ATELIER

FASHION OMNICHANNEL SOFTWARE

BUYING - RETAIL - ECOMMERCE - MARKETPLACE - APP - CRM - LOGISTICS - BI

INNOVATE YOUR RETAIL BUSINESS

Activate your Apps to manage CRM and in-store sales

DEVELOP OMNICHANNEL OPPORTUNITIES

Sell on unlimited marketplaces,
build your B2C and B2B e-commerce sites to reach your customers

SIMPLIFY AND OPTIMISE MANAGEMENT

With a single centralised tool, you can manage incoming data,
online stores and channels through an integrated logistics flow

OPTIMISE INCOMING DATA AND MANAGE THE CENTRALISED CATALOGUE

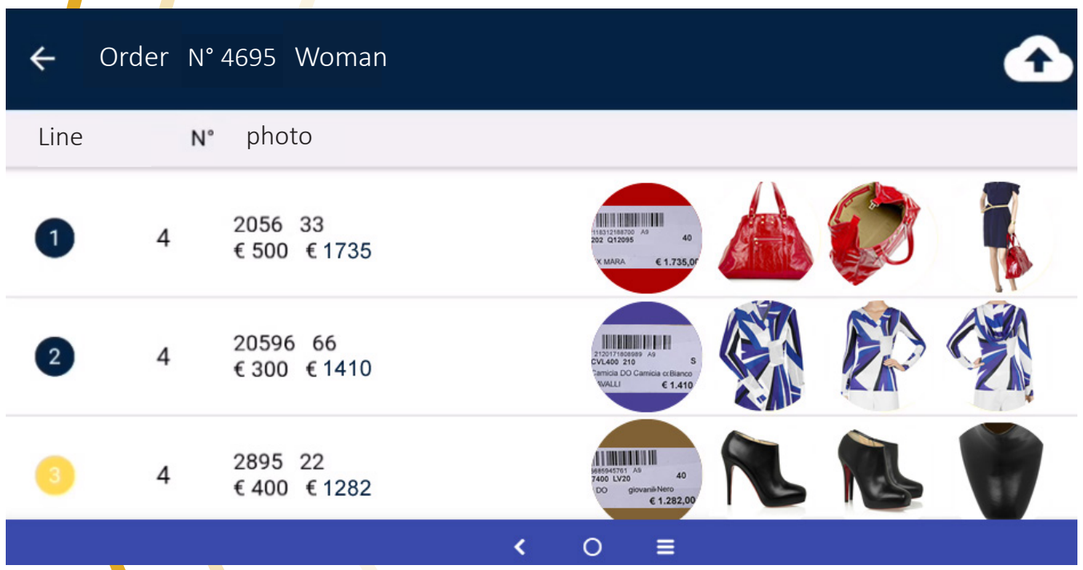
Entering personal data is simple and immediate via **integrated tools and Apps.**

Buyers can **code items directly from their smartphone** while they are in the showroom or from a laptop, both online and offline.

They can take and **link photos to the item in real time.**

From the smartphone, **a click** and a **few seconds** are all you need to transmit the data to **all the back-office stations.**

The data can be managed in an innovative way through a centralised PIM (which can be accessed by external companies from all over the world, when appropriately enabled) and **any kind of information can be added**: prices, colours, materials, detailed classifications, descriptive fields and different types of photo galleries in order to make the **items ready to be sold promptly** and with a different **strategy on each channel**.



Classifications typical of the sector, also in language, facilitated and centralized

