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Appexus launches SimpleRetail, an AI powered platform to enable superior curbside, delivery and touchless shopping for retailers



Seattle, WA — Appexus today launched the latest version of their SimpleRetail solution to address the retail industry's need to provide an engaging and consistent shopping experience across all channels. In the "new normal" after COVID-19, consumers will move more buying from traditional in-store to curbside, delivery and buy-online-pickup-in-store (BOPIS) channels. To win in this changed landscape, retailers must rapidly provide an engaging buying experience across all channels. SimpleRetail is an intelligent digital store and consumer experience platform. Powered by AI, it offers superior curbside, delivery, and touchless in-store buying experiences, while also transforming retail store operations to deliver this efficiently.

"Over the years, Appexus has built store management and consumer engagement solutions for leading retailers as part of their enterprise transformation programs," said Sam Mathew, CEO of Appexus. "We built SimpleRetail as a solution that gives retailers an edge by offering a differentiated digital buying experience inside and outside the store for their consumers, while doing this in a hyper-efficient manner that improves the efficiency of their supply

"Digital buying was not a priority for many retailers in the past due to disconnected systems and processes that led to poor profitability. Retailers lose around ten dollars per online order," said Nittu Thomas, COO of Appexus. "Providing the right digital buying experience is not about just creating a new app. Retailers have to streamline and reimagine their store operations and supply chain to do this in an efficient way. SimpleRetail enables retailers to improve both top-line and bottom-line by creating cross-sell opportunities, reducing lost sales and significantly improving efficiencies of store operations."

SimpleRetail Consumer Engagement solution



SimpleRetail's Consumer Engagement app allows the consumer to shop from the comfort of their homes, creating a personalized shopping experience with curbside pickup, BOPIS, and deliver to home options. The app offers a real-time view into store inventory, leverages AI to deliver personalized product recommendations and promotions, and provides an end-to-end, engaging pick-up or delivery experience. When a customer chooses to visit the store, the app enables a touchless shopping experience with features like product locator, smart product identification and self-checkout, avoiding the need for customers to stand in queue.

SimpleRetail Store Operations solution

Store Associate app enables efficient pick-pack and delivery operations with intelligent work allocation and customer collaboration features. If the customer visits the store, the store associate can provide the customer a premium customer service experience leveraging the clienteling features of SimpleRetail.

In-store Operations module includes features such as auto-replenishment, smart inventory management, delivery optimization and social distancing enablement. These capabilities enable optimal efficiencies of in store processes and the ability to meet customer promises.

Mobile Point of Sale module elevates traditional POS to provide features such as custom ordering, product recommendations, and the endless aisle.



SimpleRetail Central Office solution

Central Office solution includes the Customer and Loyalty Management module that provides a 360-degree customer view, enables customer segmentation, and suggests targeted offers and pricing. The Products, Pricing and Promotion module enables efficient promotion management, and can be tied into leading ERP solutions such as SAP. The Insights and Analytics module delivers actionable insights to store management, through effective visualization of data with prebuilt KPI dashboards.

SimpleRetail Plug and Play Integration Framework

Plug and Play Integration Framework integrates the SimpleRetail solution with leading ERP systems and core applications that the retailer has invested in. SimpleRetail has over 50 pre-built integrations with SAP to ensure that retailers' data is always in sync, and helps to realize the efficiencies possible through the power of an ERP solution.

"We built SimpleRetail with a vision to fit right into the investments that a retailer has made. Our retail clients need to add new capabilities that they may not have today to enable multi-channel delivery across click-and-collect, delivery and touchless in-store purchasing", said Chris Couch, Vice President and General Manager - Retail Solutions. "Our clients need to add these capabilities quickly, with fewer solutions that integrate seamlessly, to provide efficiency along with better experience."

For more information about SimpleRetail, visit <https://www.mysimpleretail.com> or <https://www.appexus.com/simpleretail>

About Appexus

Appexus is a global technology leader offering business consulting and SAP services to customers in the retail, fashion, and consumer products industries. Appexus specializes in delivering on the promise of the intelligent enterprise through transformative business solutions on SAP S/4HANA. Headquartered in Seattle, Washington, Appexus operates out of centers in USA, Canada, the United Kingdom, the Middle East, and India. We are committed to making a positive impact by serving our communities worldwide.

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