SIDEUP REPLY™
STORE LOGISTICS

SIDEUPREPLY

WHAT IS IT?

SIDEUP REPLY™ STORE LOGISTICS IS THE INNOVATIVE SOLUTION FOR MANAGING POINT OF SALE LOGISTICS USING RFID TAGS. THE ABILITY TO TRACE THE PHYSICAL MOVEMENT OF PRODUCT (ALREADY RFID TAGGED) ENSURES THAT INVENTORY LEVELS AT POINT OF SALE CAN BE VIEWED AND MONITORED.

As a result of the increasingly widespread use of multi-channel retailing and the search for a user experience that is consistent across online and bricks-and-mortar stores, businesses are attempting to gain an accurate picture of their product availability at every stage, from logistics hubs right down to display units in-store.

SideUp Reply™ Store Logistics is a straightforward, non-invasive solution that is easy to manage in-store, thanks to its cloud-based mode of operation and to the fact it can be used on any device, including PCs at point of sale, tablets and smartphones. The use of touch screens and the clear interface based on KPIs and dashboards (which have been specially designed to make them easy to use in-store) help to minimise the need for "pen and paper" or extensive querying by sales assistant. Instead, the solution relies on fixed RFID antennae and industrial terminals for supporting the activities of receiving parcels and delivery notes from the central logistics hub, for large-scale retail outlets. Cloud-based technology reduces the costs and complexity involved in managing infrastructure at point of sale while ensuring constant operations and sales processes, even when there is no network access. The solution, originally created for use in physical retail outlets, could also be implemented in nearby showrooms and/or warehouses, or, more generally any location where rapid and reliable tracking of individual products is required.

WHO IS IT FOR?

SideUp Reply™ Store Logistics is designed to help companies in the fashion sector who manage their entire supply chain, from production right through to sales in their own network of stores and who see RFID technology as a tool for efficient operations, for monitoring and tracking goods, and for developing innovative services to improve the customer experience and service levels.

SideUp Reply™ Store Logistics fulfils the following requirements:

- Completing logistics-related activities in-store, thanks to the smooth and reliable execution of the activities of receiving goods and transferring them between points of sale;
- Monitoring stock levels through the timely identication, using RFID, of stock movements, and by means of more flexible and frequent stock checks;
- Support for category management choices, providing a clear overview of the actual display of products in the different areas of the store (shop window, sales floor, stock room);
- Driving customer service, thanks to accurate and reliable information regarding the availability and location of products, both at the specific point of sale and by geographic territories.

SideUp Reply™ Store Logistics offers the following benefits:

- Rapid start-up: based on cloud technology that can be accessed from any device;
- Minimal impact on operations: thanks to RFID tags and instant responsiveness;
- Maximum efficiency: allowing frequent stock-taking activities;
- Maximum visibility and monitoring of stock levels: accurate and timely measurement allows the distribution of the stock to be analysed for physical areas grouped into geographic zones;
- Improved customer service: a reduction in out-of-stock situations and rapid restocking, allowing increased sales and customer satisfaction.

REPLY
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Logistics Reply is the Reply Group company leader in the provision of advanced Supply Chain Execution solutions, developed with its proprietary Click Reply™ and SideUp Reply™ suites and using the latest technologies available.
Click Reply™ is a solution that can be deployed on-premises or in the cloud, while SideUp Reply™ is a multi-tenant SaaS solution based on the cloud computing technology.
The SideUp Reply™ Suite was introduced in 2010 with the launch of the warehouse management module. From then, the product has continued to grow and today includes various modules focused on Visibility and Efficiency.