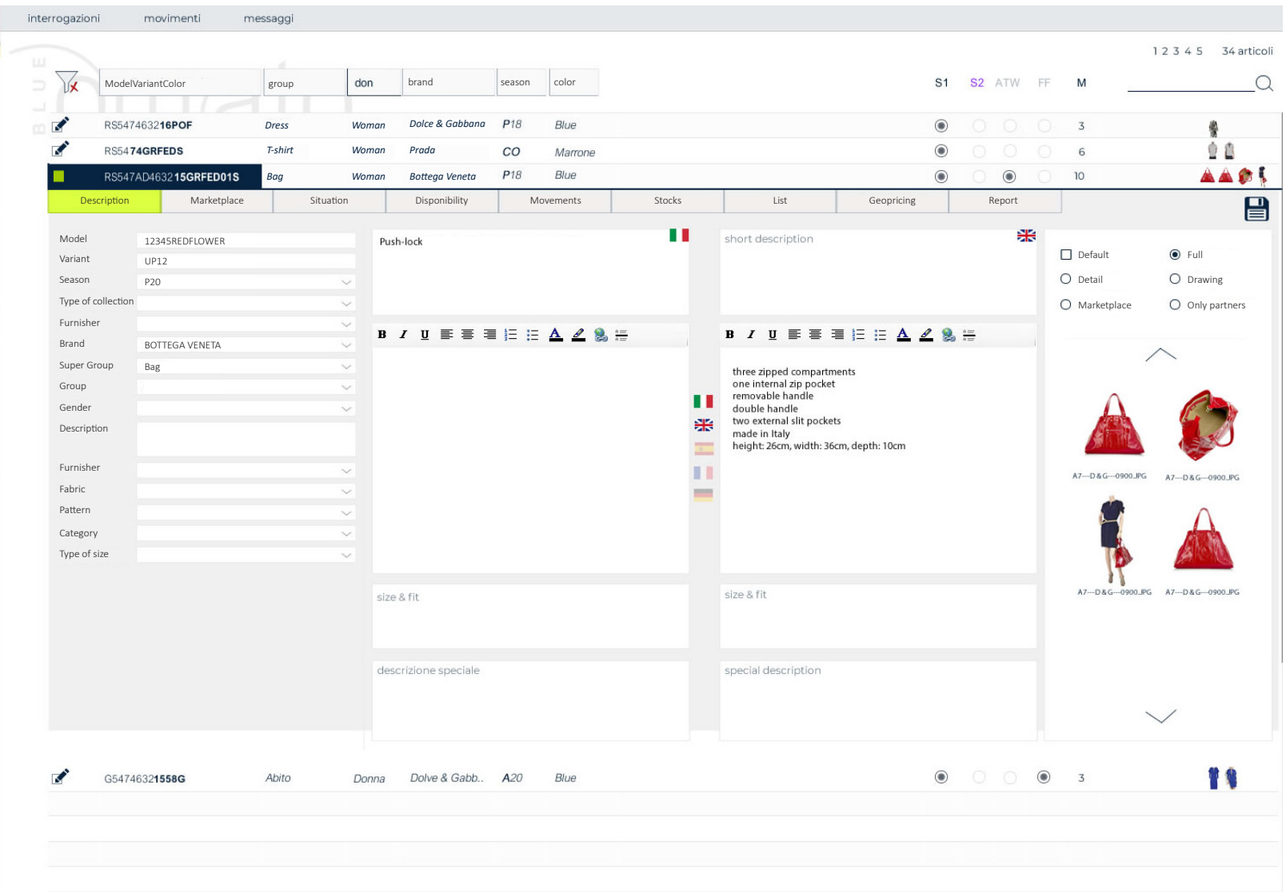
Season
Collection
Made in
Composition
Size & Fit
Precise dimensions by size
.....

Atelier presents a **complete overview of warehouse management, loading and unloading** with immediate updating on all online platforms and in stores, up to and including the management of the **fiscal warehouse**.

Entry of **orders, deliveries and initial stocks is simple and intuitive**, managed by a single interface in which new data relating to suppliers, brands and size scales is stored, without the need to re-enter the data every time.

Advanced features allow to **manage any warehouse operation:** supplier barcode association, transfer creation and picking list creation are just some of the permitted operations.

Dedicated interfaces enable the operator to obtain a **centralised overview of the warehouses** and allow detail levels to be analysed for **each item, shop and online channel.**



A unique product sheet, with the extended classification, description fields, multiple languages and photo-gallery management.

A focal point to keep tabs on your warehouses and optimise your diversified multi-channel strategy.

CLOUD MANAGEMENT

Atelier can be activated in the cloud and/or locally according to specific needs.

The cloud solution lets you operate **on the move in complete safety**: data access is managed with the strictest confidentiality on **Microsoft Azure servers**.

Accessible and usable anywhere
from any device
no setup required

The richness and scope of Atelier's features, which allow you to manage the entire retail flow with a single tool, together with the use of cloud services, allow to dedicate yourself to strategic operational activities, while obtaining and benefiting from enormous advantages:

- Ease of use and facilitated training
- Cost-effective: low maintenance, no local hardware required
- Efficiency and productivity because of the performance and speed of the Microsoft server
- Significant savings with pay-as-you-go
- Maximum flexibility with the possibility to increase, reduce or cancel the use of the service

MOVEMENTS IN REAL TIME

The centralised data management allows you to see **every variation instantly** both in terms of the master data and quantities.

An **availability window** that updates in real time according to the sales of the various connected marketplaces, sites or stores allows you to always stay up to date and to optimally manage the restocking of each store.

Restocking of stores can be managed in different ways, automatic, scheduled or manual, and different calculation algorithms can be set.

Headquarters management allows you to **instantly manage transfers between stores**, dragging the stocks with the mouse into a filterable panel that shows the details of all the stores.

EXTENDED SET TO MANAGE POINTS OF SALE, INCLUDING OMNICHANNEL STRATEGIES

The sales interface is **intuitive, 100% touch screen and customisable.**

App version for customer registration and consent and for sales between departments.

Stock update in real time on the entire company network with the possibility of reserving items found in other stores/warehouses.

International and localised: it is available in **multiple languages, multiple tax zones and multiple currencies**.

The stations are accessible in **online and offline** mode.

The management is complete and integrated for **all types of shops**: from multibrand and monobrand, stores, to franchising and large chains.

It manages **all types of handling**, in addition to simple sales operations

- Reserving and trying on at home
- Tailoring and advanced tailoring
- Vouchers
- Gift Card
- Customer returns
- Return to supplier
- Inventory
- Transfers

And many other features that can be adapted to suit your needs.

