



# Proxima360

# Retail Technology Consulting



# About Us

## Retail Technology Consulting Experts

We are a brand of Dotcom Team LLC providing technology consulting to world-class retailers on high-impact solutions that have proven to support their needs for years to come.

Our expertise is in integrating and optimizing complex data and systems across business functions.





# Why Choose Us

## Modernization of Retail Technology Landscape

We develop and implement system transformations, upgrades & replacements based on our client's roadmap.

### Domain Experts

Our objective is to make each engagement successful by collaborating with our clients as an extension of their team and by leveraging skills on both sides.

### Best in Class Products

Our products in Allocation and Finance domain are with many unique features absent in any competitor's offerings.

### Collaborative Team Culture

We bring a collaborative culture and provide best-in-class service to our clients. Our leadership members have a minimum of 18 years of experience.

Each of our engagements has a 100% success rate.



# Our Corporate Footprints

## Dotcom Team



## Staffing Solutions

## Proxima360



## Retail Technology Consulting



# Proxima360

## Service Offerings





# Service Offerings



## Supply Chain

- Warehouse Management (Manual/Auto)
- Yard Management System
- Transportation Management
- eCommerce Operations
- Store Fulfillment
- Last Mile Delivery



## Merchandising Planning

- Assortment Planning
- Item Planning
- Merchandise Financial Planning
- Setting up Planning KPI's



## Merchandise Operations

- Foundation Data
- Master Data Management & Item Master
- Purchase Order Management
- Allocation & Replenishment



## Finance

- GL Setup & Configurations
- Chart of Accounts Optimization
- Cash Forecasting for FP&A
- Sales Audit
- Landed Cost Management
- Sub-Ledger Setup
- Invoice Matching & Payments



# Service Offerings (contd.)



## eCommerce Operations

- OMS Implementation
- Site Implementations
- 3rd Party Integrations
- Payment & Taxes
- Fraud Management
- Return Management
- Loyalty, Gift Cards, Promotions & Discounts



## Inventory Management

- Inventory Activity & History
- Inventory & Cycle Counts
- Inventory Adjustments
- Transfers
- Wave Plan
- Receive PO
- Pick, Pack, Ship



## Store Operations

- POS Configurations
- Signature Pad
- Payment Gateway
- Inventory Management
- 3rd Party Integrations
- Loyalty, Gift Cards, Promotions & Discounts
- Help Desk Support



## Reporting

- Corporate Report Dashboard
- KPI Reporting Creation
- Automation of Reports Creation
- Automation of Reports Distribution
- Intranet Setup for Company Access



# Proxima360

## Product Offerings





# Product Offerings

## Allocation360

**Allocation360** is an easy-to-use tool to allocate merchandise accurately. It helps determine the inventory requirements at the item and location level thus helping allocators achieve optimal distribution of inventory.

The tool provides allocators the flexibility of basing allocations on different sources, rules, and quantities prior to inventory arrival or after inventory has been received at the warehouse.



**allocation360™**

### Features & Benefits

- Future store options
- Region/DC specific fulfillment
- Purchase order creation based on the store demand of items
- Exclude set locations by hierarchy
- Excel upload capability to create allocations
- Automatic allocation creation based on scheduled allocations parameters
- Mass approval for all allocations
- "Like" allocation for new items/new store



# Product Offerings

## Finance360

**Finance360** is a SaaS application for clients to optimize its inventory assessment based on real-time processing of transactions.

Compatible with different databases, the application allows configuration based on clients' business model across transaction processing periods, effect on inventory, and item/hierarchy level reconciliation.

### Features & Benefits



- Cloud-based solution for easy updates
- Real time processing
- Configuration of new transaction type by business user based on the business needs
- Multiple accounting methods
- Open to integrate to ERP systems
- Hierarchy level transaction assessment
- Excel upload capability for Ad-hoc transactions
- Error reversal
- Completely customizable



# Contact Us

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# Proxima360

## Case Studies



## Case Study 1: Stabilizing Oracle Implementation

### In A Nutshell:

- **Challenges Overcome:** Inventory discrepancies & loss of sales
- **Solution:** Reconfiguration & Development of Oracle ERP modules.
- **Key Proxima360 Expertise Utilized:** Stabilization of modules & integrations.

### Challenge Areas:

- Items inaccurately flowing from SRM (DB) into XStore (POS).
- Lost sales due to missing fields in XCenter getting propagated to XStore.
- Misleading sales analysis due to generic SKU sales.
- Inability to accurately track inventory due to generic SKU sales.

### Benefits:

- Proper inventory flow because of stabilized Oracle Retail Modules.
- Streamlined multiple business operations & processes aligned with ERP best practices.



## Case Study 2: Digital Payment Solutions

### In A Nutshell:

- **Challenges Overcome:** Payment gateway system upgrade.
- **Solution:** Implementation of EMV/CHIP & PIN solution for seamless transactions.
- **Key Proxima360 Expertise Utilized:** Store Solutions-POS, Payment Gateway.

