

Retail

A burgeoning growth in the retail industry has put the spotlight on retail automation, and the need for point of sale information to be integrated with enterprise applications. Moxx specializes in delivering cost-effective solutions for retail automation, that combine marketing tools, POS for data capture, ERP for retailing, B2B and B2C ecommerce and reporting engines. Point of Sale Systems

Our POS solutions incorporate industry-standard platforms, and can integrate with a wide range of peripherals including magnetic card readers, barcode scanners, customer displays and receipt printers. Using standard hardware and robust POS software allows businesses to lower maintenance costs, reduce or eliminate vendor lock-in, and reduces the cost of upgrades.

Our point-of-sale solutions are integrated with backoffice systems for seamless synchronization of data, and real-time reporting across multiple store locations. By instantly relaying inventory data and capturing customer preferences across all outlets, businesses can now manage merchandise based on customer feedback and preferences. For example, real-time access to sale data can be used to dynamically alter promotion or product mixes based on customer demand, and alterations immediately relayed to other participants in the supply chain. In restaurants, point of sale systems allow user preferences to be captured at each table, and customer choices to be analysed over time. eCommerce

Moxx provides eCommerce solutions that allow retailers to seamlessly extend their business model to include internet based transactions. In addition to creating a responsive and delightful customer experience, our eCommerce solutions allow your online transactions to be processed instantly – a key criteria to fulfilling customer demands online.

Moxx helps businesses deploy B2B and B2C models, with out-of-the box features like full-text search, rich multimedia content, personalization and account management.

Using mature open source technologies and platforms, our small business eCommerce solutions provide the same industry-standard features as leading commercial solutions – at a fraction of the cost.

Retail Analytics Using integrated dashboards, store managers can continually measure their store's performance against expected metrics on a real-time basis. Managers can easily track sales and service quality on a regular basis. By providing alerts based on predefined triggers, businesses can be more responsive to incidents, and ensure escalations are communicated effectively to relevant stakeholders. To learn more about these and other solutions for the retail industry, please contact us.