Different levels of **Cash operators, Staff, Managers and Employees** can be managed.

Atelier interfaces with **numerous types of Cash Registers** while managing **Electronic Receipts and Electronic Invoicing**.

Tax Free is also easy to implement because of the integration with the main systems.

FULLY INTEGRATED E-COMMERCE SITES

Atelier's E-commerce sites are:

Specifically **designed for the fashion world**

Fully integrated with the management section, allowing you to simplify management with **a single tool**

- The **same operating setting** is used in terms of functionality and access to the database
- The publication of the catalogue and its contents is **immediate**
- Availability is updated **in real time**

Implemented in a totally personalised way according to your goals.

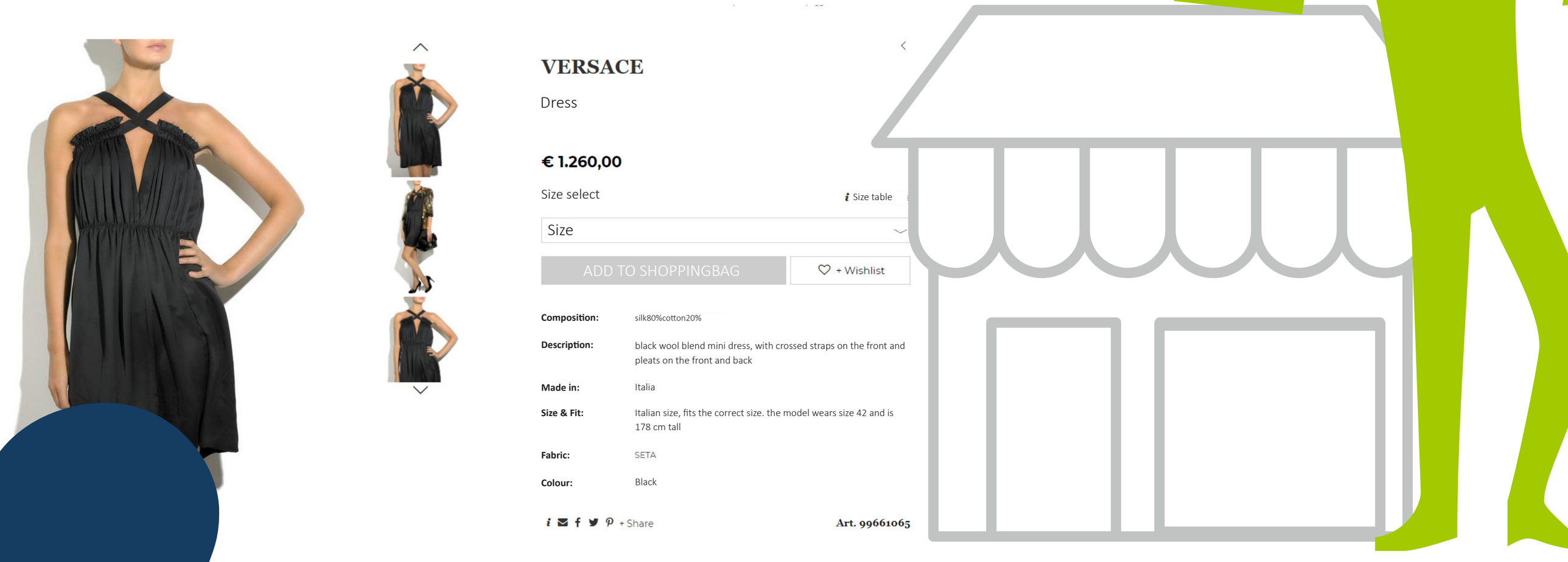
- **Essential** E-commerce with a complete set of features, ready to go online without delay
- **Advanced** and modular E-commerce that allows you to extend and expand your project over time
- **Tailor-made** E-commerce dedicated to your needs with a highly innovative graphic structure and specific advanced features

Atelier provides tools for SEO management and **support for SEM marketing activities.**

Atelier's e-commerce **amplifies contacts with your customers**

- Centralised management and complete **sharing of customers between stores and sites**
- **Omnichannel functionality** for online bookings and in-store pickups
- Option to **interact with the customers of your points of sale**, access to the online catalogue in-store

Atelier also produces **your B2B E-commerce** for the management of a reserved access catalogue aimed at a specific segment of business customers.



SELL ON UNLIMITED MARKETPLACES

The Atelier HUB is a **cloud platform** that allows you to **sell on unlimited marketplaces**, B2C and B2B, national and international, Asian, European, etc.

In a few steps and with a **single centralised procedure**, you can access and sell on the most diverse marketplaces and implement your multichannel strategy to **maximise sales opportunities globally**.

We can add **the marketplace you want.**

If you come into contact with a new marketplace, we can provide the tools to quickly connect to the HUB and allow you to take advantage of sales in your preferred markets.

With Atelier, you can also **create your own marketplace project.**

Also, if you don't want to invest in a web-site, you can create your Club of Retailers, directly agreeing with the marketplaces to sell the catalogues/warehouses on behalf of the associated Retailers.

