



Aldata 1-2-1 Retail

The complete retail ERP solution, delivering unique 1-2-1 customer connection and profitability on Microsoft Dynamics AX



In today's fast-moving and highly competitive retail world, forward-thinking businesses depend more and more on innovation to tackle unpredictable buying patterns, the growing number of communications channels, and the steady stream of new products. Until now, retailers have relied primarily on a combination of packaged and home-grown solutions to manage their operations. Disconnected, inefficient, and complex, these solutions lack the intelligence and the flexibility to reduce costs and maximize revenue without damaging customer loyalty.

That's why Aldata is pleased to announce the availability of Aldata 1-2-1 Retail. By combining Aldata's 20 years of retail best practices with multi-channel customer connectivity on Microsoft Dynamics™ AX for Retail, customers now gain the security of the latest ERP platform fully integrated with unique tools to better analyze, market, communicate and retain their most profitable customers.

Ready-Made for Retail:

- *End-to-end retail management*
- *Built-in retail specific processes and analytics*
- *Pre-configured metrics and dashboard reporting*
- *Based on the proven Microsoft Dynamics AX platform*

Bottom-Line Business Results:

- *Loyalty capabilities that increase revenue*
- *Flexibility that fits your specific business model*
- *Integration that dramatically improves efficiency*

Maximize Revenue from Loyal Customers and Realize Rapid ROI on your IT investments

Aldata 1-2-1 Retail combines the power of the Microsoft Dynamics AX platform with the proven capabilities of retail specialist Aldata to deliver an end-to-end solution ready-made for mid-size and specialty retailers. Comprehensive and fully integrated, the solution provides all the tools necessary to run your business – from accounting and HR to point-of-sale, store management and merchandising – in a single, easy-to-implement solution. You benefit from built-in capabilities specific to your industry sector, a single view of performance across the organization, and rapid return on your investment.

Among the solution's many capabilities is its unique support for loyalty and digital marketing strategies that help you to protect and enhance your most valuable asset – the repeat customer base. Aldata 1-2-1 Retail allows you track purchases per customer, align with profiles and preferences, implement and create targeted marketing campaigns. The solution also offers tremendous flexibility, enabling you to centrally manage store operations at headquarters, provide local store flexibility, or a combination of both.

Microsoft
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“Without doubt, Aldata is helping us strengthen customer relationships where it counts – at the store. The solution is enabling us to deliver true store level marketing, rewarding customers and making the right offers at the right time to our loyalty customer segments.”

Mikko Vainio
Customer Relations Manager
Veikon Kone

Aldata’s 1-2-1 Retail solutions deliver comprehensive retail management capabilities in an end-to-end solution designed specifically for mid-size retailers. They will enable you to:

Manage all retail activities with a flexible, end-to-end, fully integrated solution

Aldata’s 1-2-1 Retail solutions provide all the tools necessary to manage your retail business in a single, easy-to-implement solution. From finance and HR to inventory management and logistics, the solution allows retailers to fully integrate key business processes and achieve comprehensive operational visibility as a result. Easy to implement and pre-configured for mid-size retailers, Aldata 1-2-1 provides the foundation you need for building a competitive advantage.

Maximize revenue from your existing customer base

Aldata 1-2-1 Retail provides comprehensive loyalty capabilities that allow you to easily build, execute, and manage customer marketing strategies based on connecting sales data per customer with their personal profiles. The solution enables you to manage membership programs, track preferences, and create targeted marketing campaigns using the medium your customers have requested, such as email, SMS or direct mail. In-store staff can also access customer details at the point of sale to maximize cross and up-sell opportunities. The result is an ability to better leverage your largest revenue source – the repeat customer base.

Reduce costs and protect customer loyalty by optimizing inventory across the chain

With Aldata 1-2-1 Retail, you can protect customer loyalty and optimize inventory by using pre-configured inventory management processes that leverage built-in market intelligence. You get real-time visibility of inventory across all stores, as well as the ability to organize transfers. You can also create forecasts that calculate not just stock levels but where inventory should be placed throughout the chain. Out of stocks are decreased and overstocks are reduced as a result.

Get a single view of key performance indicators across the business

Aldata 1-2-1 Retail provides a single, comprehensive view of overall organizational performance. Using the solution’s dashboard reporting capabilities, you can quickly and easily track key performance indicators, monitor progress towards objectives, and get the information necessary to proactively address potential problems. This capability provides a single point of truth for the business and dramatically increases efficiency.

Streamline implementation and realize rapid ROI

Aldata 1-2-1 Retail is pre-configured to address the unique challenges of your specific retail sector effectively, without major customisation or complex implementations. The solution provides ready-made formulas, built-in intelligence, and industry-specific capabilities, all based on decades of experience working with retailers around the globe. Implementation can be undertaken in phases or as a single, streamlined process, allowing you to start realizing ROI as quickly as possible.

Easily manage operations using a centralized, decentralized, or hybrid approach

By providing tremendous flexibility, Aldata 1-2-1 Retail fits naturally in your business model, whether you use a centralized, decentralized, or hybrid management approach. Operations can be controlled at headquarters or the store level, allowing you to customize pricing strategies, marketing campaigns, and inventory management to optimise performance.

About Aldata

Aldata has an unparalleled 20-year track record of continual retail business improvement, delivering targeted software projects that substantially improve customers’ businesses. By combining its specialist retail capability with Microsoft Dynamics AX, Aldata 1-2-1 Retail provides a fast and flexible way for mid-size retailers to gain cost, inventory and service benefits at low risk and low total cost of ownership.