities across all channels, wish lists, preferences and contact details, providing retailers with higher sales and improved loyalty.

PERSONALIZED CUSTOMER EXPERIENCE

Establishes a one-to-one relationship that is highly personalized in product, service and outreach and also provides enterprise-wide knowledge to associates on the store floor, at the customer's point of decision.

LOOK BOOK

Allows store associates to browse through a beautiful gallery layout of products with the customer and easily access product descriptions, images, alternative sizes, colors and prices.

ASSISTED SELLING

Enables better day-to-day sales management through tasks, templates, queries, reminders, campaigns, email and more.

ONGOING ENGAGEMENT

Enables sales associates to send thank you e-mails or letters, confirm deliveries and follow up on replenishment items, keeping the associate-customer relationship active.

VALUABLE DATA COLLECTION

Collects preferences, contact information, lifestyle information, wish lists and more. Much like a manual client book, with retail clienteling software, the associate has a complete history of customer purchases and can maximize the data gathered while face-to-face with the customer.

Mi9 CRM

Mi9 CRM is an integrated, retail-specific customer experience and relationship management solution that allows retailers to understand and engage their customers with the power of omni-channel data. Forming and maintaining relationships with customers is made easy as Mi9 CRM helps to streamline all areas of customer interactions through the use of dashboards, analytics and reporting tools. By spotting patterns and determining trends, Mi9 CRM enables control of customer engagement to run a more profitable and efficient business.

AUTOMATIC AND AD HOC SEGMENTATION

Offers endless flexibility for automatic and ad-hoc segmentation and targeting. By segmenting customers around product categories, each segment can receive targeted content about product value and specifics. This allows retailers to offer unique, personal care and targeted products that stand apart in quality and originality.

CAMPAIGN MANAGEMENT AND ANALYTICS

Provides the power to plan and execute multi-channel, multi-stage marketing campaigns. CRM marketing analytics provide a means to easily track the effectiveness of marketing campaigns by comparing actual responses and sales. Marketing strategies can be continually refined based on the collection and analysis of data from campaign results.

TARGETED OUTREACH

Enables retailers to know customers better and understand where they are in the customer lifecycle. Receive immediate gains through effective, targeted outreach and compelling messaging.

CUSTOMER LOYALTY

Supports a wide array of loyalty programs with point and card management. Additional features include chargeable membership/renewal fees, seamless integration with online portals or consumer-facing mobile apps and more.

DIGITAL COMMERCE

Mi9 e-Commerce is a feature-rich B2B and D2C digital commerce solution for high growth and established retailers. The solution is cloud-based and scalable. With one thousand features available out-of-the-box, this flexible omni-channel platform can help you create your online presence, or expand your current online presence to a whole new level.

MERCHANDISING

Enables non-technical staff to merchandise your products effectively and efficiently to stay one step ahead of the competition.

SHOPPING CART & CHECKOUT

Turns more browsers into buyers by monitoring and refining the shopping experience during and after checkout.

SEO & MARKETING

Spreads the word about your site and keeps it top of mind with built-in marketing and SEO tools. Coupons, Discounts & Gift Certificates - Drives incremental sales volume with special offers that you can target, control, and manage with ease.

LOYALTY REWARD POINTS PROGRAM

Rewards your loyal customer community with points for their orders, reviews, and referrals. Product Reviews - Enables your customers to write product reviews as registered or unregistered users, with or without specific approvals.

REPORTS

Helps you optimize your merchandising performance, site traffic, and abandoned cart recovery strategies with out-of-the-box reports.

INTERNATIONAL

Allows you to reach customers around the globe in their own language and currency, and includes APIs for easy integration to UPS, FedEx, and local postal carriers.

MERCHANDISE MANAGEMENT

Mi9 Merchant is a merchandise management designed specifically for high-value customer interactions. This integrated retail merchandising solution provides an intuitive, role-based experience and streamlines interactions between technology, business processes and people. The solution modules help manage the entire product life cycle across the enterprise, including planning, purchasing, pricing, promotions, replenishment and more.

MERCHANDISE MANAGEMENT

Manages multiple prices, vendors and product attributes enabling more informed and precise merchandising decisions based on real-time data. Ensure the right product is at the right place and at the right time.