Sell immediately even if you no have your web-site and item photos

If you save the supplier's barcode with the Atelier App, your items will automatically link up with existing publications.

100+ marketplace connections

- You can **differentiate items and prices** to be sent to each marketplace
- Stock updating and order arrival from each marketplace are **in real time**
- **Monitor the publications** to each channel
- You can **monitor and compare the sales** generated by each marketplace using Atelier's **centralised reporting** feature

OMNICHANNEL APP FOR BUYING, CRM AND SALES

Atelier's growth follows the App, which make it possible to manage, on the move and from any device, smartphone, tablet and iPad, the fundamental operations of omnichannel retail and the shop of the future.

Atelier mBuyer

mBuyer

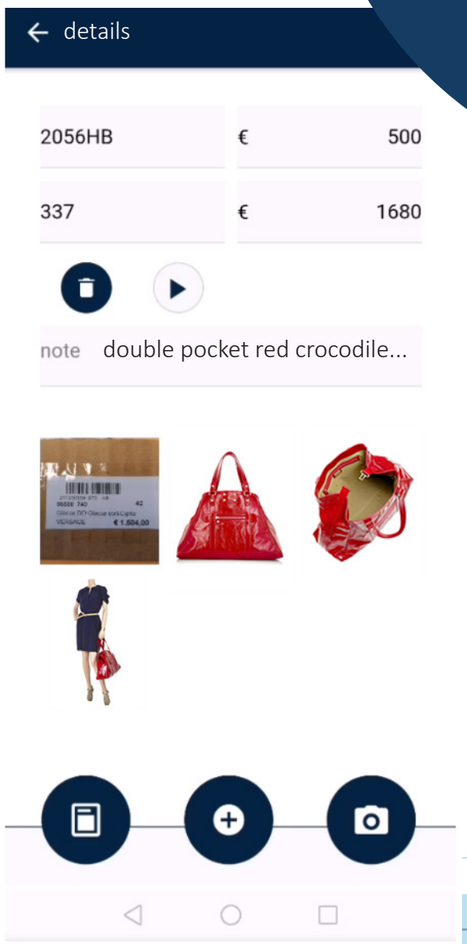
Create the catalogue with the App and go ONLINE immediately

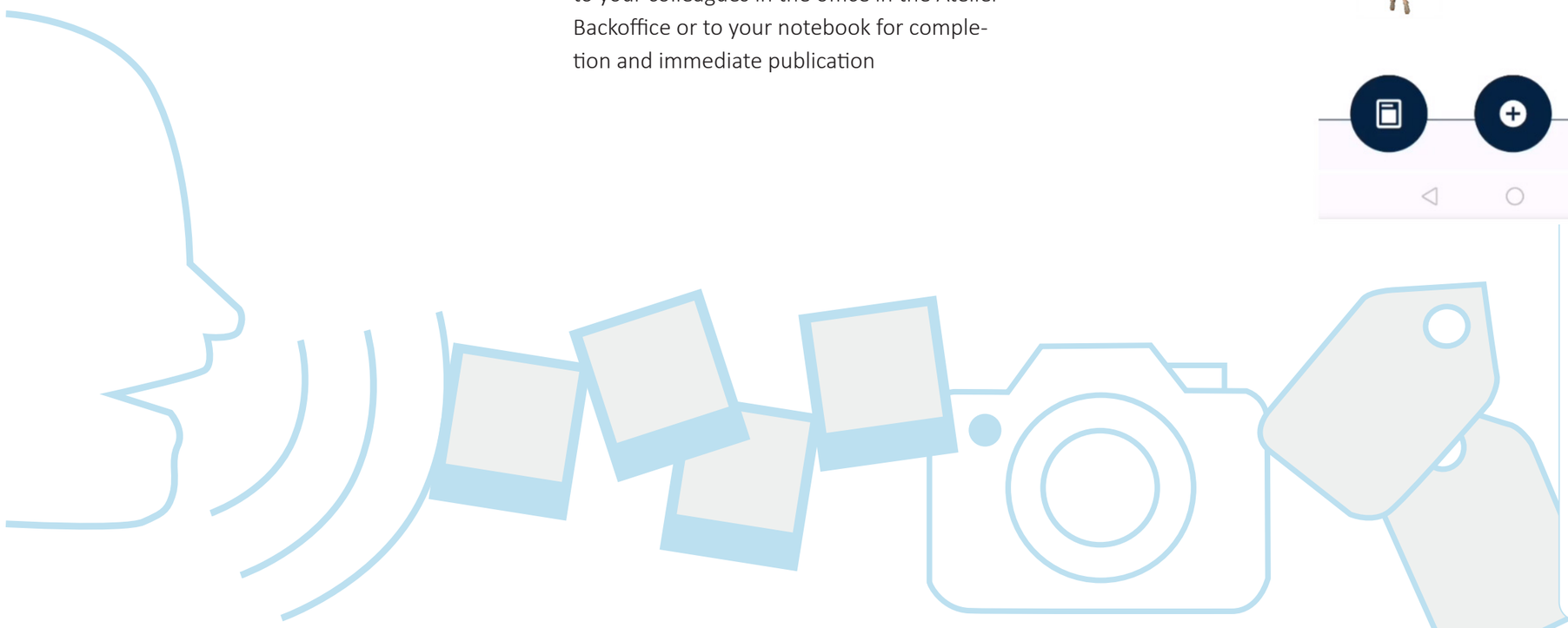
The mBuyer App allows you to quickly upload data and link photos to immediately create a catalogue and promptly sell on B2C, B2B and MARKETPLACE channels.

