



industry solutions

## FRANCHISING

### SPECIFIC SOLUTIONS

ERP

Workforce Management

HR

Travel and expense management

Safety and security

POS and payments

Business Intelligence

HR Portal

Mobile Marketing

CRM

### WHY ZUCCHETTI?

Vertical software: retail, catering, clothing, travel, sport & wellness

Web technology for real-time collaboration and sharing of operations

Business Intelligence solutions for sales control

Multi-function POS

Single supplier

## For the success of franchisor and franchisee

Managing a franchise means managing a network of companies and, therefore, a degree of complexity significantly greater than that of a single company. Having defined the business objectives, franchisor and franchisee must focus their efforts on the success of the entire organization according to a collaborative approach. It is therefore important to choose the right tools in order for data and information to be shared and to be able to operate according to shared processes so as to foster a sense of belonging to the same organization. That is why Zucchetti has developed a suite of solutions that respond to both the different needs of franchisor and franchisee, as well as of the business sector. On the one hand, the franchisor can structure management processes common to stores and those for checking the data coming from the same, while on the other, the franchisee can have valid support in conducting and managing its business from both PC as well as mobile devices. An approach recognized and appreciated by the market as demonstrated by the choice of numerous franchise brands that have already chosen Zucchetti solutions.

## 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 outlets, stores and shops distributed throughout the country, shift planning and work peak planning according to opening hours and seasons are just some of the specific needs of personnel management in the franchising industry. The Zucchetti Workforce Management solution for franchising responds to and solves the main management issues, reducing the errors associated with repetitive and low value-added tasks. The Franchisor may, in fact, render each franchisee independent regarding the management of its personnel, attendance, shifts, etc., with the advantage of standardizing processes and maintaining central control. Through a dedicated portal, each franchisee accesses the databases of the software and all the calculation part, thus having all the information to best manage its team, organize shifts, view and approve/reject employee requests (e.g. absence justifications, shift changes, vacation requests, overtime).

## HR

The Zucchetti Workforce Management solution is perfectly integrated with all the solutions of the Zucchetti HR Infinity Global Solution suite, the only web technology platform with unified database for administration (payroll, attendance, workflow, etc.) and human resources, (personnel budget,

recruitment, training, objectives, access, welfare, etc.) management.

## BUSINESS TRIPS AND EXPENSE REPORTS

The Zucchetti software optimizes the entire business trip and expense reports 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 franchisee with complete operational autonomy of individual processes, under the control and general supervision of the franchisor.

## POS AND PAYMENTS

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

Solution to correctly analyze data concerning business performance and support strategic decisions. All the data scattered in different systems, databases, excel files, stores, 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 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.