### Challenge Areas:

- Existing environment incompatible with EMV chip & Pin, a mandatory federal requirement.
- Signature pads needed upgrade with a new debit key at every terminal within multiple brick-n-mortar locations.
- Time, quality & financial budget constraints for replacement of payment gateway provider.
- Lacking training manuals

### Benefits:

- Seamless data transmission from signature pads POS & vice-versa due to upgraded middleware.
- Compliance to federal regulations around EMV/CIP & PIN solution.
- Cost benefit due to reduced transactional fee.
- No system downtime at corporate & field level due to implementation of quality control standards.
- A newly created robust training ecosystem with manuals, SOPs, videos & train-the-trainer sessions.





## Case Study 3: E-Commerce & Fraud Solutions

### In A Nutshell

- **Challenges Overcome:** Inefficient e-commerce solution & weak fraud detection capabilities.
- **Solution:** Implementation of a new e-commerce environment with a robust fraud detection ability.
- **Key Proxima360 Expertise Utilized:** Optimization of retail operations landscape.

### Challenge Areas:

- Online store operations with inefficient e-commerce implementation.
- Rebuild the entire website including the payment gateway and its integration to their ERP solution.
- Integrate loyalty/gift card program with website and POS for real-time visibility to stakeholders.
- Integrate ERP discounts & promotions module with e-commerce to provide a centralized system for all sales channels.
- Implement a rigorous pre/post transaction fraud prevention system.

### Benefits:

- Implementation of a fully integrated e-commerce & ERP platform to prevent losses, increase consumer satisfaction & provide a seamless business experience.
- Increased online sales and customer satisfaction by providing visibility/usage of Loyalty & Gift card program on e-commerce.
- Increased revenue per consumer.
- Decreased e-commerce loss rate.



## Case Study 4: Inventory Allocation Optimization

### In A Nutshell:

- **Challenges Overcome:** Inflexible Inventory Allocation system.
- **Solution:** System optimization using Oracle Retail Allocation tool.
- **Key Proxima360 Expertise Utilized:** Allocation Optimization.

### Challenge Areas:

- Incorrect assortment of merchandise with not enough units at all locations with accurate price.
- Allocation system not in sync with business requirements creating gaps in allocator efficiency & productivity.

### Benefits:

- Implemented Oracle Retail Allocation capability enabling allocators to perform accurate style, color & size profile allocations.
- Leveraged optimum store inventory using data science tools for successful allocation across the Oracle Retail Platform.



## Case Study 5: Streamline Oracle POS System with Kronos

### In A Nutshell:

- **Challenges Overcome:** Inaccurate timecard and payroll reconciliation.
- **Solution:** Streamlined implementation of XStore, XCenter and Kronos.
- **Key Proxima360 Expertise Utilized:** System Optimization

### Challenge Areas:

- Missing or incorrect employee timecards from XStore to Kronos.
- Excessive hours and resources spent in reconciling payroll with no dataflow from XCenter to Kronos.

### Benefits:

- Streamlined implementation of XStore, XCenter and Kronos for time punches and payroll reconciliation.
- Reduced payroll reconciliation timeframe from weeks to days.





## Case Study 6: Legacy Application Migration & Integration

### In A Nutshell:

- **Challenges Overcome:** Ineffective & inefficient store legacy applications.
- **Solution:** Migration to Oracle Retail Solutions Integrated with legacy applications.
- **Key Proxima360 Expertise Utilized:** Detailed software architectural knowledge leading to system stabilization.

### Challenge Areas:

- Over 650 inefficient & unstable store legacy applications.
- Increased security risk.
- Incompatibility with latest technologies.
- Single point of failure.

### Benefits:

- Consolidation of legacy applications under unified Oracle Retail Solutions.
- Elimination of all 3rd party system integrators.
- Supported Omni-channel initiatives like Buy online Pickup at Store, Ship from store, Enterprise inventory Visibility & Centralized Returns.
- Integration of ATG-CSC, and Sterling OMS with Oracle RMS.



## Case Study 7: Data Analytics & Reporting

### In A Nutshell:

- **Challenges Overcome:** Lacking business data analysis & reporting.
- **Benefits:** Robust Analytics platform.
- **Key Proxima360 Expertise Utilized:** Business Enablement.

### Challenge Areas:

- No single source of truth because of multiple reports from various resources needing to be consolidated.
- Data shared over emails to compile reports.
- Multiple points of failure and easily manipulated data.

### Benefits:

- Accurate business health reports and active monitoring using Oracle BI and Tableau.
- Eliminated IT intervention by enabling data-on-demand through Oracle Analytics, creating a single source of truth.
- Generated first executive business health dashboard for management and C-level executives.