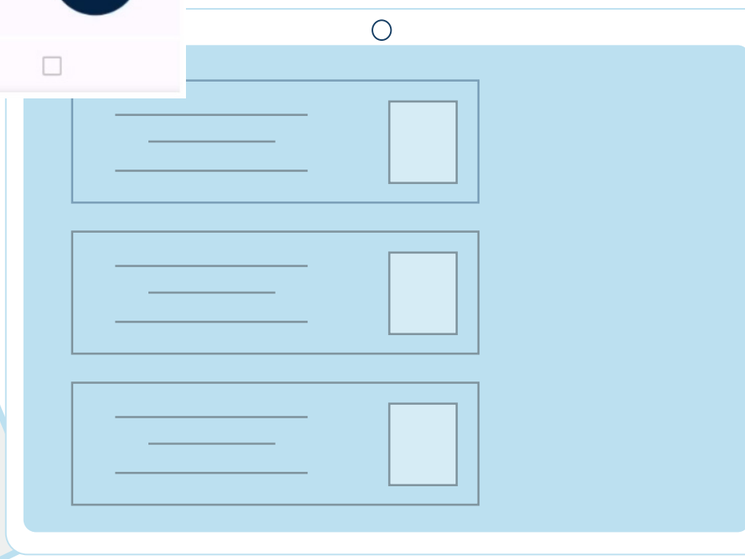
IN SHOWROOM Take photos of the items. Enter codes and prices. Add audio and text notes.

IN COMPANY The order will arrive instantly to your colleagues in the office in the Atelier Backoffice or to your notebook for completion and immediate publication

Upload photos and essential data in the **smartphone**... and import them **instantly** in Atelier