PLANNING AND OTB

Simplifies the process of forecasting sales and inventory budgets with collaborative planning and open-to-buy techniques based on customer buying patterns. The solution allows users to highlight the variables they want to examine closely, such as sales, markdowns, beginning and end-of-period inventory or discounts; and compare proposed budgets for each against actual and historical information by relevant store grouping.

ASSORTMENT PLANNING

Bridges the gap between financial planning and order processing with this assortment planning module that allows merchandise from the merchandise financial plan to be selected for assortment before purchase orders are created and approved.

PURCHASING AND WAREHOUSING

Controls the complete order process, from vendor quoting, order processing through receiving, inspection, vendor payment to final distribution. Users at the distribution center can unload, receive merchandise, place in inventory and then pick and pack from multiple bins for store distribution with an easy-to-use system that also manages cross-dock and pack management.

REPLENISHMENT

Optimizes inventory replenishment while balancing on-hand inventory throughout the network with automated replenishment and facilities on-hand stock movement as well as stock balancing throughout retail channels.

MASTER DATA MANAGEMENT

Adapts depending on the product type, providing multiple colors and sizes, whereas other product types will include different fields. Manages multiple prices, vendors and product attributes in a role-based interface that can be custom-designed to suit the user's unique data needs.

ROLE-BASED SECURITY

Assigns permissions based on user roles or directly related to users themselves. User roles allow assignment of permissions to a group of users, with each user inheriting permissions assigned to their position.

RETAIL ANALYTICS

Mi9 Intelligence is a comprehensive analytics solution built for the specific needs of retailers. Pre-configured dashboards get you up and running quickly. Your information is stored in a retail data warehouse and the Mi9 unified data model ensures your users can access real-time, consistent views of important measures, KPIs, and report details.

ROLE-SPECIFIC DASHBOARDS

Answers the common business questions for Executives, Merchandising, Store Operations, Loss Prevention, and Marketing.

ROBUST REPORTING

Delivers custom reporting and a pre-populated library that includes a list of core reports specific to the user's role and allows configuration of frequently used reports to be accessed quickly through the "My Go-To Reports" list.

MEDIA ASSET MANAGEMENT

Encapsulates a media asset management system, enabling images to be dragged and dropped from a virtual film roll to enrich product information in the merchandise database.

EXTENSIVE DRILLING CAPABILITIES

Provides authorized users complete analytical flexibility, allowing access to every area of the multidimensional data warehouse, down to individual transactions.

ROLE-SPECIFIC WORKBENCH

Outlines each role's core KPIs and isolates opportunities and risks to help execute business-critical actions based upon clear alerts and recommendations - such as creating markdowns, swapping product, sourcing and re-ordering candidate products, issuing transfers and consolidating product from/to candidate stores.

VISUAL INSIGHTS

Dynamic dashboards for implementing advanced scorecards and graphs make it easy to playback key performance data between selected dates or times. Users can easily perform drill-down analysis for further data interrogation.

GEOSPATIAL ANALYTICS

Shows relevant data such as POS sales that can be banded, color-coded and displayed by zip code, census area, marketing block or sales regions via GIS data and Google Maps. Visually spot demographic influences on customer purchasing behavior, including the ability to drill down directly to transaction line-level details.

IN-MEMORY SCHEMA DESIGN

Provides high performance drill-through capabilities on dashboards and ad hoc queries.

ACTIONABLE ANALYTICS

Use analytical insight to drive operational process execution directly from a report, such as: create a PO for trending product, markdown candidate products, create a customer list for CRM, and more.

A SAMPLING OF Mi9 RETAIL FOOTWEAR CUSTOMERS:

CONVERSE

TORY BURCH

PETER SHEPPARD

FINE FOOTWEAR SINCE 1973

OUR ARCHITECTURE

MULTIPLE DEPLOYMENT OPTIONS
In the cloud with Amazon Web Services (AWS), on premises, or as a service

SCALABLE
High performance for 1 to 1000 stores, requires little support

SUPERIOR ENGINEERING
Common stable platform seamlessly integrates our software to operate modularly or as a suite

FULLY OBJECT ORIENTED
Global changes are made once

LEADING DEVELOPMENT TECHNOLOGIES
.NET and HTML5

LOWEST TOTAL COST OF OWNERSHIP AND FASTEST TIME TO VALUE
Single Platform significantly lowers implementation and ongoing IT requirements

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