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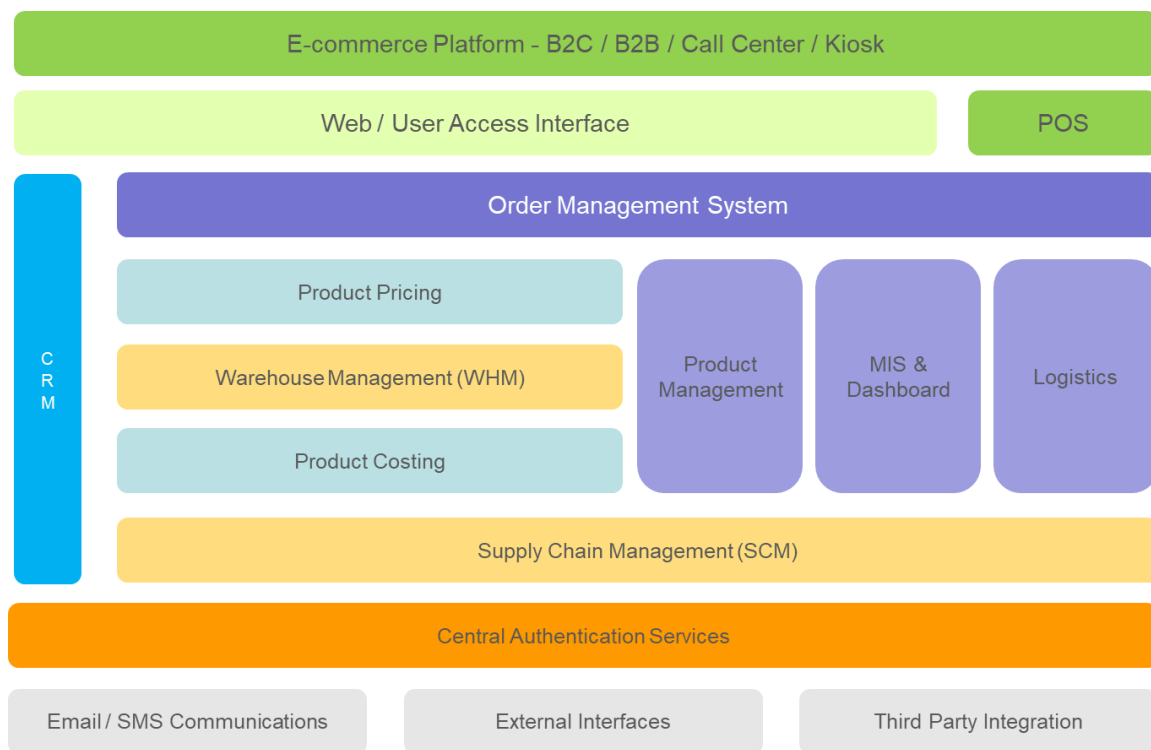
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1. OPTIMUS SOLUTION PLATFORM

1.1 Optimus Product Suite – Overview

TSD's Optimus Product suite offers an integrated and comprehensive solution at an enterprise level. The suite consists of Optimus Manufacturing ERP, Optimus Omnichannel Retail and Optimus ecommerce. The suite covers the complete lifecycle of the product from its origin in the form of raw material till it reaches its destination in the hands of a customer.

1.2 Optimus Integrated Platform



Optimus Manufacturing ERP – Efficiency is the key measure of a manufacturing process. It is typically measured by Time taken, Cost incurred and Quality targets achieved during the transition of a product from the factory to the customer. Achieving an optimum efficiency requires all organisation processes to work in tandem, guided by the right information and alerts at the right time. This is one of the key design principles of Optimus manufacturing ERP.