Atelier
mPos

mPos

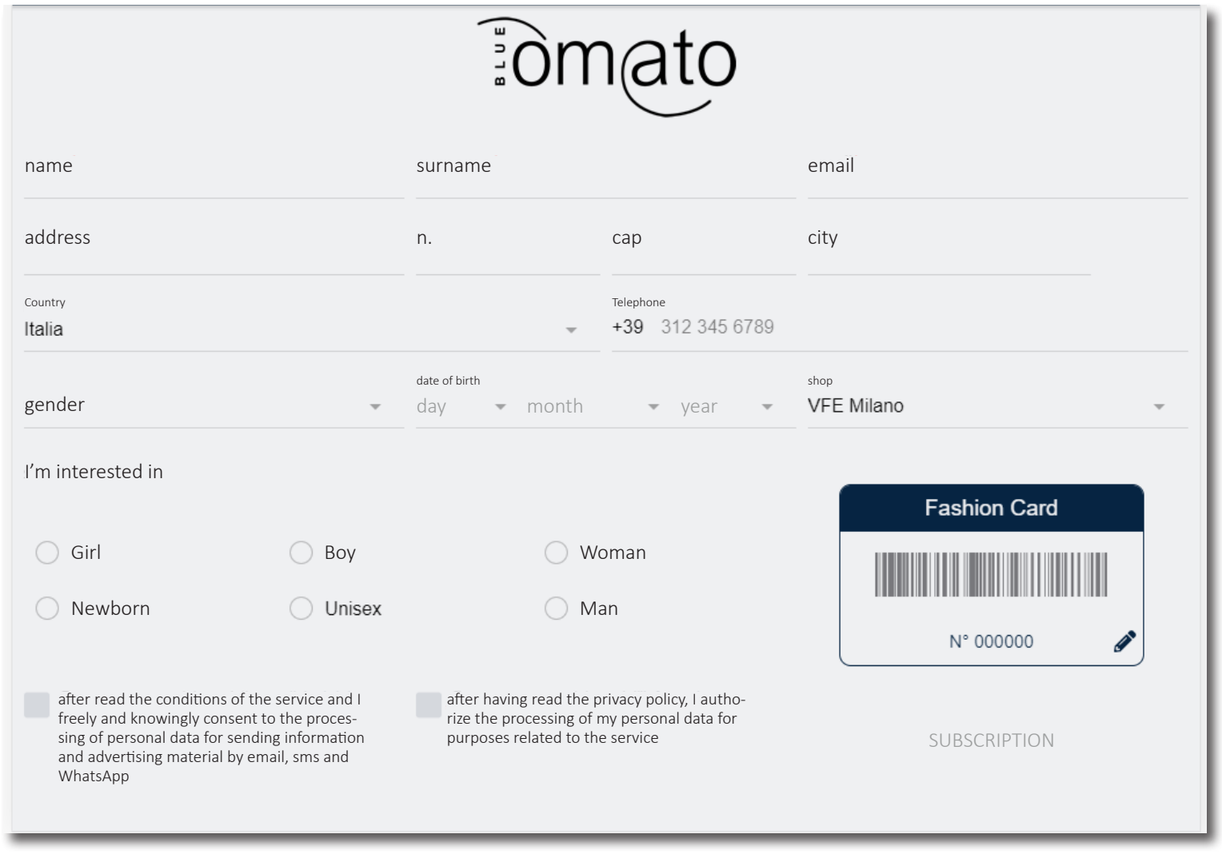
New customer registration and consent

Customers register themselves with the Atelier App and manage consent in a few steps, anonymously and in compliance with all the requirements of the privacy regulations.

Atelier sends to customers a confirmation e-mail and an access link to a personal online page, from which they can independently manage and change their consent over time.

Are you unsure how to regularise your **position with regard to consent** for all previously archived personal data?

Atelier enables you to extract reports from customers without consent and **send mass SMS or e-mail communications** containing the link to your personal page, in order to make them compliant.



E-commerce in store

The App makes your in-store sales easier thanks to the simplicity of the online catalogue.

With the Atelier App, the employee or the customer can reserve the items by moving them from department to department.

By framing the item barcode with your tablet's camera, you will see the product information sheet of your web-site with the quantities in real time.

When the shopping basket is confirmed, the items are set aside for the customers even if he is not yet registered, just enter a nickname! To conclude the sale, simply activate the shopping basket at the checkout.

Atelier
mWandO

mWandO

With the App, you can manage the logistic processes of your warehouses in a simple and immediate way.

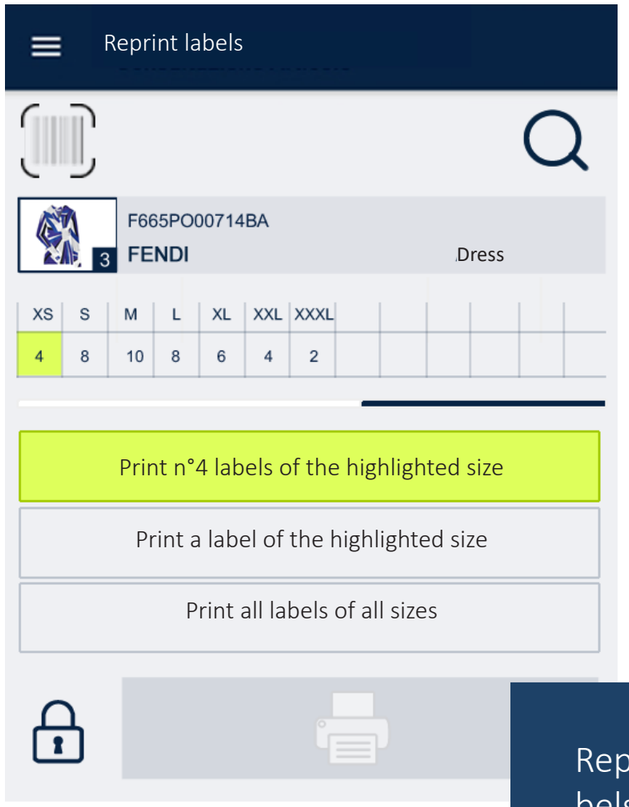
Association between Atelier barcode and Supplier barcode:

- to move items by directly reading the Supplier's original barcodes, even without printing labels!
- to immediately access marketplaces with automatic association of items with existing publications without the need to enrich the data

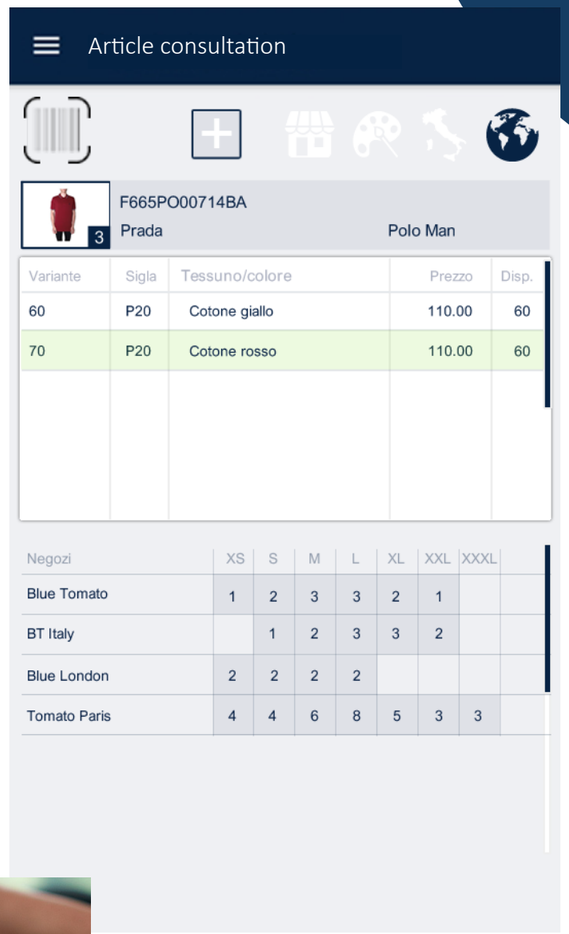
Instant handling in Atelier, with immediate control of items and barcodes, for any type of operation: inventories, transfers, proformas and sales, etc.

