

3. Smart Operating System

Smart Ops (acquired by SAP) enterprise software solutions support many initiatives and challenges associated with different manufacturing and distribution industries from Lean Manufacturing, Just-In-Time (JIT), and Six Sigma initiatives. SAP and Smart Ops Collaborate to Improve Supply Chain. Smart Ops' software enables companies to manage the uncertainty of complex, multistage supply chains. It enables companies to manage the uncertainty of complex, multistage supply chains to achieve rapid return on investment and long term, sustainable value and also improved companies in discrete manufacturing, consumer durables and packaged goods, technology, pharmaceuticals manufacturing, distribution and retail industries.

4. Warehouse Management System (WMS)

WMS software Integrates human activity with IT and is effective in managing warehouse business. Begins with receipt of Supplier and ends with shipments to customer

- Maintain real time physical inventories
- Maintain distribution records
- Streamline warehouse administration
- Merchandising flow can be accelerated

Warehouse management system allows a company the ability to manage entire storage systems within a structure like a warehouse. It gives the specific of inventory control and it is integral to ongoing operations in other departments (such as production supply, sales and distribution and quality management)

5. ERP – Enterprise Resource Planning

Enterprise resource planning helps in integrating all departments and functions within a company in a single computer system that serves the specific needs of different departments. It is often referred as back-office software and does not run the up-front selling process. When the customer service representative enters the customer order in the ERP system, he has access to all the required information such as customer rating, the company's inventory levels from the warehouse module, and shipping dock's trucking schedule from the logistics module. Enterprise Resource Planning is designed to plan the use of enterprise-wide resources. Various ERP vendors have developed retail-specific systems which help in integrating all the functions from warehousing to distribution, front and back office store systems and merchandising. An integrated supply chain helps the retailer in maintaining his stocks, getting his supplies on time, preventing stock outs and thus reducing his costs, while servicing the customer better.

Benefits

- Highly configurable solution Applications Highly Scalable solution with large retailers
- Flexible deployment options
- Efficient stock distribution

- Strong process integration across Sales and Supply Chain network
- Targeted promotions across stores
- Merchandise Planning
- Robust Analytics Engine
- Drive better customer relationship
- Superior Customer Service

6. Customer Relationship Management

CRM is concerned with the creation, development and enhancement of individualized customer relationships with carefully targeted customers and customer groups resulting in maximizing their total customer life-time value. Customer relationship management means wide integration of technologies working together such as data warehouse, web site, and intranet/extranet, phone support system, accounting, sales, marketing and production. CRM uses information technology to gather data, which can then be used to develop information acquired to create a more personal interaction with the customer. In the long-term, it produces a method of continuous analysis and reinforcement in order to enhance customer's lifetime value with firms. Customer Relationship Management (CRM) is enabled by the gathering and warehousing of consumer data. For CRM, data warehousing is done by collecting consumer data from credit card transactions, loyalty cards, discount coupons, customer complaint calls, plus (public) lifestyle studies. "The ultimate goal of CRM is to provide a one-to one personalized service to each customer – pre and post-sale".

6. Conclusion

Information technologies in retail aim not only to increase the effectiveness of retail establishments in different areas of their operations, but also to improve customer service – mainly due to the automation and customization of the offer. Over the years as the consumer demand increased and the retailers geared up to meet this increase, technology evolved rapidly to support this growth. It is technology that will help the retailers to score in such fierce competition. Consumers have come to expect more value and higher service levels. As a consequence, the technology continues to grow and retailers search for ways to measure technical business value and to balance the effective utilization of the technical resource. Retailers want to get more value out of technologies and ensure they are spending their limited resources in ways that improve their overall offer to the customer. With changing customer demands and expectations rising rapidly, organizations need to be able to quickly respond in order to capitalize on revenue opportunities.

References

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