

Name _____

No. _____

Function No	Function name	Priority	Target user	How to use	User benefit
1	Loyalty Programs		Manager and Salesperson	<p>The manager decides the amount of gift cards to be handed out. There are two ways to hand out the gift cards: the first is sending digital card via 'Notification Push' module in our system; the second is sending card to customer in store by the salesperson. Once salespersons received cards, they can create a new digital gift card, delete the old one, and determine the card type or money. The module gives the flexibility of both sending cards and making cards. Both manager and salesperson can look up the cards sent by him (her). Finally, the customers can use the card number to redeem by online or offline way to get the discount.</p>	Create & track gift cards right in DeepWAP, no 3rd party software needed. View reports for details on gift cards sold, redeemed and balances. Central, real-time gift card control.
2			Manager and Salesperson	<p>First, the sales manager designs the promotion strategy. Then promotion plan can be directly sent to different customers' groups by 'Notification Push' module by email and short messages. For example, if a promotion is needed for the old citizens, the manager or salesperson can send this promotion to the registered users who always buy the products that old people prefers, like walking stick, cotton-padded trousers and so on.</p>	<p>Make the precision advertising available for supermarket managers.</p> <p>Users can send promotion message to specific customer according to the analysis result from the 'Sales promotion analysis' module.</p>
3			Manager	<p>When new promotion strategy made, this system can automatically extract the inside keywords, like target user, the products involved, the discount degree and so on. Then load them into database for further analysis.</p> <p>This system also tracks the degree of participation for different promotion strategy.</p> <p>This module can automatically read records and participation data into training process, and then find out what promotion is popular and which is not.</p>	This module can help manager to track and analyze the effect of every promotion, by which, manager can improve their strategy accordingly.

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4		Suggested product promotion		Manager	<p>According to the result from above 'ROI analysis' module, we bind the shopping action with certain users. Then, this system can make its own promotion based on the inventory and the users who have related shopping action.</p> <p>On the one hand, some simple promotion strategy can be n automatically for manager. In this way, this system can imp the efficiency of working procedure.</p> <p>On the other hand, this module decrease the possibilit ignoring some 'quiet' users or wrong sending promotion.</p>
5		Wechat/Weibo/Facebook/Twitter capture		Salesperson	<p>If the registered user provides his (her) social network contact, then this module will keep following their social feeds and extract the hot words automatically. If some keywords match dictionary inside our system, this system push related products or gift card automatically. For example, if user pushes a feed containing some food materials inside this description. Then, the supermarket will check if these materials is on the goods list. Finally, the system will push notification or send message if at least one material matches.</p> <p>This function provides supermarket new ways to helps dig much more potential buyers with the least possibility to be irrelevant customers.</p>
6		Customer purchase history		Manager	<p>If the registered user buy products or redeem gift card, this system can recognize user's identity. Then, what the user buy and the product information are also recorded.</p> <p>The purchase history can be used by other functions for c analysis, by which, provides customers with better services.</p>
7		Customer grouping		Salesperson	<p>This module divided users into groups from different standard, like age, shopping time, products buy frequently and so on. To some extent, this function is responsible for drawing the user profile. Most of the profile information including age, address, gender, et cetera are collected when registration, but there are still tags are complemented at shopping times.</p> <p>This function helps manager to comprehend their customers a basic function that support other modules like 'sugge product promotion', 'gift card support' and 'short-term rentals</p>
8		Store credit		Customer and Salesperson	<p>Define credit limits, and accept/reward store credit to your customers. Customer can rate store anytime and anywhere. They can do it on the phone, in the store, or anywhere else. And also, the store can rate the customer. The higher credit user will get more discount or gift card. The higher credit supermarket will attract more and more customers to shopping there.</p> <p>First, this mutual rating function helps both supermarket an customers to get understanding with each other.</p> <p>Second, the store and customer with higher credit to gain mc benefits, which encourage customer and store to keep health buying and selling behaviors.</p>

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9		Notification Push (Email/SMS)		Salesperson	<p>Local and push notifications are great for keeping users informed with timely and relevant content. This function is easy to use as follows:</p> <p>First, operator select the target user group.</p> <p>Second, operator input the message or email to be send.</p> <p>Next, send this message to users by integrated email and SMS modules.</p> <p>Push notifications provide convenience and value to users. For example, users can receive promotion messages, utility information, rental information. For those supermarkets, push notifications are a way to speak directly to a user. They don't get caught in spam filters, or forgotten in an inbox — click-through rates can be twice as high as email. They can also remind users to use an app, whether the app is open or not. They can also be used to drive actions, such as:</p> <ul style="list-style-type: none"> • Promoting products or offers to increase sales • Improving customer experience • Converting unknown app users to known customers • Sending transactional receipts right away
10		Short-term rentals		Salesperson	<p>Supermarkets can take advantage of short-term fridge rentals to ensure they can boost their profits. Some devices like cell phone, fridges are supplied in supermarket to allow retailers to create extra promotion during busy periods.</p> <p>The users always want to use the latest cell phone. Then rental service can make it happen. They just need to spend annual rent fee. The fridges, which complement a store's built-in equipment, can be used to carry extra stock around religious festivals and public holidays, to house special in-store promotions and to carry seasonal goods.</p> <p>The short-term rental option is also very useful during store refurbishments or while existing equipment is being serviced. All of these rental options are now available in some stores, with equipment being delivered to store and take away again at the retailer's convenience.</p> <p>Retailers can take advantage of the opportunity to expand products space at times when they know they can sell more. Renting devices allows supermarkets to:</p> <ul style="list-style-type: none"> • avoid the expense of buying extra equipment they need all the time • be flexible and get the exact equipment they need at particular time • maintain current displays and store layouts