Warehouse stock query

Full logistics flow execution functionality, from delivery control, sorting and location to picking and shipping



Instantly save the supplier barcode to sell online quickly by associating only your quantities with existing publications



Reprint sale labels instantly and anywhere connected to Atelier wirelessly

The App to make logistics in a simple way

Sell, reserve, transfer and inventory by moving freely in warehouses and stores

Check the available stock directly from the App, in real time and on all warehouses

COMPLETE AND INTEGRATED LOGISTICS FLOW TO MANAGE THE WAREHOUSE AND ORDERS

When keeping items in stock becomes more complex, and order fulfillment procedures become more complicated as online sales channels increase, **it is not necessary to bear the costs and inefficiencies of integration with an external** logistics management system.

Atelier has the **module fully integrated with the management operations and developed internally** to manage the entire logistics flow up to **integration with the couriers.**

A features system that can be used via mobile App – location, picking and fast shipping – reducing order processing times and maximising omnichannel profit margins.

Logistica smart

Atelier distributes automatically orders of different online channels and sends a picking alert to the shops involved.

- **The picking up is quick** in shops through to lists with photos or PDA wizards
- As soon as the items arrive in the central warehouse, **simply read the barcodes** and follow the **automatic Atelier sorting procedure**
- **The shipping is instantly** and allows to read the box barcodes to view the most convenient couriers

Advanced logistics

If the type and size of your centralised warehouse requires a system of locations in addition to the need of optimised operations in the online orders processing and the involvement of shops.

Delivery and sorting control

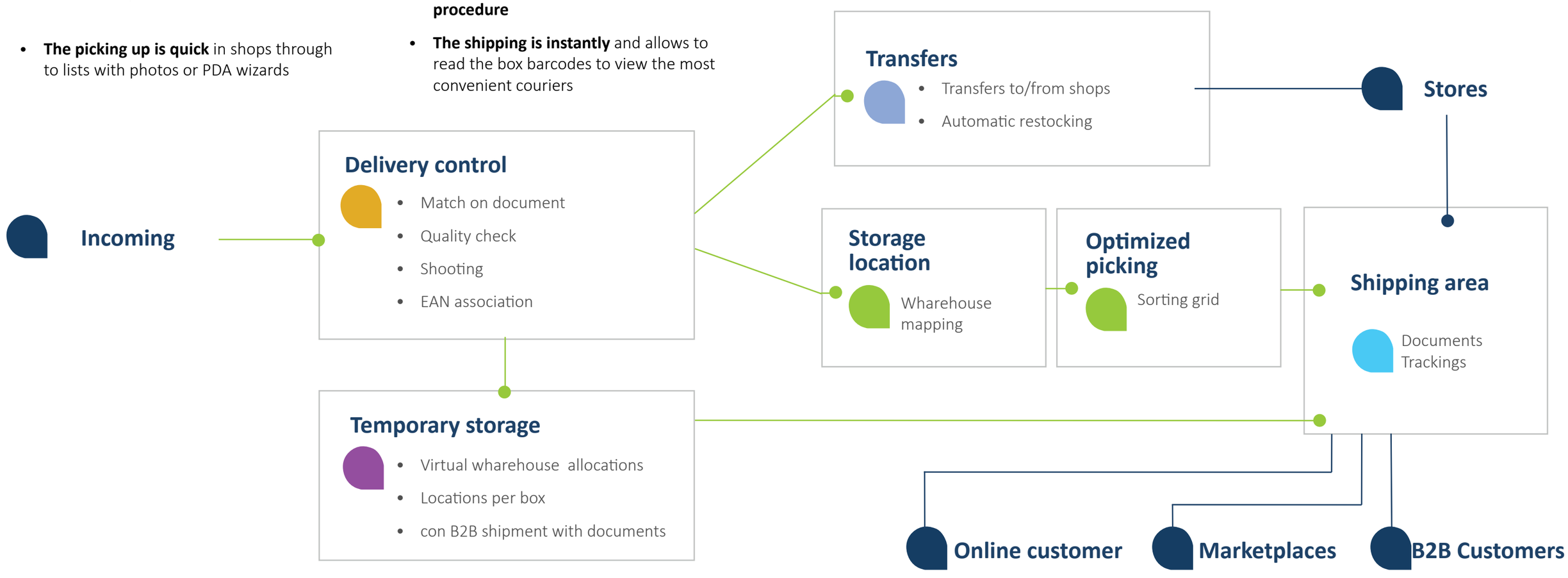
- Supplier barcode association
- Confirmation of loading documents, quality control and sending to shooting
- Management of assignments and virtual warehouses
- Automatic transfers and restocking
- B2B shipments, documents and packing lists

