



RetailBackboneSM
.com
CONNECT | STREAMLINE | CUSTOMIZE

Retail Backbone is...

A customizable software solution designed to streamline retail operations across all sales channels by consolidating order fulfillment, inventory management and mission-critical back office procedures into a centralized, web-based interface.

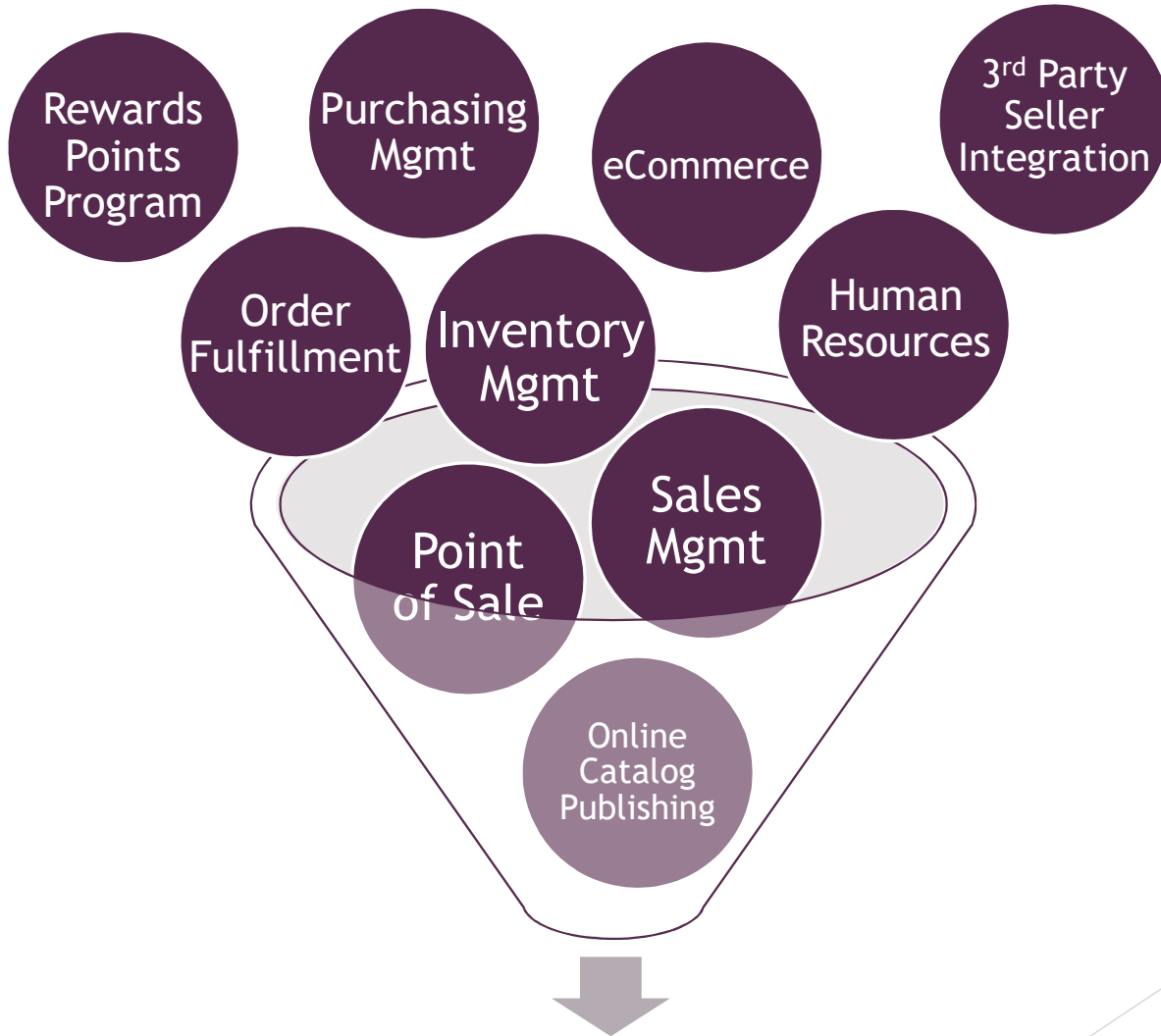
A Little Background...

Most retailers have two (or more!) incompatible systems that don't work together. Point of sale software was not designed to sell online merchandise, and eCommerce software was not designed to track in-store inventory. As Retailers need both to leverage both sales channels in today's marketplace, Retail Backbone was created to support all the moving parts of retail operations.

The retailers are the brains of the operation...

