



OMNI-CHANNEL RETAIL SOFTWARE

ETP ACCELERATOR

Omni-channel Promotions
Planning Solution

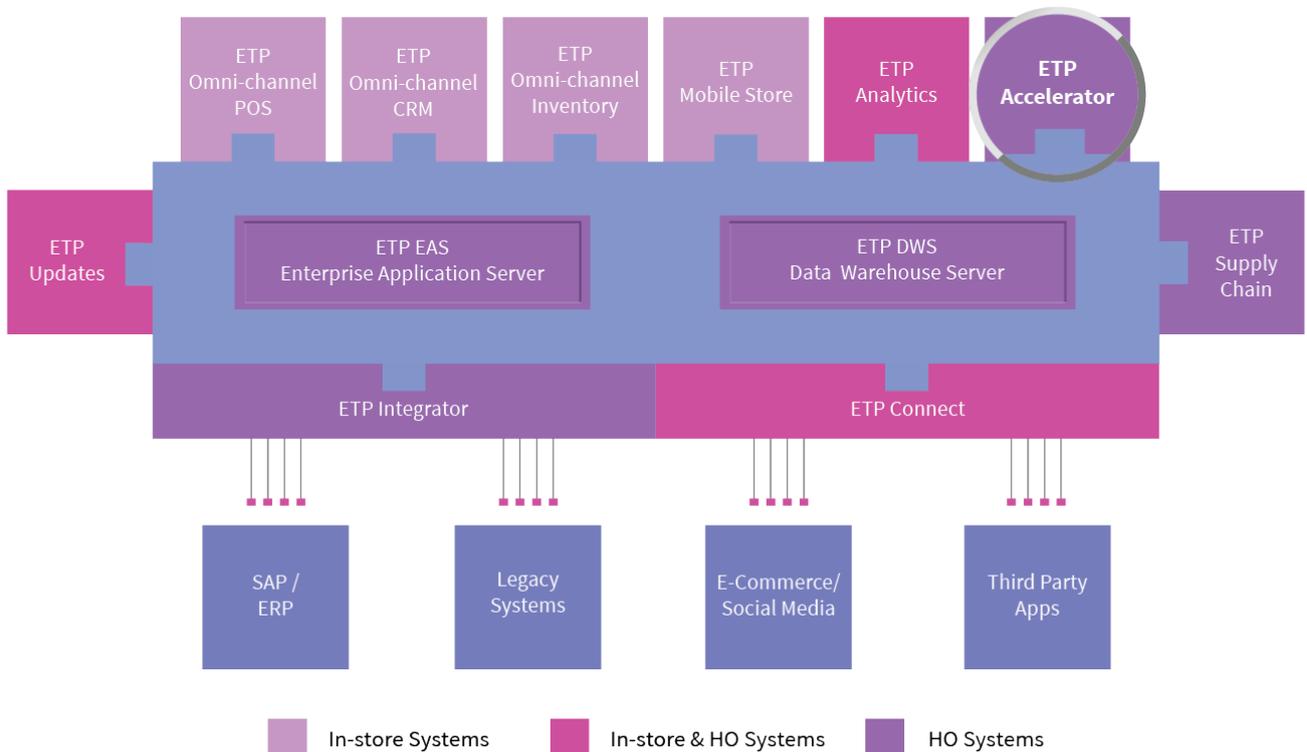


www.etpgroup.com

Asia's Leading Omni-channel Retail Software



ETP Accelerator.



Increase revenue with quickly deployed promotions across all sales channels with ETP Accelerator



ETP Accelerator. A Powerful Promotions Tool.

Connect your customer to your product.

Everything about shopping has changed. Today, customers know exactly what they want, at what price they want it, where they want it – online/offline, when they want it, and most importantly how they get it: shop and collect, shop and deliver, click and collect, click and deliver.

It's time for change. You need to know the best ways of getting your stock and merchandise to your customers.