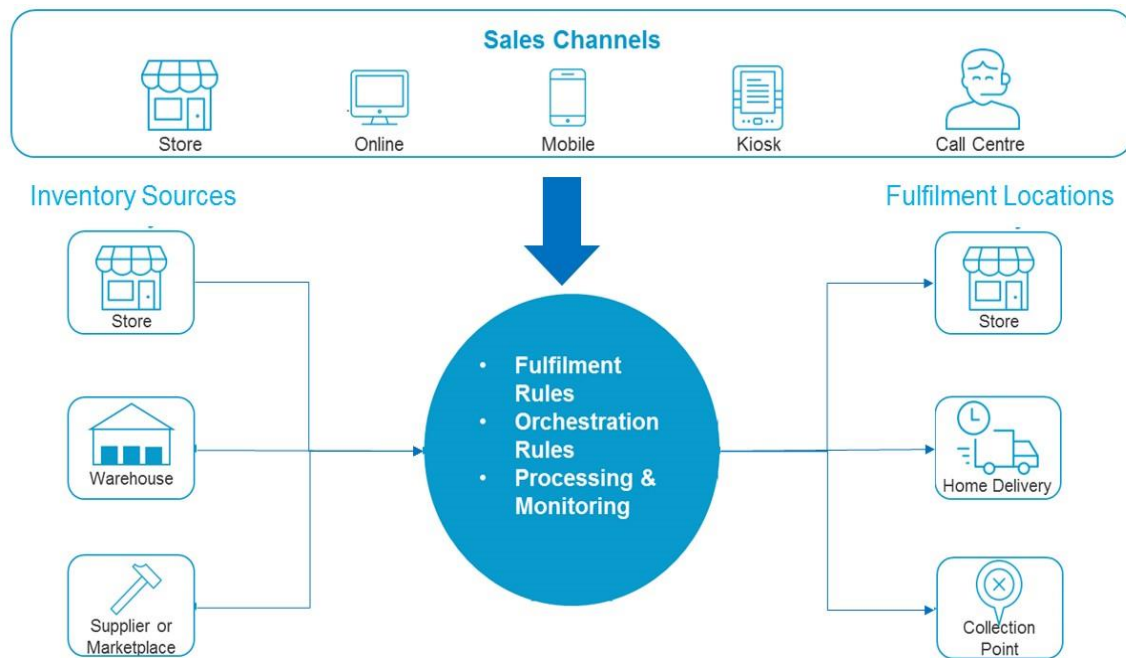
Optimus Omnichannel Retail – An efficient retail system can be a critical data source to the back office and manufacturing systems to ensure that the right products and designs are received at the right time. In addition to efficient customer centric processes, data analysis is a critical feature. Optimus Retail has an easy-to-use POS supported by data points that can be used to measure customer buying habits and product and design fit. The information can be selectively made accessible to the manufacturing and sourcing organisations to aid in planning the product mix.

Optimus Ecommerce – Designed around a seamless customer experience, Optimus ecommerce can take your product directly to your end customer. Brand specific design, Intuitive site navigation, flexible product display, integrated inventory management, payment gateway integration, Logistics management, efficient customer management - everything comes out of box.

Whether you have a B2B or a B2C customer in your retail store or on your ecommerce website. Optimus can give you a unified view of all your control points.

2. OPTIMUS OMNICHANNEL PLATFORM

Optimus Omnichannel Retail solution is an integrated solution of Optimus Retail and Optimus E-commerce working seamlessly to provide end to end process automation for online and retail operations. Omnichannel is a multichannel approach to sales that seeks to provide the customer with a seamless shopping experience whether the customer is shopping online from a desktop or mobile device, by telephone or in a bricks and mortar store. The most important factor being “seamless”. Optimus Omnichannel ensures all your customer interaction channels are sharing the same information.



2.1 Single view of Customer

Optimus Omnichannel commerce ensures that the customer is at the centre of the process. Consumers want the ability to engage with the retailer via a variety of channels, as well as the freedom to pick up where they left off on one channel and continue another. Optimus enables organisation to know their customers better than ever. Optimus allows organisations to understand customer's browsing patterns, past shopping history, buying behaviour, social media interactions and channel preference using its retail and E-commerce platform. A comprehensive customer profile is available by linking customer transaction histories, interaction histories and insights gathered from across channels. This information provides the retailer with an extremely detailed picture of a customer's buying potential, lifestyle and preferred product lines, and even sensitivity toward price ranges.

2.2 Consolidated Product Catalogue

With the advent of e-Commerce, product attributes have evolved to allow for more efficient search, and now include far more customer-centric attributes like care information, place of manufacture, quantity at hand, product image, product video and consumer description are just some of today's commonly used product attributes that have been proven to help consumers make more informed buying decisions. Optimus E-commerce and Retail employs a common product catalogue to ensure consistency in data accessed using various channels. The product data when shared across channels provides a more relevant experience for customers, no matter where they choose to shop.

2.3 Cross-Channel Inventory Visibility

Optimus ensures that the consolidated inventory data is visible to all the channels for timely delivery. This significantly reduces the routinely cancelled orders placed online because of lack of inventory and eliminates the issues of product going out of stock, only to find that the product is available at their physical stores, resulting in loss of revenue. To execute an order effectively, Optimus seamlessly displays inventory visibility across all channels — online, mobile or brick-and-mortar.

