



Torex Retail-J is the easy-to-deploy, adaptable POS and store management solution that helps some of the world's largest cell phone retailers provide compelling shopping experiences.

The challenge

Today's consumer is very demanding when it comes to choosing their handset and contract related services. The nature of the consultative sell means that there is a need for significant customer data capture and validation, potentially making it a time-consuming process. Maximising the opportunities to up-sell and cross-sell, combined with extensive pricing, promotion and bundle options requires flexible point of service workflow. Additionally, with technology advancing at such a pace, the fast fashion aspects of cell phones and accessories will place tight demands on advisers.

This is compounded by the fact that high-value merchandise presents many security challenges, and the handling of returns, repairs and trade-ins can present opportunity for error and fraudulent activity.

If your business is looking for a single solution across all international operations, ensuring you have the right system that can meet the needs of each market is paramount.

The solution

Torex Retail-J is much more than a POS system. Designed with cell phone retailers in mind, our Java-based POS and store management solution provides a variety of applications in one flexible, scalable and feature-rich platform. All of the capabilities you would expect from a comprehensive solution are provided for:

- Define sales-specific workflows that guide your operators through the sale of phones and associated contracts, accessories and insurances
- Capture IMEI and serial numbers on sales and stock transactions
- Sell services from a multitude of business areas
- Track the movement of individual serialised equipment into and out of each shop
- Call up extensive product information to reveal the features of any device or service
- Easily connect to external services for data validation and creditworthiness checks
- Manage phone repairs and temporary loans
- Facilitate cross-channel ordering to collection

Torex Retail-J v11 for Telecoms

Torex recognise that, whilst having products and services in common, no two Telco retailers operate in exactly the same way. Retail-J has an unsurpassed range of Telco-specific functions that can be configured to operate in a manner that is specific to each Telco business, fascia or franchisee.

Mobile phone/mobile broadband sales

Retail-J is designed to utilise its integral inventory and product workflows to ensure customers are directed towards the most appropriate purchase. Be it a simple SIM-only sale for a pay-as-you-go account or a more comprehensive mobile phone sale encompassing credit checking, Retail-J has been designed to ensure the right level of data is captured for each transaction type. Transactions can also be combined to include mobile phones with broadband devices and, when used in combination with the comprehensive Retail-J promotions engine, up-sell opportunity becomes a natural part of a transaction.

Retail-J integrates with mobile phone top-up providers servicing in excess of 90 network providers using either the eTop-up or eVoucher mechanism.

Efficient customer service

Given the myriad of features available on smartphones, tablet PCs and other electronic devices, sales assistants need immediate access to product specifications at the point of ordering and/or sale. Retail-J's graphical user interface and integrated browsing capabilities allow rich product images and data to be retrieved either locally or from centralised data pools.

Transactional workflow can be defined by the retailer for each product, enabling the system to prompt for a complex range of product options, sales bundles, contracts, insurances and accessories.

Retail-J enables the retailer to decide what data is captured at the point of sale in support of a business process. Data fields such as bank account number and sort code can be defined centrally and then propagated throughout the estate at the press of a button. Integration with Experian QAS V6 Quick Address System provides fast subscriber address lookup and data capture. These details are captured in Retail-J basket data for onward transmission to Estate Manager and other host systems.

As customer retention is an essential foundation for growth so Retail-J comes with a customer insight solution that provides customer purchase history essential for recency, frequency and monetary (RFM) analysis.

Pre-orders and cross-channel orders

When new handsets and devices are launched, Telco retailers can maximise their sales potential by accepting pre-orders and reservations for new products. Retail-J provides a full cross-channel customer ordering facility. In conjunction with Torex MiRetailHub, Retail-J facilitates pre-ordering on the web for collection in-store, ordering in-store for home delivery or collection. To reduce the impact of online returns, Retail-J also facilitates return of eCommerce purchases to store, thereby providing an opportunity to cross-sell or up-sell alternative products, minimising the impact of refunds to those customers shopping either online or ordering from other stores.

Contactless 2.0 and NFC payments

Torex Retail-J supports contactless payments and refunds using cards and NFC mobile phone devices conforming to ISO 14443 and contactless 2.0 standards thereby opening up new opportunities for faster processing of credit/debit card payments, loyalty and digital couponing.

Thin client architecture

Retail-J 11 sees the introduction of Servlet POS – a new thin client option that adds to the Retail-J flexible multi-tier architecture and helps to reduce the cost and administration associated with distributed thick clients. This flexible architecture allows retailers to mix and match their hardware – however, it is in the context of mobile retailing that SERVLET POS comes into its own with the capability to perform transactions using wireless, portable technology such as iPad and android tablet devices. Our latest solutions enable you to take the point of service direct to your customer, thereby improving their experience and affording you opportunities to cross-sell and up-sell where purchasing decisions are made – on the shop floor!

Pop-up POS

The latest android or Apple tablet PCs combined with wireless networking and power capabilities bring a range of new options to satisfy your need for temporary, mobile or easily relocated cash points. Increase your sales capacity at peak periods by strategically placing Retail-J pop-up POS at spontaneous service points around your store. Use Retail-J fully portable pop-up POS to meet the demands of personal shopper services, home sales, temporary shop openings, resites and concession retailing as well as trading at exhibitions, festivals and concerts, secure in the knowledge that associated trading information will be included in all your existing reports.

