industrysolutions

LARGE-SCALE**DISTRIBUTION**&**RETAIL**

SPECIFIC SOLUTIONS

ERP

Workforce Management

HR

Safety and security

Multifunctional POS

Business Intelligence

Satellite geolocation

WHY ZUCCHETTI?

Vertical software for
Large-Scale Distribution and Retail

Web technology: sharing of data
in real time with stores

Solutions for accounting, tax,
inventory, treasury management

Solutions for personnel management

Multifunctional POS

For large-scale distribution

The large-scale distribution sector is affected by several phenomena that are rapidly changing the scenario: new sales channels, market globalization, new competitors, reduced margins and need to improve the overall customer experience.
Zucchetti has created vertical solutions capable of responding to the specific needs of Large-Scale Distribution and Retail that go beyond the now ineffective approach of adopting individual solutions, integrating central management and that of individual stores into a single information system.
Companies in the Large-Scale Distribution and Retail sectors can thus organize all the information in a single information system and have a specific and complete offer that meets the current needs of alignment of individual stores with corporate business objectives to improve employee and customer satisfaction.
An approach recognized and appreciated by major companies such as Bricocenter, Cisalfa Sport and Conad Centro Nord who have chosen Zucchetti solutions for large-scale distribution because they are able to solve their needs.

ZUCCHETTI

www.zucchetti.com/RetailandLarge-ScaleDistribution

ACCOUNTING/ERP

Different solutions to cover the needs of both the individual store and store chains such as clothing, footwear, accessory, sports goods, underwear, perfumery, stationery, etc. stores. Through facilitated consultations, the software provides detailed information on inventory, trends and customer preferences and controls the sales performance indicating profitability and margins. With Zucchetti Franchising Solutions you optimize processes, digitizing flows and activities with considerable savings in terms of time and management

WORKFORCE MANAGEMENT

Management of attendance in stores distributed throughout the country, shift planning and work peak planning according to opening hours and seasons are just some of the personnel management problems of companies in the large-scale distribution industry. The Workforce Management solution for Large-Scale Distribution and Retail responds to and solves the main management problems of the industry, streamlining the activities of Personnel Departments and reducing errors related to repetitive and low added value activities. In fact, the Personnel Department can make each store autonomous in the management of its personnel, decentralizing numerous activities to the various Managers, including attendance management, shift planning and employee recruitment, with the advantage of being able to standardize processes and maintain central control. Through a dedicated portal, each user accesses the software database and the entire calculation part, thus having all the necessary information available in a timely manner to best manage his work team, plan shifts, view and approve/reject employee requests (e.g. absence notes, vacation requests, shift changes, etc.).

BUSINESS TRIPS AND EXPENSE REPORTS

The Zucchetti software optimizes the entire business trip and expense report management process for traveling personnel (e.g. sales persons, area managers, etc.). A modular solution for managing all the company's needs: from planning and organization of business trips to compilation of expense reports, also from mobile applications for those traveling, as well as cost accounting and analysis with business analytics capabilities.

SAFETY & SECURITY

A suite for managing the main obligations relating to occupational safety in line with Legislative Decree 81/08:
- risk assessment and safety measures;
- health monitoring;
- training requirements;
- contracts and supplier qualification.
The Zucchetti suite provides each employee with complete operational autonomy of individual processes, under the control and general supervision of the head office.

MULTIFUNCTIONAL POS

Multifunctional tills which accelerate store processes and guarantee high reliability and great flexibility. Not just tills but solutions which provide reports and analysis of turnover and sales and that facilitate precise planning, allowing, for example, promotions and special offers to be designed, controlled and run in a targeted manner. It is thus possible to increase customer loyalty and, in parallel with the management of loyalty cards and points collection programs, issue vouchers. In addition, the integration of scales, self-service check-outs, electronic tags and digital signage systems, regardless of the hardware platform, provides maximum freedom of choice of additional IT applications.

BUSINESS INTELLIGENCE

InfoBusiness is the Zucchetti business intelligence solution developed to correctly analyze data concerning business performance and support strategic decisions. Thanks to InfoBusiness, all the data scattered in different systems, databases, excel files, etc. are organized in a coherent manner, thus having up-to-date and reliable results available in order to precisely highlight the critical issues and strengths of the business.
With the aid of graphic tools, maps and dashboards, Zucchetti business intelligence transforms even the most complex business figures into simple and immediately understandable information: visit frequency, buying percentages, average receipt value, stock rotation and coverage, incidence and penetration of the various product categories, etc.

DIGITAL MARKETING

The ideal tools to develop your business! Thanks to the corporate and E-Commerce Portals, it is possible to promote online activities with veritable virtual showcases to increase visibility and expand sales channels. The Digital Mobile Marketing web platform responds to every marketing and sales need, allowing veritable multi-platform communication campaigns, also via text messages, to be created in order to gather new contacts and increase engagement, thanks to the Landing Page optimized for each device. Analytics and advanced reporting make it possible to measure communication effectiveness and customer interaction. Finally, it is also possible to monitor promotional activities using CRM software that can manage customer requests at any time, anticipate trends and thus increase their satisfaction.