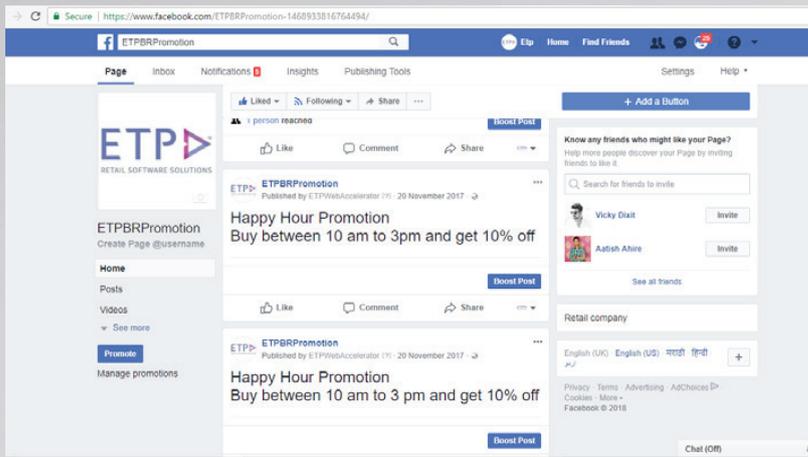
As a retailer, you have focused on merchandising, supply chain, CRM, design, stores and the works. But the most important thing is to move your inventory with the help of ETP Accelerator. So you get your products to the right place, at the right time, at the right price so your customer buys it, whether they are lounging at home browsing the net, grabbing a quick work lunch, or simply out shopping.

What is ETP Accelerator?

ETP Accelerator is an omni-channel promotions management software solution.

Accelerator is centrally managed from your headquarters and helps retailers like you visualise, plan and deploy retail marketing promotions quickly & seamlessly across various channels, and monitor them to improve their performance. These promotions in ETP Accelerator can also be actioned across social media platforms instantly as campaigns. The solution is equipped with an intuitive dashboard that enables retailers to stay abreast of the customer response to their promotions against various goals and targets set for each promotion.

So if you decide that you want to discount all your Brand “X” shirts that are light blue, in 3 of 500 stores in APAC, between 3pm and 5pm on Tuesdays in the month of March, you can. If you decide to do it 10 minutes from now, you can do that as well.



ETP Accelerator. Cutting across channels seamlessly.

Quick and seamless execution of promotions

ETP Accelerator's unique design enables it to be transformed into a powerful tool that can be used by merchandisers and the retail marketing team to visualize the promotions with a combination of dimensions like merchandise, time, location, channel and customer segments.

Promotions enabled with a click of a button

Your promotions, whether they are a peak hour promotion, festive sale or lunch hour discounts, get activated immediately and instantly, at all desired locations and channels.

A set of business rules to monitor and measure performance

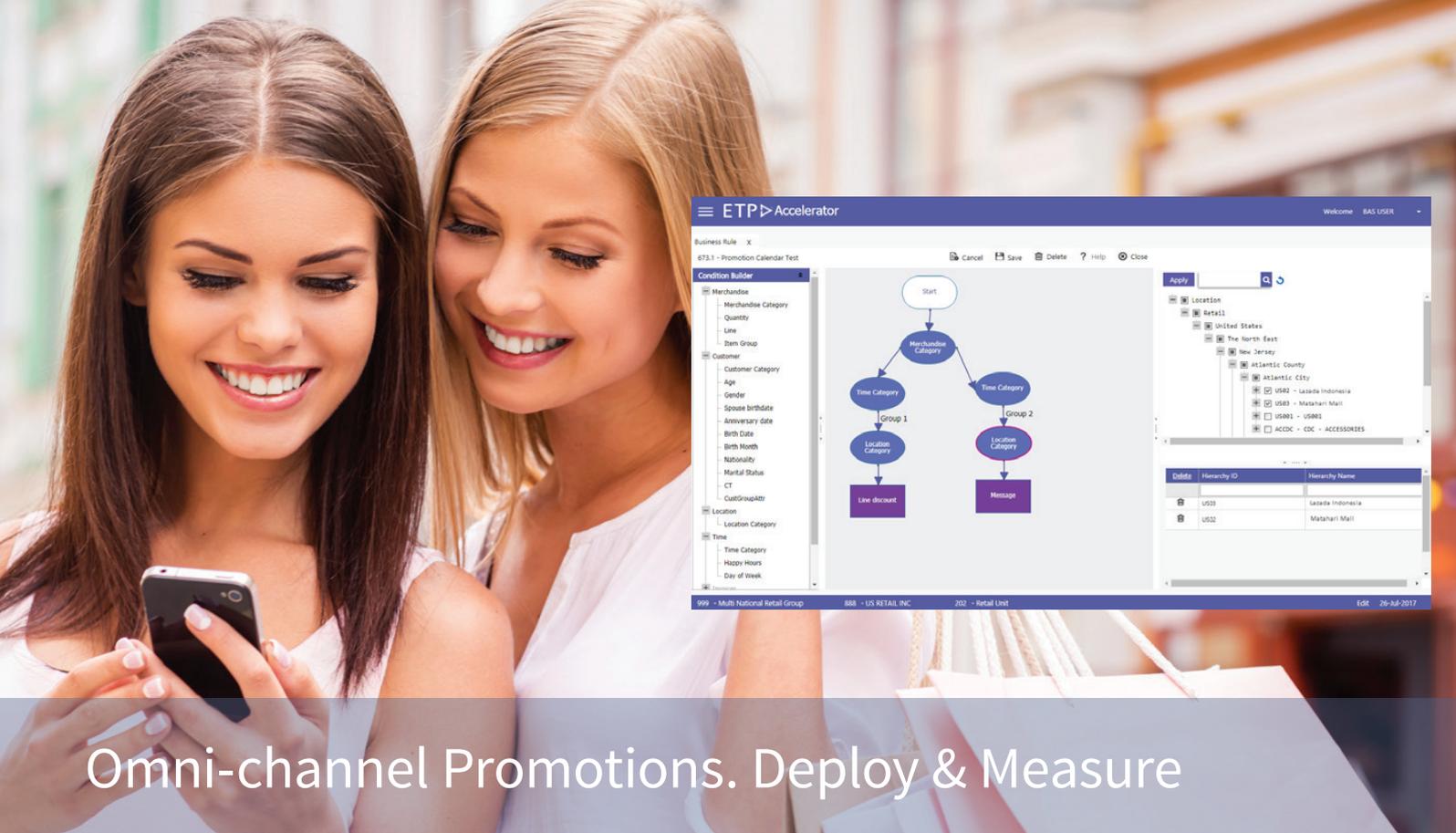
ETP Accelerator registers your set of goals, monitors performance of all promotions, measures it, and gives you feedback of how your promotion is performing against your target. This drives the discipline in your business as well as delights customers with a unified brand experience that encourages loyalty.