2.4 Distributed Order Management

Optimus e-Commerce engine responsible for managing information, executing processes and monitoring performance to ensure customer orders are fulfilled accurately and cost-effectively across a complex network of sourcing and fulfilment processes. It delivers consistent functionality across channels, so that consumers can use the same promotions, shipping choices and other functions, without worrying whether a specific feature is supported on a given channel.

2.5 Fulfilment and Logistics

Optimus Omnichannel fulfilment is carefully engineered so that organisation can hold just the right amount of inventory on a wide assortment of products, ensuring the right inventory is at the right store. Optimus dynamic fulfilment ensures that the product if available at any location is delivered to the customer irrespective of the channel he / she shops.

3. THE SOLUTION

Optimus Omni Channel OMS platform will enable organisations to have a virtual centralised inventory for the organisation. The solution is seamlessly integrated with Optimus Retail and Optimus e-Commerce to ensure proper movement and update of stock at store level. Stores / Warehouse will be assigned to each region for fulfilling the order received through the web store / POS. The final dispatch of the product for all customer order across channels will be done through the stores.

3.1 Benefits for Organisations

- Empowers organisations to fulfil and service orders from multiple locations.
- Virtual point of sale technology delivering real-time visibility to stores and customer service teams
- Allows access to warehouses and fulfilment centers across all channels.
- Inventory management, with real time visibility into orders and inventory to simplify tracking and returns.
- Intelligent fulfilment solutions that lower the costs of shipping, minimize markdowns and increase inventory turn.

3.2 Benefits for Customers

- Provides a platform for customers to research, purchase and pay for products via multiple channels
- Seamless order and return processes that offer customers more convenience and increase brand value.

3.3 Key Features of the Solution

- All web store orders and customer orders at store will be processed by OMS
- Solution allows store to book orders and get the product delivered directly to customers
- Region / Area wise stores / delivery centres can be mapped in the OMS
- Priority can be assigned for allocation of customer orders.
- The allocation logic will be based on stores / delivery centre mapped to the region, priority assigned and current inventory at the store / delivery centre for the product
- Store / delivery centre will be the final dispatch location / point for all orders received for that region.
- The inventory will be reduced from the store / delivery centre that is shipping the order