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11	Store Management	Budget Making		Manager		
12		Multiple Deployment Options		Superior manager	<p>Different supermarkets have multiple choices to deploy their software system and database:</p> <p>1. For cloud deployment, small sized chain supermarkets don't need to buy their own servers. The software and dataset are configured perfectly for them in the cloud. They just need to cover the small amount of service fee.</p> <p>2. For local deployment, huge chain supermarkets, like Walmart, Carrefour, et cetera, prefer to maintain their database locally for business secret. They have their own hardware and IT department. For these potential customers, they just install the management software on their servers, and then all works could be done automatically.</p> <p>3. For hybrid deployment, the medium-sized chain supermarket or new customer may doubt the usability of the management software. The third option is prepared for these potential customers. Their just need to deploy our system to their local devices for storing the important data, while uploading part of the core data to cloud for training the model, by this way, they can make full use of the powerful computational ability.</p>	<p>This software supports different types deployment options, which can expand the potential market, especially for small medium-sized supermarkets.</p> <p>For cloud deployment, this type deployment solution has low expense, while have the relatively high performance. workstation need locally. This solution make full use of powerful calculation ability and shared dataset in cloud, which make it process faster and economically.</p> <p>For local deployment, this solution has the highest security. Besides, they can utilize their available hardware and platform.</p> <p>For hybrid deployment, this kind of solution gives customer more flexibility to balance the data privacy and the running cost.</p>
13		Support AliPay, Wechat Pay, Apple Pay, and Manual Pay		Salesperson	Full feature payment support.	Basic function but necessary.
14		Shelf label printing		Salesperson	Full feature label printing by scanning the barcode of product.	Basic function but necessary.
15		Customizable hot-buttons		Salesperson	<p>Customize the high frequent operations with customized hot-key.</p> <p>The users can define his or her own hot-key to deal with daily business.</p>	Make business more efficient. Also, it will save user's time.

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16		Store specific pricing support	Manager	The same product in different stores may be different in some cases. This system provides localized price setup function. Manager can modify the local price, meanwhile the modification is synced across stores.	Gives the local supermarket more flexibility to control prices.
17		Store grouping	Manager	This module divided stores into groups from different standard, like region, size, products and so on. To some extent, this function is responsible for drawing the store profile. Most of the profile information including region, size, product list, et cetera are collected from database, but there are still tags are complemented with shopping.	This function helps manager to comprehend their stores. It basic function that support other modules like 'ship integration', 'store credit'.
18		Speedy Product Lookup	Salesperson	Query products by name or code, scan barcodes, or select items from inventory list to add them to the transaction.	Basic function.
19		Start/Suspend Sales	Salesperson	Place sales on hold and reopen at later time for speedy checkout. Add product. Found item not in the system, add or edit products on the fly right.	Basic function.
20		Shipping Integration	Salesperson	Ship products to customers via SF, YT, YD, UPS and FedEx! DeepWAP's shipping module communicates directly with shipping carriers to get real-time shipping quotes, apply shipping methods, and print out shipping labels right at register! Customers receipt prints out with tracking details, which are also saved to DeepWAP backend for easy look up.	This function makes shipping process easy and efficient. elders and disables can benefit a lot from shipping services.
21		Authority Management	Manager and Salesperson	This function gives a project manager the ability to authorize different employees with correspondent rights on behalf of the organization. 1. All employees should be authorized according to his (her) position, role and function. 2. The employee's authorization can be changed with the permission of his (her) administrator.	Easy to define roles, functions, and maintaining independence moreover, it's also vital to security management of supermarket

