

Cut the Cost and Complexity of Omnichannel Retailing



Delivering a truly seamless omnichannel experience is a key differentiator—but how do retailers achieve the integration of processes, systems and data without driving up cost and complexity? Vynamic Admin enables the administration of all sales channels from a single screen. With centralized control of all processes, systems and data, Vynamic Admin reduces expenses and simplifies maintaining an omnichannel retail experience.

CENTRAL CONTROL OF THE RETAIL NETWORK

Customers interact with retailers across a wide variety of touchpoints from electronic shelf labels to the electronic receipt on the smartphone at checkout. Hundreds of tiny interactions create the consumer's overall experience with the brand and represent powerful tools for retailers to increase recognition, drive loyalty and encourage repeat business. Vynamic Admin enables retailers to manage all touchpoints from a central interface, delivering company-wide consistency throughout a range of media, from high-profile marketing campaigns down to product barcode templates.

AGILE MARKETING STRATEGIES

Agility is necessary to develop and execute a successful marketing campaign across the retail network. Tracking the success of each campaign in near real-time is only half of the challenge: Retailers must also ensure that campaign adjustments are reflected across the entire network. With Vynamic Admin, retailers can design, assign and adjust marketing campaigns for individual branches, groups of stores or the entire retail network from a central point—ensuring tight, consistent control of pricing strategies and voucher management.

COST-EFFECTIVE ENDPOINT MANAGEMENT

The smooth management of the retail network depends on a wide range of point-of-sale (POS) endpoints. As the business grows, keeping track of and managing software versions, configurations and user accounts for the purposes of maintenance, management and security can become a time- and resource-intensive task. Vynamic Admin delivers a virtual map of all assets across the retail organization based on customizable attributes such as geographical location or sales region. With automatic distribution of software updates based on predefined business logic and central identity management for the POS landscape, Vynamic Admin helps cut the cost and complexity of ensuring enterprise-wide endpoint management.

HIGHLIGHTS

Business Benefits

- Enable consistent, high-quality customer experiences across multiple touchpoints, including receipts, shelf labels, vouchers and barcodes
- Rapidly execute tightly controlled marketing campaigns
- Reduce the cost and complexity of enterprise-wide endpoint management
- Foster a connected commerce strategy with centralized control of your retail network

Technical Benefits

- Map organizational structures and store hierarchies easily
- Automate maintenance and management of the entire POS landscape
- Natively bundled with Vynamic Retail Software Suite applications
- Easy integration with third-party ERP solutions
- Standardized data exchange mechanisms using XML, ASCII and ARTS

VYNAMIC RETAIL SOFTWARE SUITE

With over 40 years of experience in retail, Diebold Nixdorf provides a set of comprehensive solutions to accommodate the needs of global retailers, both today and going forward. With the Vynamic Retail Software Suite, we offer a service-oriented software solution that seamlessly supports the entire omnichannel retail flow, including POS transactions, self-service checkouts, mobile consumer apps, payment processing, order management, merchandise management, customer engagement and customer loyalty.

The Vynamic Retail Software Suite is designed on modular principles and can be integrated—fully or partially—into existing retail infrastructures to support consumer touchpoints in multivendor environments. As a result, this software suite is successfully serving customers like Ikea, Tesco, s.Oliver, Uniqlo, Kiabi and other leading global retail organizations.

Diebold Nixdorf also provides a complete portfolio of hardware solutions, including POS systems, cash-management and selfscanning devices and reverse-vending solutions, as well as an experienced service staff in more than 100 countries to support retailers in their business operations 24/7.

WHAT IS DN VYNAMIC?

DN Vynamic is the first end-to-end connected commerce software portfolio in the marketplace. Traversing mobile, ATM, POS, branch, kiosk, and online, DN Vynamic is a system of consumer engagement powered by data and analytics and is cloud/SAAS ready when you are. Built to enable the connectivity businesses of the future require, DN Vynamic extends beyond omnichannel to enable banks and retailers to create seamless, secure, personal connections across the digital and physical channels of today and tomorrow.