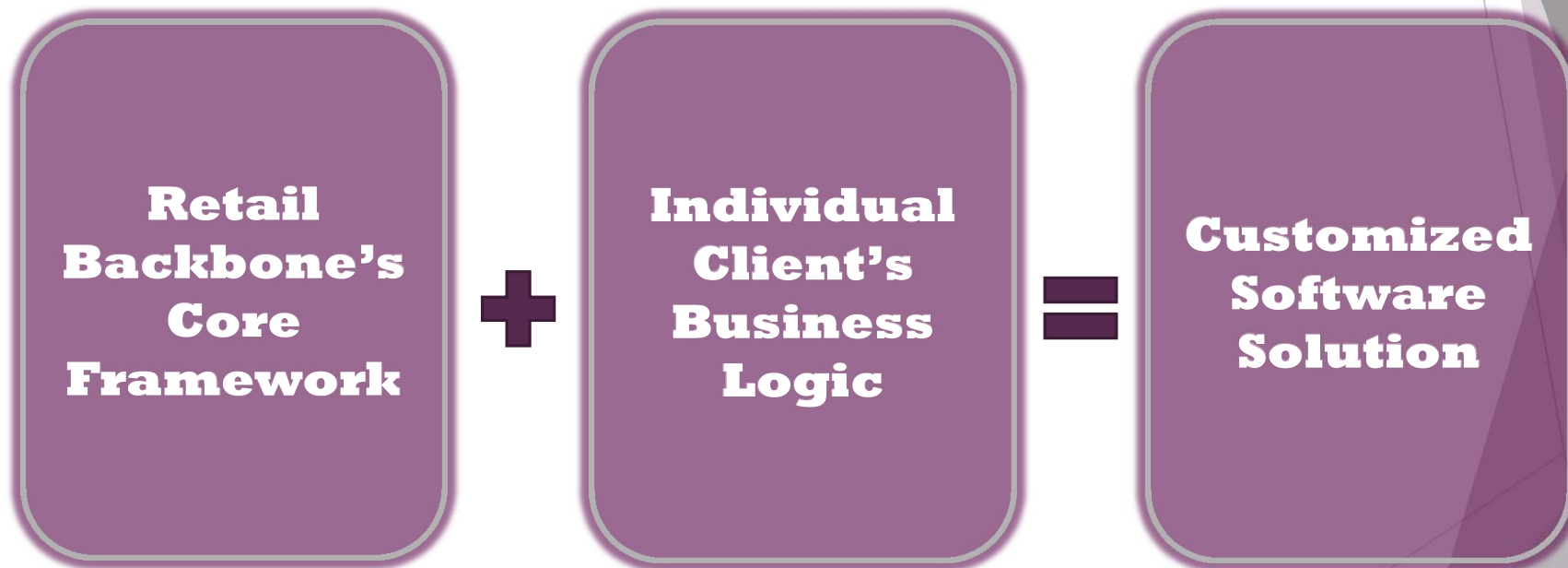


... we are the *backbone* of the operation.



Retail Backbone

Retail Backbone's Success Formula



Relationship with SPS Commerce

- ▶ Data sent between SPS Commerce and client flows through Retail Backbone
- ▶ Retail Backbone provides clients with a single interface allowing them to have a single, centralized system through which all orders flow through all sales channels
- ▶ We make inventory **viewable** and **actionable** by putting inventory directly on clients' sites

Order fulfillment via Retail Backbone = Endless Aisle Deliverability

Order Fulfillment

- ▶ Capture Orders from eCommerce site and third-party sellers
- ▶ Automate shipment invoice generation based on availability and customized business rules
- ▶ Define rules for “fill exceptions” or orders requiring manual review
- ▶ Route packing slips to multiple fulfillment centers
- ▶ Seamlessly export shipment data to UPS and FedEx shipping software
- ▶ Manage orders and invoices throughout entire fulfillment lifecycle with detailed status history for each line item of an order
- ▶ Flag specific statuses to automatically generate an order status email for customers
- ▶ Automatically generate shipment confirmation emails and deliver directly to customers

Point of Sale

Retail Backbone Point of Sale Workstation Configuration



**Orders, Invoices and Payment Tokens
BUT NO CUSTOMER CARD DATA
saved in Retail Backbone**

Available Modules in Retail Backbone

Popular Features

- ▶ Inventory Management
- ▶ Order Management and E-Commerce Fulfillment
- ▶ Online Catalog Publishing
- ▶ Vendor Inventory Integration
- ▶ Third Party Seller Integration

Sales & Marketing

- ▶ Sales Management
- ▶ Customer Management
- ▶ Customer Mailing
- ▶ In-Store Email Receipts
- ▶ Price Promotions
- ▶ Cross Promotions
- ▶ Reward Points Program
- ▶ Comparison Carts
- ▶ Customer Product Reviews

Available Modules in Retail Backbone

Human Resources /IT

- ▶ Client Intranet Portal
- ▶ Human Resource Management
- ▶ Online Staff Scheduler
- ▶ Online Time Clock

Purchasing & Inventory Management

- ▶ Order Fulfillment
- ▶ Warehouse Stock Locator Utility
- ▶ Triple Matching
- ▶ Purchasing Management