

MARKETSUITE

Online Grocery

WHAT IS IT?

MarketSuite is the solution provided by Digitelematica, company of Engineering Group, for managing **online sales in retail and large-scale distribution.**

WHAT DOES IT DO?

- **Develop an e-commerce portal and app** to choose products from virtual shelves.
- Arrange **store picking**, for order management in-store or at a dark store and delivery management
- Manage customer care with an **integrated analytical CRM** which analyses online and traditional sales data and customer engagement via SMS and email marketing campaigns.

HOW DOES IT WORK?

MarketSuite features 5 modules + 1:

SHOP ONLINE

Develop an e-Commerce portal and app which allow you to choose products from virtual shelves.

STORE PICKING

System for in-store order preparation and management.

DELIVERY MANAGEMENT

Management of each stage of delivery: from the arrival of the customer to delivering their shopping.

CUSTOMER CARE

Integrated CRM analytics to simultaneously analyse online sales data and traditional sales data.

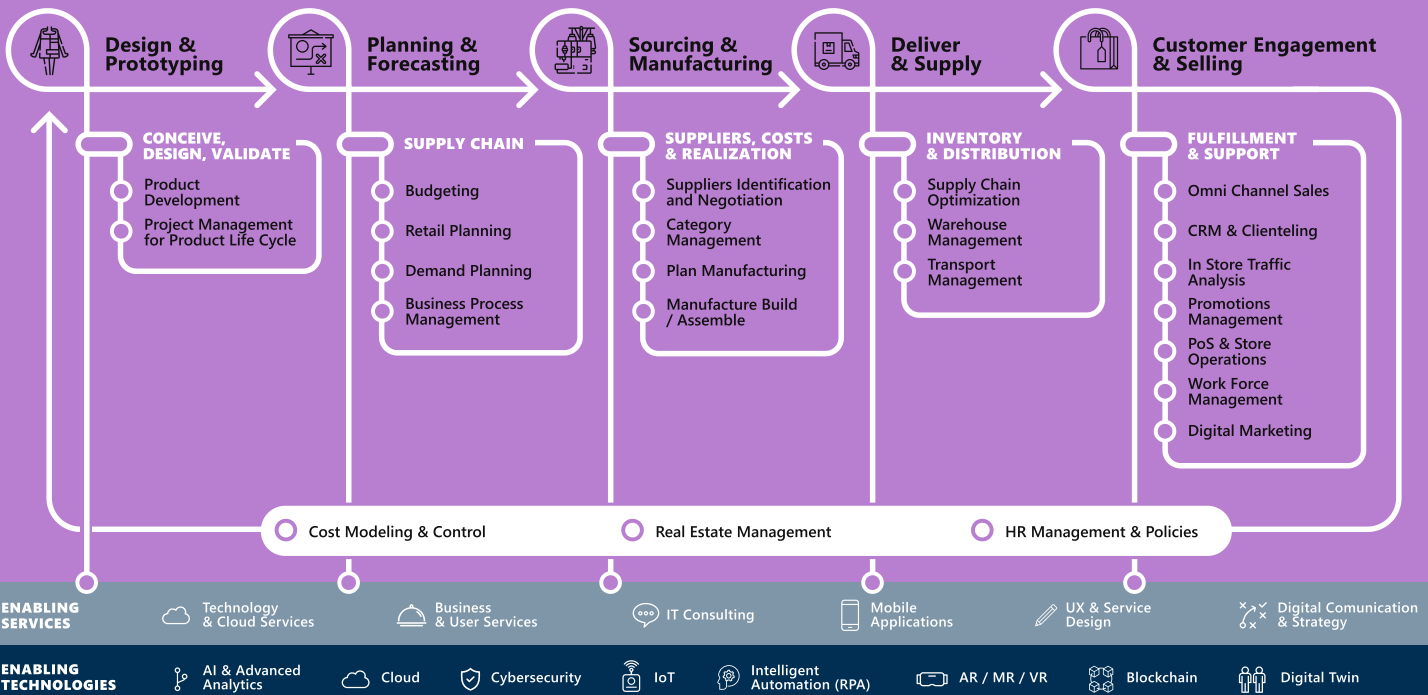
CUSTOMER ENGAGEMENT

Continuous interaction with customers through SMS and email marketing campaigns. Engagement via the app.

BYSELF

Includes all functions to allow the customer to scan shopping themselves. The module works on mobile architecture, i.e. using the customer's smartphone (Android and iOS) rather than mass architecture (Android Terminal) by using scanning terminals available on the market.

DIGITAL RETAIL & FASHION: PORTFOLIO MAP



WHAT VALUE FOR OUR CUSTOMERS?

Creating an e-Commerce portal for large-scale distribution and retail has a **number of benefits for retailers:**

OFFER A VALUE-ADDED SERVICE

When striving for competitiveness, large-scale retail distribution is always looking for new services for consumers (24h businesses, the organic food sector, self-scanning, self-

STRENGTHENING BRAND IMAGE

Implementing these new services contributes to improving brand image from both a technological innovation perspective and a social perspective (elderly and disabled people).

MATCH THE NEW NEEDS OF CONSUMERS

Customers have less and less time for shopping. Drive and home delivery services support new purchasing needs.

HIGHER POINT-OF-SALE TURNOUT (C&C)

C&C increases the chances of points-of-sale attracting new customers.

WHAT VALUE FOR OUR CUSTOMERS?

e-Commerce also brings **benefits for consumers:**



REDUCE WAITING TIMES

Online shopping significantly reduces waiting times at refrigerated counters and checkouts, typically busy parts of traditional supermarkets.



MORE TIME FOR FAMILY AND HOBBIES

Reducing time spent 'shopping' means customers have more time to spend with their loved ones and to pursue their passions.



EASE OF USE AND SECURITY

The platform is intuitive and offers a high level of security for customer data.



GREATER AVAILABILITY AND RANGE OF PRODUCTS

The range of products available online covers almost all products available in store and is not affected by 'empty shelves' while waiting for products to be restocked.



24/7 SERVICE

Customers can shop at any time of day during their free time without being constrained by points-of-sale opening hours.

TECHNOLOGICAL FEATURES

ECOMMERCE

FULL RESPONSIVE

eCommerce full responsive on vue.js technology

REAL TIME

SYNCHRONIZATION

eCommerce storepicking Real Time synchronization with ActiveMQ

BACK OFFICE

CUSTOMIZATION

Complete customization of back office module

TMS

TMS based on Google OR tools with real time calculation of optimal routes

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