



Connect to customers, Empower employees, Execute with insight, all with one dynamic tool - CEM AX Retail Plus.

Today's retail landscape offers exceptional opportunities alongside some daunting challenges. Economic factors, the increasing choice in products, shopping formats, and unparalleled access to information are fuelling today's empowered shoppers, who expect more from their retail experience.

Thriving in this new retail reality means retailers need to be more connected, more empowered, and more proactive than ever before. In a word, they need to be dynamic. And that means being: Connected, Personally Relevant and Agile & Opportunistic.

The controversy at the moment is that many retail systems don't have a long-term vision, and the few available genuine Retail suites are not accessible to the retailers. CEM bridges all those gaps with CEM AX Retail Plus solution, capping the challenges of retailers. Unlike retail software built to solve the problems of the past, CEM AX Retail Plus is a modern, unified technology offering that reduces complexity for retailers. Allowing them to focus on what matters most—connecting with customers, empowering their employees, and delivering on the brand promise through excellence in execution.

Features of CEM AX Retail Plus

Open To Buy	Customer Service	Barcode Printing	Butchery / Bakery Process
Demand Planning	Delivery Route Planning	Discount Authorisation	POS on Mobile Device
Duty Roster	Inventory Transfer Approvals	Footprint Analysis	Receipt Wise Profitability
RFID Card	Loss Prevention	Inventory Optimiser	Staff Management

Benefits

- Flexible POS
- Powerful Merchandising
- Multichannel Enablement
- Centralized Store Management
- Hardware & Payment Compliance
- Global Reach & Scalability



Features	CEM AX Retail Plus
Open To Buy	<ul style="list-style-type: none">◆ Assists on how much to buy, provides benchmarks for evaluating progress and adjusting future plans.◆ Determines the availability of the inventory on hand, in transit and outstanding orders.
Customer Service	<ul style="list-style-type: none">◆ Create services offered to customers from POS and further analyzes the completed service◆ Analyses the value of service offered to the customer against revenue
Barcode Printing	<ul style="list-style-type: none">◆ Track the Number/code of the item.◆ Helps in creating invoices using POS terminal.
Butchery / Bakery Processes	<ul style="list-style-type: none">◆ Defines the stocks used for the process.◆ Calculates the consumptions based on the defined BOM.
Demand Planning	<ul style="list-style-type: none">◆ Allows purchasing and inventory departments calculate demand based on historical data, sales forecasts, average trends and seasonal fluctuations.
Delivery Route Planning	<ul style="list-style-type: none">◆ Maps the route, delivery time for customers and gives an alert if the schedule delivery fails
Discount Authorisation	<ul style="list-style-type: none">◆ Generates instant pricing requests for retail stores.◆ Approved prices flow to the POS for a particular transaction
POS on Tabs	<ul style="list-style-type: none">◆ Reviews customer information, perform item look ups, and determine quality on hand, out of stock items in order to save-the-sale.
Duty Roster	<ul style="list-style-type: none">◆ Track staff strength, shift of employees for a specific period, weekly/monthly and check the break time of each employee.

Features	CEM AX Retail Plus
Inventory Transfer Approvals	<ul style="list-style-type: none"> ◆ Tracks stock transfers between each location ◆ Creates stock transfer order, delivery document in supplying plant, in order to supply goods to the requesting location.
Footprint Analysis	<ul style="list-style-type: none"> ◆ Records total number of visitors and delivers conversion ratio based on customer invoice against visitors.
Receipt wise profitability	<ul style="list-style-type: none"> ◆ Track profitability store wise, receipt wise and POS wise. ◆ Analyses and average ticket value and profitability ratio.
RFID Cards	<ul style="list-style-type: none"> ◆ Tags the specific consumer who walk in regularly to the store, records consumer personal details, and shows the consumer purchase history.
Loss Prevention	<ul style="list-style-type: none"> ◆ Prevents unintentional loss in the store. ◆ Analyzes transactional data from the retail system and identify abnormal trends in data.
Inventory Optimiser	<ul style="list-style-type: none"> ◆ Enables the manager to evaluate the performance of various factors in the inventory system.
	<ul style="list-style-type: none"> ◆ Defines the optimal safety stock levels for every stock keeping item in every location.
Staff Management	<ul style="list-style-type: none"> ◆ Manages staff labor cost, staff productivity , and minimize compliance risk. ◆ Defines role and responsibility to the staffs through POS setup.