Wireless payment card acceptance

Using secure bluetooth communications, the Retail-J PA-DSS 2.0 compliant, wireless EFT service, makes card payments a seamless and highly efficient process and is the ideal accompaniment to our latest handheld POS capability. Retail-J wireless payment, enables you to finalise transactions anywhere within range of strategically placed base stations within your trading environment.

Inventory management

Given the high value and attractiveness of mobile handsets and network-enabled consumer devices, Telco retailers can suffer adverse levels of inventory loss. The Retail-J item level inventory management module underpins loss prevention measures, allowing the retailer to determine individual store stock levels in real time. This dynamic stock information allows spontaneous or cyclic inventory checks to be performed at any store, at any point in time, thereby identifying product loss.

Retail-J also provides a range of options for the recording, tracking and billing of equipment and device loans and repairs.

IMEI capture and product tracking

Retail-J is designed to record unique mobile phone and electronic device IMEI numbers within sales and stock transactions thereby providing full traceability from initial allocation to sale, loan or return. IMEIs can be recorded for various types of stock transaction including: goods in, goods out, sales, returns, stock adjustments and stock counts.

Enterprise Returns functionality recalls original sales transaction data and IMEI details to the point of return, ensuring that a returned handset is identical to that originally sold. Inbuilt logic will ensure that the same item cannot be refunded twice. Used in conjunction with Torex MiRetailHub, Retail-J has visibility of multichannel transactions and can facilitate the recall of data to any sales point, irrespective of the channel through which the original purchase was made.

Recycling – WEEE

Retail-J has been built with a greener society in mind. Using the UK Waste Electrical and Electronic Equipment Directive statutes the Retail-J product has the capability to append the necessary electronic equipment disposal charges to any transaction. This can be particularly useful when customers elect to “trade-in” older devices.

International business

Retail-J is designed to meet the challenges of international trading. Whilst considerable advantage can be gained from implementing consistent operating practices across geographic territories, retailers are often compelled to configure business solutions according to the native requirements of each country. Pricing and cash handling in different currencies, the need for single or mixed languages, complex sales taxes, differences in airside trading, legislation affecting promotions and discounts together with variations in fiscal and digital payments standards all serve to make the set up and management of store solutions a greater challenge. Retail-J has been implemented in over 25 countries including the Americas, Europe and Asia Pacific. Its cleverly designed estate management toolset allows you to meet and continually adapt to local requirements without compromising the way you wish to conduct your business.

Retail-J configuration

To ensure that maintaining your estate is as efficient as possible, Retail-J ships with all the tools necessary to deploy software, manage new versions and configure terminals to satisfy your specific operating requirements.

Configuration is managed through Retail-J’s Estate Manager allowing new operating parameters to be transmitted to your whole estate, a region or to individual terminals within a store, in real time. Object code remains identical across points of service, store servers and Estate Manager with system behaviour being governed either by the operating parameters you set or by Retail-J’s graphical workflow designer, thereby allowing you to continually adapt Retail-J as your business evolves.

Retail-J’s Java-based architecture is agnostic of hardware, operating system, DBMS and web services thereby allowing you to mix and match within your estate as necessary to achieve the most economic and practical implementation possible.

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Enhancing customer experience

Sales, refunds and cash management	Foreign currency acceptance	Pop-up POS and handheld applications
eGift/stored value cards	Tax-free trading	Layaways and quotes
Product and stock enquiry	Customer orders and loans	Customer loyalty
Automated promotions and discounts by time, location and product	Multimedia advertising at POS	In-store ordering from extended range for delivery or collection
Quick integrated UK APACS 30 card authorisation	Configurable customer data capture at POS	Customer address verification
Contactless and NFC transaction	eCommerce transaction recall for refund validation and processing	Ultra Secure EFT

High performance training

PCI PA DSS 2.0 compliance	Thick/thin client options	Animated/interactive help
Data reported real time	Multi-tiered architecture	IBM RIF and DB2 ready
Supports 24 x 7 x 365 trading	Extensive hardware device support	Key performance indicators
Retailer definable calendars	Transaction monitoring and audit	Staff commissions
Functionality driven by retailer defined or package configuration	Retailer definable product and location hierarchies	Continual enhancement (roadmap) development programme
Time and attendance	Supplier purchase orders	Intranet/extranet access
Configuration managed by estate and variable by POS	Structured transaction and workflow definition	Continual product development and investment
Email and instant messaging	Store diary, rota and alert management	Interbranch stock transfers
Sales audit	Product replenishment	Extensive international support
Operational reporting suite	Operating system and DBMS agnostic	Datamart for data extraction and mining
Perpetual inventory and cyclic stock counts	Serial number tracking	Hardware independent

Centralised control

Centralised Estate Management console	Operational report and business analysis	Remote software update process
Integral and real time data communication between using HTTP	Remote control and monitoring of store terminals and workstations	Centralised maintenance of users and corresponding access privileges
Create stock count requests and monitor progress	Price and promotion creation, management	Centralised configuration of functions, processes and devices

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About Torex

Torex is a European market leader for store systems in Retail, Hospitality, Convenience and Fuel markets. We provide outlet and head office technology to our core markets globally, through a mix of software, hardware, consultancy, implementation and maintenance and services. Our technology ranges from Point-of-Sale to solutions which help our customers deal with merchandise planning, business analytics, loss prevention and multi-channel trading. 1,150 Torex people help over 6,000 businesses serve their customers every year, in over 30 countries.

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