VISIBILITY: a focus on collaboration along the entire supply chain. As an incredible enabler that makes it possible to access and share information, the Cloud is a natural platform for collaboration and integration between customers and suppliers.
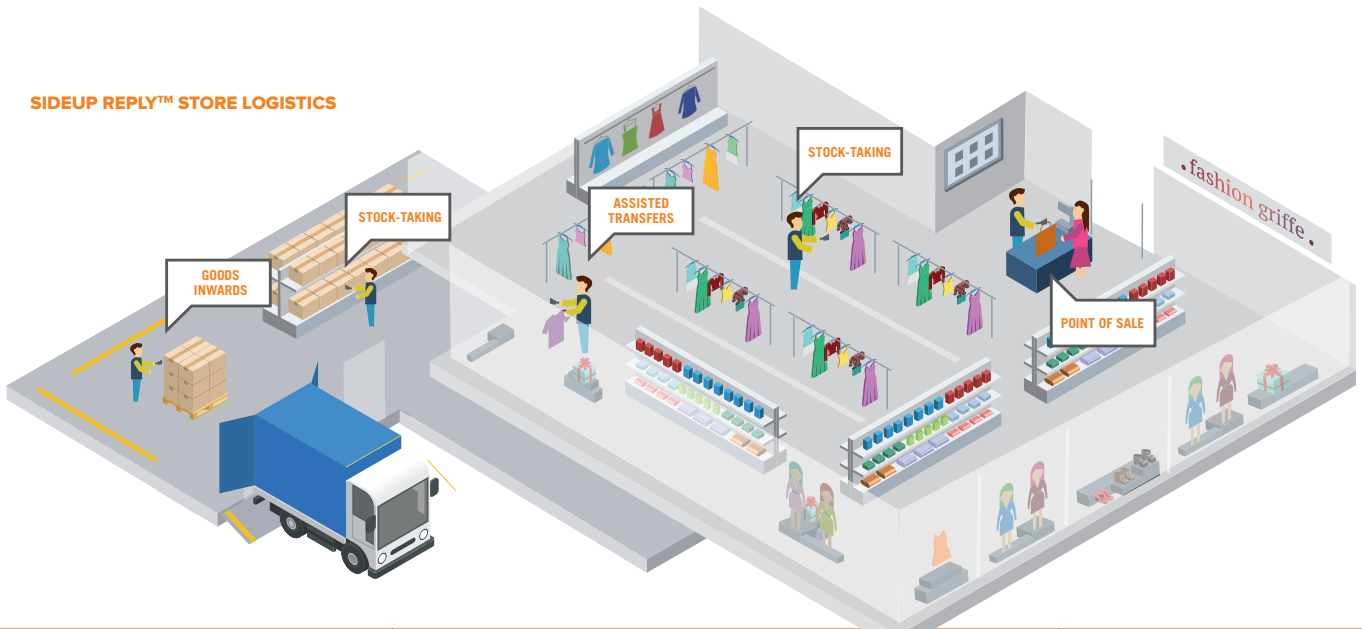
EFFICIENCY: operational optimisation and real-time control typical of handling and warehousing activities. Thanks to the combination of Cloud and Mobile technologies, these extend beyond the natural boundaries of the warehouse. The simplicity and usability of the SideUp solutions, together with the heterogeneous data acquisition capabilities (images, GPS locations, etc.) facilitate the effective and shared management of operations along the entire logistics chain.

The solutions developed by Logistics Reply are now being successfully used worldwide, with customers in all geographical areas: North and South America, Europe, Asia, Africa and Oceania.

REPLY

SIDEUP REPLY™ STORE LOGISTICS

OPERATIONAL FUNCTIONS		DESCRIPTION	ROLE	DEVICE
	GOODS INWARDS	Goods inwards processes enabled by means of fixed antennae linked to touch-screen workstations, with confirmation list sent by the WMS/ERP system. Automated parcel/ASN recognition based on recognition of the tags, identification of shipment discrepancies, alignment of external systems with actual shipments.	**Store Operative**	
	ASSISTED TRANSFERS	The use of fixed antennae or mobile devices makes it possible to track in real time movements of items within the store, between a nearby warehouse and the store, or between different stores.	**Store Operative Sales Assistant**	
	STOCK-TAKING	Planned or ad hoc stock-taking by zone or by range of items (product, product part) carried out using mobile devices.	**Sales Assistant**	
	POINTS OF SALE	The unloading of physical stock for sale and the loading of any returns are executed with the aid of a reader (pad) located at point of sale and integrated with existing POS systems.	**Sales Assistant**	

DASHBOARD				
	ACTIVITY PROGRESS	At all times users can view a summary of the operational activities in progress (stock-taking, deliveries, etc.) so that they can monitor correct completion and resource requirements.	**Store Manager**	
	ZONING	The system allows users to check the physical location of every item, ensuring that customer disappointments are avoided. If the item is not available on the sales floor, the user can have it replenished from the stock or fitting room or view its availability in nearby stores.	**Sales Assistant**	
	DISPLAY CHECKING	The ability to track items and recognise RFID tags allows users to check the completeness of product ranges and stock levels in the shop window and on the sales floor as compared with the physically available stock or the expected stock levels.	**Area Manager Category Manager**	