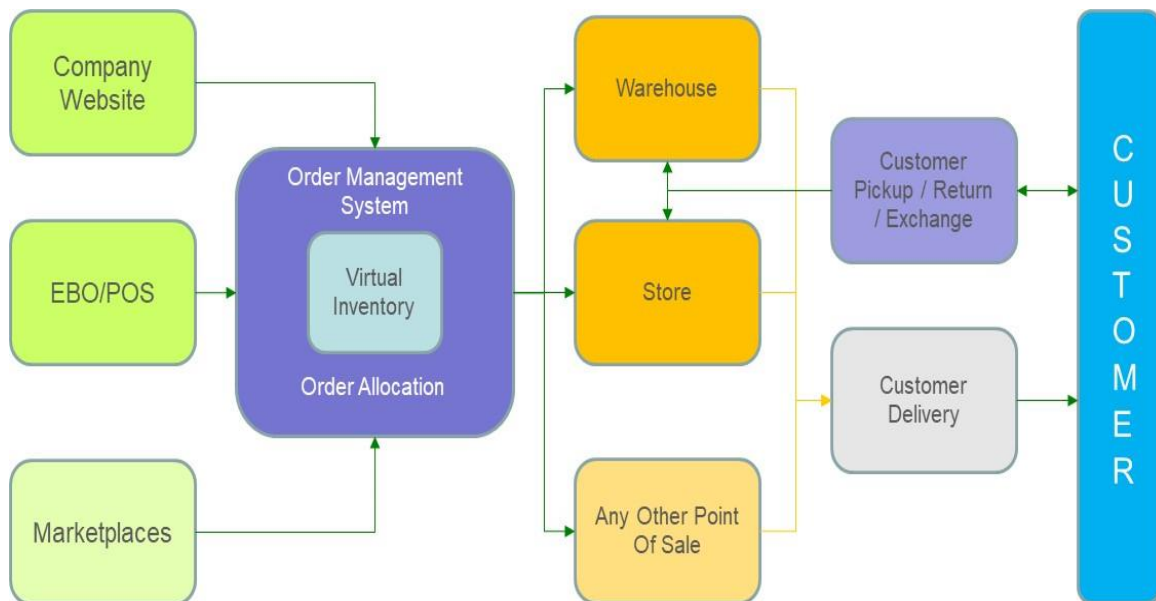
4. OPTIMUS OMNI CHANNEL MODULES

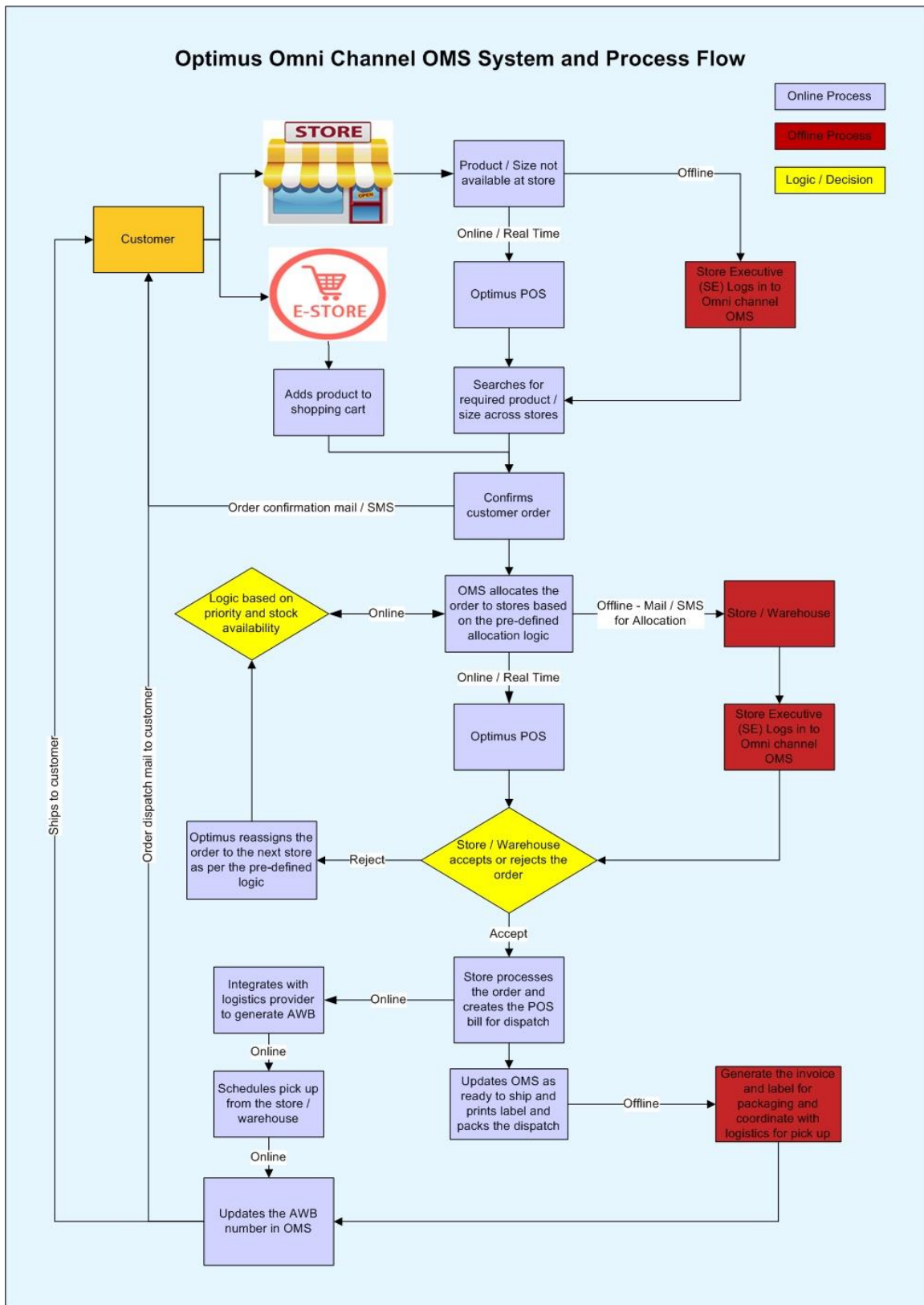
1. Product Management
2. OMS (Order Management System)
3. CRM (Customer Relationship Management)
4. SCM (Supply Chain Management)
5. WHM (Warehouse Management)
6. Dashboard & MIS
7. Optimus e-Commerce platform
8. Optimus POS

4.1 Product Management

- Multi-dimensional product definition
- Configurable products and SKUs
- Properties based tagging
- Catalog management
- Classification based on product movements
- Product performance tracking and classification
- Product image management
- Integration with assortment planning