Reach your customers online. Boost brand loyalty.

ETP Accelerator can deploy promotions and campaigns across social media platforms like Facebook and Twitter instantly. So, retailers can connect with their target market immediately to promote brands, establish a direct contact and influence large audiences including end-users.

The Big Advantage

1. Social media promotion campaigns let you reach your customers online and reignite brand passion.
2. You build customer loyalty with little upfront cost.
3. Your brand delivers a holistic customer experience and consistent message across stores, e-commerce and social media.
4. Accelerator measures the feedback from social media campaigns through a tool that keeps you updated on how many people engaged with your posts and updates.



Omni-channel Promotions. Deploy & Measure

ETP Accelerator. Measure and monitor KPIs.

ETP Accelerator's intuitive dashboard enables retailers to stay tuned to customer expectations and quickly modify retail marketing promotions, including easily reactivating previous successful promotions.

An easy view of promotion facts.

Retailers can view all marketing promotions across various periods in a daily, weekly and monthly calendar format using the in-built promotions planning calendar allowing them to further sync their promotions with the brand's social media network. Accelerator allows you to measure and monitor promotion campaign KPIs, as well as review performance reports that help you in future promotions. So you can offer your customers a unified and delightful experience.

Powerful connections for external applications

External applications like POS solutions, mobile apps, e-commerce sites or kiosks can leverage ETP's powerful promotions engine using the Promotion as a service feature which is built on the Microservices architecture. These Microservices are built using Java and use Restful services to enable the execution of the promotions.

ETP Accelerator and ETP Connect. A great solution.

These applications can pass on order information to ETP Accelerator, and in response ETP Accelerator will apply the applicable discounts and send back an updated order. ETP Connect, another web based application from ETP, controls the monitoring and managing of this data exchange. Both ETP Accelerator and ETP Connect are web based applications enabling easy access by authorized users.



Every year, 70,000 retail associates use ETP to serve 200,000,000 consumers, selling USD 18,000,000,000 of merchandise. More than 300 brands in over 22 countries, across 10 time-zones, in 200+ cities, at 35,000+ stores, run on ETP.

Asia's Leading Omni- channel Retail Software

Founded in 1988, ETP is Asia's leading Omni-channel Retail Solutions company headquartered in Singapore, serving market leaders in more than 22 countries across Asia Pacific, India and the Middle East. ETP's enterprise class, omni-channel solutions include omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Supply Chain Management, Omni-channel Analytics and Omni-channel Connect. ETP has successfully executed over 500 enterprise software projects across 35,000+ stores for 300+ brands. ETP's unique value proposition is its ability to create and deliver innovative products and implement them successfully with domain expertise delivered by hundreds of consultants embodying ETP's best practices. ETP helps its customers get it right in omni-channel retail.

For more information, email: info@etpgroup.com

We are present in :

Bandung, Bangkok, Bengaluru, Delhi, Dubai, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Singapore

www.etpgroup.com