Location of the warehouse

- Management of types of locations and types of containers – packages and trolleys
- Locations for items, packages and pallets
- Optimised operations with location control
- Optimised picking

Automated shipments

- Differentiated picking missions
- Sorting grid
- Integrations with couriers, geopricing rates and tracking management
- Packing closure wizard

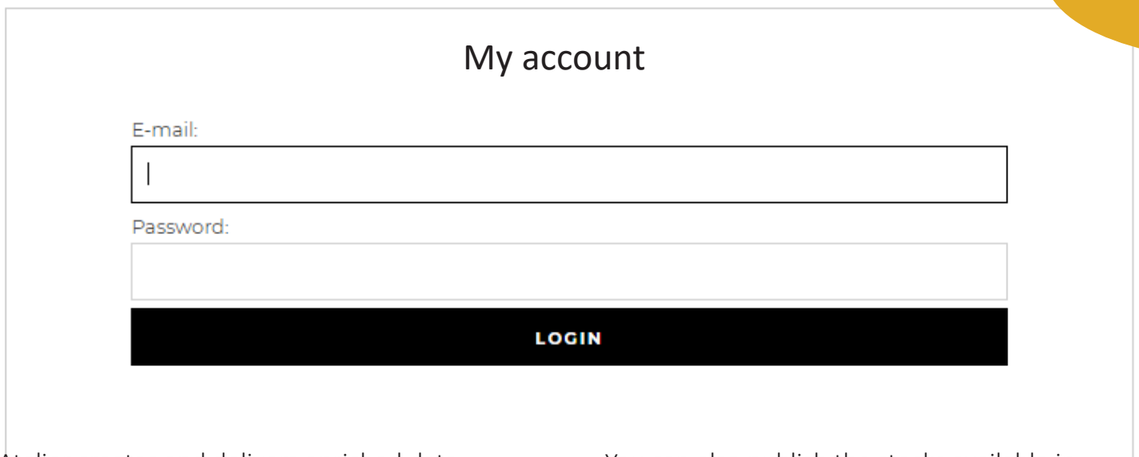


B2B FLOWS

The B2B universe is managed by Atelier in a **dynamic and functional** way in order to speed up internal processes and implement company development with its own **Buyers, Agents and Affiliated Stores**.

The use of **advanced technologies** and centralised data management allow quick access to the **multimedia catalogue**, which, complete **with photo galleries**, descriptions and information on the item, automates and **optimises the ordering processes** of the B2B universe.

The order, once reviewed, is **managed entirely** via Atelier features up to its shipment and invoicing.



Atelier creates and delivers enriched data catalogues through online and mobile tools to support agents

- to optimise the sale campaigns
- and create the production orders

You can also publish the stocks available in your warehouses, using the same tools, apps or reserved sites

- to sell to your B2B channels
- and to maximise your sellouts

CRM

The Atelier **CRM** is designed to allow customer profiling, the compilation of enriched personal data and to finalise the management of an integrated campaign system, in order to place the **customer at the centre of their business.**

The management of the profiles of acquired and potential customers is **streamlined and immediate** and lets you develop activities and strategies such as **dedicated discount campaigns, targeted newsletters, text messages** that allow to maximise profits on loyal customers, **profiling ad hoc proposals** in accordance with their **needs** and **expectations.** The collection and cataloguing of data take place simultaneously with the registration of the customer and the **information** can be **enriched** from time to time according to their purchase preferences.

Profiling aimed at extracting data allows you to immediately identify the **different types of customers** who visit your **stores** but also those who **buy online** or **B2B** in order to ensure maximum profitability.

BI E POWER BI

Atelier BI

Monitor your business!

Access to reporting is **an integrated and native component of Atelier**, which leaves room for the creation of millions of reports with customisable layouts, allowing **continuous and complete monitoring** of your business management.

Atelier's BI presents a **wide choice** of **filters and groupings** at all levels: from the channel to the shop, from the shop assistant to the brand, from the product category up to the single item size, and allows to **extrapolate profiled data** for different users and company roles.

Plus: **consult your data everywhere!**

Atelier POWER BI

The **Power BI APP** allows to perform the most exclusive and fundamental analyses in **real time**.

The **advanced reporting** approach provided by this **dynamic APP**, powerful in processing and simple to use, allows you to 360° monitor sales trends and profitability.

The use of Microsoft's Power BI provides **dynamic dashboards** and **graphs** accessible from **desktop** and **mobile** that allow to monitor the results of your company and your associates from **smartphones** and **tablets**.

Installations

10.000+ installations
1.500+ customers

Web site

220 total websites:
100 developed
120 third-party integrations

Marketplace

1.000+ connections:
400 retailers
100 marketplaces
5 marketplaces created

1°

Farfetch integrator operating worldwide
60% of Italian Farfetch partners use Atelier

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