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22	Employee Management	Employee time-clock		Salesperson	DeepWAP provides the tools to improve security by outlining specifically what each User can access in the system reducing fraud & losses. Give limits to the amount of discount each employee can give at the register, and award commissions to the deal closer. Increase productivity by establishing sales targets for stores and individual employees that can be compared to sales performance reports in DeepWAP Retail Back office, providing you the tools to manage commissions and reward employees based on performance.	Full feature time-clock assists in tracking the hours worked by employee.
15		Employee task assignment		Manager	Really effective task assignment package should be multi-user and support two-way communications - from manager to employees and from employees to manager. In other words tool should not be only manager's individual instrument that helps him/her to assign task and manage data, but also it should make employees informed about assigned tasks without additional efforts.	If performer has assigned task he/she is able to get immediately all necessary information regarding task (instructions, timeliness priorities etc.) with a help of client application of multi-user management software. Team members can easily see and update their working schedules and lists of assigned tasks at any moment. Managers can easily control performance of each assigned task, as well as progress of projects in real-time regime.
16		Employee tasks tracking		Manager	Once user have a list of tasks that belong to one task group or subgroup user can sort tasks the way user want. If user sort these tasks by priority user will see what tasks should be done first, if the important tasks were successfully completed, if less important tasks need a higher priority at the moment. If user sort tasks by number user will see if the order in which the tasks were supposed to be done was followed strictly or some of the tasks were missed.	It makes focusing on tasks of particular project or task group easy even if user have plenty of items on the list. User can find the tasks better and probably faster if user do it within a group or even task subgroup (of course if the assignments of different task groups are not dependent)
17		Employee Grouping		Manager	This module divided employees into groups from different standard, like job role, working years and so on. To some extent, this function is responsible for drawing the employee profile.	This function helps manager to comprehend their employees and is a basic function that support other modules.

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18		Payroll, Bonuses, welfare, insurance, allowances customization.		Manager	<p>With the help of this function, the manager can keep a record of the “in” and “out” time of an employee. Based on these records HR management of the supermarkets can create salary sheet and calculate monthly salary of an employee. This function will automatically make payroll reports of all employees. The bonuses, welfare, insurance, allowances can be managed in the same way.</p> <p>Manager does not need to install third party software to deal payroll, bonuses, welfare, insurance, allowances.</p> <p>User can look up their package at any time.</p>
19		Duty Schedule		Manager	<p>DeepWAP's users can choose the most convenient way to schedule tasks. If most of user's tasks require scheduling, user can add new tasks directly in the Scheduler view. If user schedule tasks from task list, user can create tasks to the scheduler panel. If user set task start and finish dates and time, user can do this on the schedule tab of task detail view. Also, DeepWAP supports 'splitting task' into multiple schedule items in case you plan to break task into parts and schedule them at different time and days of the week.</p> <p>Users can schedule and split tasks with this function.</p>
20	Reporting	Store level reporting		Manager	<p>DeepWAP's store level reporting translates one store's transactional data into clear, concise reports that measure sales performance. DeepWAP contains a wide array of pre-built reports for Retail Stores, Point of Sale, Inventory, Purchasing, CRM, Employees and more. Use these standard reports to monitor performance and make smarter decisions, all of which are exportable for manipulation.</p> <p>Basic functions.</p>
21		Store Comparison reporting		Manager	<p>DeepWAP's powerful reporting module translates all of user's transactional data into clear, concise reports that measure sales performance. But reports do not stop at sales; DeepWAP contains a wide array of pre-built reports for Retail Stores, Point of Sale, Inventory, Purchasing, CRM, Employees and more. Use these standard reports to monitor performance and make smarter decisions, all of which are exportable for manipulation.</p> <p>User can get a clear, concise comparison among different st</p>

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22	Custom report generator		Manager	User can edit customized report template.	Users can make different kinds of sheets for ordering, receiving, reporting, analysis sheet, and so on.
23	Supplier Purchasing & Receiving		Manager	Place order and receive products. It can also be called by 'automated stock replenishment'	All orders and receives can be tracked since they are all recorded into database.
24	Min/Max ordering		Manager	Setup the minimal and maximum number of goods from suppliers by hand.	This is a traditional way to order by hand. Therefore, it is a simple but widely used feature.
25	Automated stock replenishment		Salesperson	With the help of 'Forecasting analytics' module, this system can order new products to replenish the store automatically.	This function can replace human beings to some extent.
26	Across company inventory visibility		Salesperson & Manager	Manager overview inventory across different supermarkets.	It's useful for inventory transfers.
27	Inventory Transfers		Manager	Balance inventory among several supermarkets.	Make full use of all inventory of other supermarkets.
28	Forecasting analytics engine		Manager	<p>In the background, the training task always reads historical data from database and keeps updating the model, which is automatically done.</p> <ol style="list-style-type: none"> Any time user needs to check the sales trend, just login the system and go into the intelligent analysis module, then the predictions sales in recent week, month will show up immediately. Moreover, if the user wants to know the specific sales prediction of different department and store, this system also provides the recommended function for it. Any time user wants to prepare for the coming holiday, he just chooses the service, then the software can automatically calculate the needs and supply according to historical data. It provides suggestions for modifying inventory and adjusting goods prices according to the parameters user inputs. 	<ol style="list-style-type: none"> This module makes the dead historical data alive, which can replace experienced manager to some extent. This module can take giant number of factors and data consideration. In this regard, it is more powerful than human being. Customers will have a better understanding of sales both in the past and future, which will help making a reasonable strategy.

Notice:

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