4.2 Optimus Order Management System (OMS)





4.3 CRM (Customer Relationship Management)

- Customer preferences
- Social media links
- Custom fields
- Customer self service
- Online tracking of transaction (Integration with web portal)
- Email campaign (Integration with web portal)
- Customised email (Integration with web portal)
- Alerts (Integration with web portal)
- Loyalty management (Through loyalty programme)
- Complaint management (Integration with web portal)

4.4 SCM (Supply Chain Management)

- Vendor wise costing and analysis
- Consignment purchases and tracking
- Vendor performance tracking
- Centralized buying options
- Integration with vendor product classifications and costing
- Tracking of vendor rejects and history
- Device integration – scanners/ weighing scale
- Vendor stock control and limit management
- Subcontracting and job work
- Auto generation of purchase orders

4.5 WHM (Warehouse Management)

- Inventory and assortment planning
- Unique identifier for each item with options for group tagging
- Cross location visibility of transactions
- Real time access to inventory levels
- Manage stock transfers and in-transit stock
- Configurable and integrated barcode printing and tagging
- Tag level stock and history tracking
- Barcode level ageing analysis
- Stock lifecycle tracking from vendor to customer

- Location and counter based stock performance analysis
- Configuration of auto – replenishment
- Device integration – scanners/ weighing scale

4.6 Dashboard & MIS

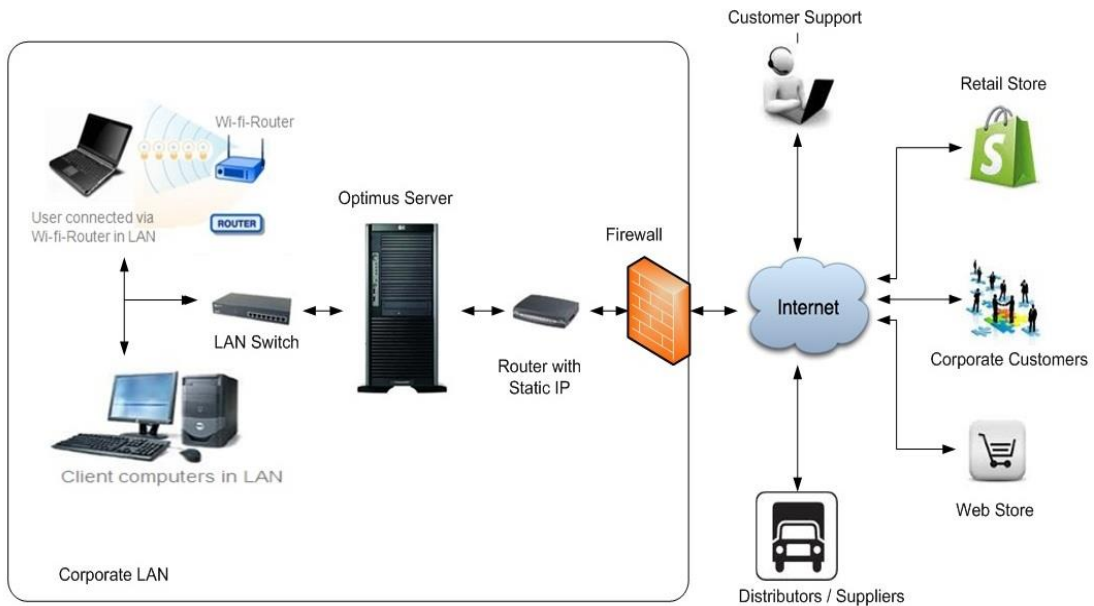
- Daily transactions reports
- Detailed analysis reports
- Open source BIRT reporting engine
- Customized reports
- Scalable to Business Intelligence and Data Warehousing solution

4.7 Optimus POS & e-Commerce platform

- Integrated webstore and POS
- Web orders ship from store
- Web order pick up from store
- Auto allocation of web orders to store for delivery
- Responsive pricing
- Configurable taxes and charge structures by product and locations
- Manage layaways
- Centralized customer information tracking
- Returns management
- Manage special orders
- Centralized offers and promotions

5. DEPLOYMENT ARCHITECTURE

5.1 Cloud or On Premise



5.2 System Software & Technology

System Software*	Details
Operating System	Linux (Ubuntu)
Authentication	CAS
Technology Platform	Java / J2EE
Transaction management	EJB
Database	MySQL
Application Server	J Boss / Tomee
Web Server	Apache / Tomcat
DMS	Optimus

*The system software's for the servers listed above are Open Source software. The same will be downloaded for the client for their use, configured and implemented at the client site by TSD.