



JunctionMCR™

Multi-Channel Retail solutions that help build and enhance the customer experience.

Focus and Features

JunctionMCR features rich functionality designed to support the specific needs of multi-channel retailers:

- B2B or B2C
- Catalog
- Mail Order
- Web
- Brick & Mortar Stores

JunctionMCR functionality includes total control over:

- Merchandising
- Pricing and Promotions
- Customer Service
- Call Center Operations
- Order Entry
- Order Fulfillment
- Inventory Management
- Warehouse Operations
- Supply Chain Management
- eCommerce
- POS
- Direct Store Operations

The Challenge: Creating Customer-Centric Experiences with Limited Visibility

By 2012, 50% of customers will be using multiple retail channels, including retail stores, mobile phones, PDAs, catalogs, and the Web to buy goods and services. And those that do will be 25-53% more profitable!¹

Today's consumers are digitally empowered, well informed, in a hurry, and socially conscious. They want relevant, interactive and targeted experiences when, where and how they choose. They insist on being able to customize their own purchasing scenarios and require options that best accommodate their unique, individualized requirements. Additionally, they expect a superior level of customer service; in line with the value they bring to the retailer. The bottom-line – customers demand a consistent, end-to-end shopping experience across all channels in return for their business and their loyalty.

For many retailers, this means redefining the way they interact with their customers to deliver a cohesive, convenient, personalized buying experience that sets them apart from the competition. This requires integrating all of their business operations, and streamlining processes to provide real-time, 360-degree visibility and control over every aspect of the customer experience. It must encompass every channel, including catalog, direct mail, corporate websites, affiliate websites and store outlets, and it should extend well beyond fulfillment. Retailers need a solution that helps them build relationships, not simply process transactions.

The right kind of information technology plays a critical role in creating a customer-centric business focus that will result in both long-term and profitable customers. Historically, companies have relied on legacy systems that are challenging to upgrade, multiple third-party solutions that lack integration or data consistency, or costly "800lb Gorilla" consulting organizations to help build custom solutions. And dare we mention manual spreadsheets? Multi-channel retailers need a solution that is specific to their unique and dynamic needs, and they have it in JunctionMCR™.



The Solution: JunctionMCR – Connecting People, Processes and Profitability

Junction Solutions' JunctionMCR is an end-to-end, product suite designed specifically for multi-channel retailers with complex, high-volume or dynamic requirements. JunctionMCR integrates operational and financial information and automates processes, providing 360-degrees of visibility across every channel and throughout the enterprise. JunctionMCR heightens operational efficiencies, improves information integrity and consistency, enriches internal and external communications and collaboration, and reduces risk and expense. For customers, the result is a cohesive, synergistic and relevant shopping experience, tailored to their specific needs and preferences.

“ Multi-channel retailers are a unique combination of high-growth operations and high-touch direct marketing. They need to offer a rich personalized shopping experience if they want to build loyalty and retain their best customers. ”

JunctionMCR addresses the entire multi-channel retail value chain, from sales and operations planning, to inventory management and fulfillment; starting with the initial shopping touch via the Web, in the store or over the phone, and throughout the entire customer relationship. Built in Microsoft Dynamics™ AX, JunctionMCR is a fully integrated, open architecture solutions-set that enables complete control over financial, sales, customer service, inventory and fulfillment activities. This seamless integration between front- and back-of-house systems provides retailers with Catalog, Mail Order, e-Tail and Brick & Mortar requirements a precise picture by which to make critical decisions regarding their most profitable customers.



Why Microsoft Dynamics AX?

Microsoft Dynamics AX is an industry leading, proven, ERP solution that optimizes accounting, customer relationship, and supply chain operations. By automating and streamlining business processes, Microsoft Dynamics AX helps people find, use and share information, meet shifting economic and industry demands, and capitalize on new opportunities. Junction Solutions selected Microsoft Dynamics AX as its ERP platform of choice because it enables retail organizations to work efficiently and make accurate business decisions with confidence.

Unique Flexibility

Microsoft Dynamics AX enables organizations to run their business the way they want. With more built-in functionality than any other mid-market ERP solution, retailers can choose only the features they need and simply “turn on” new features as their business grows.

Advanced Technology

Microsoft Dynamics AX lets retailers choose the architecture that best matches their infrastructure and budget. Its powerful, object-oriented environment is structured for straight forward development. Customizations are kept in separate layers, leaving the original application code unchanged for easy and cost effective upgrades.

Global Capabilities

Microsoft Dynamics AX helps scale real-time connectivity across different locations using one common, master-control database, and support for multiple language and currency capabilities.

Microsoft Platform

Microsoft Dynamics AX takes advantage of the many features of Microsoft SQL Server. Customers who choose SQL Server benefit from improved access to application data, simplified deployments, ease of maintenance, and faster application response. .NET technology provides the capability to quickly build, deploy, manage, and use connected, security-enhanced solutions through the use of Web services.

JunctionMCR for Multi-Channel Retail

Make Things Easy with a Complete Solution from a Single Provider

Junction Solutions' JunctionMCR delivers a flexible, scalable product-suite that is powerful enough to support a few or a few thousand users and can be easily configured to accommodate growth and change.

“Seventy-nine percent of customers will commit to a deeper product or service relationship with a brand after a satisfying experience.²”

The entire solution was developed and is maintained by Junction Solutions and is native in Microsoft Dynamics AX. This means there are no third-party software packages to integrate and retailers can take advantage of a simplified, streamlined upgrade path. The result is a comprehensive solution, designed for the multi-channel retail sector, with a total-cost-of-ownership that ranks among the industry's lowest.

Accelerate Business Performance by Connecting Your Entire Organization

Leveraging a single, shared, enterprise database, JunctionMCR integrates operations and streamlines processes between departments and across retail channels. This eliminates “divisional silos” and fragmented, inconsistent, inaccurate data which can hinder efforts to effectively target and support customers and provide the most relevant shopping experience possible.

Gain Valuable Cross-Channel Insight

Comprehensive customer service and order entry workbenches enable immediate access to cross-channel purchase history, preference information, account alert notifications, product searches, order modifications, inventory availability, shipping status, issue & incident tracking, sales order cancellations, merchandise return notifications, and refund or credit processing options.

Achieve Multi-Channel Control Over Promotions and Reporting

JunctionMCR helps retailers automate complex pricing and promotional programs by tying offers and discounts to specific source codes. Customers are presented with corresponding scripts (live or online), as well as up-sell and cross-sell offers, based on specific buying patterns. By adding JunctionEOD (eCommerce on Demand) to the solutions-set, retailers can expand their promotional reach via an easy-to-deploy, professionally designed web store with full shopping cart and account management functionality. Advanced sales and promotions analytics provide a comprehensive, real-time view of cross-channel marketing efficacy.



Make an Impact with Each Customer

JunctionMCR offers retailers real-time inventory availability information and allows this information to be put into action to improve the customer experience. Whether this is checking on order status, making special orders or going the extra mile by delivering to the customer direct, JunctionMCR has you covered.

Improve Delivery and Fulfillment Efficiency

Sophisticated warehouse and wireless device management features provide retailers visibility into stock levels at multiple locations, allowing for inventory optimization and reduced carrying costs. Easy-to-use and dynamic picking, packing and shipping workbenches streamline fulfillment and ensure the right products are delivered when, where and how the customer dictates.

JunctionMCR is also fully integrated with the general ledger, so information from order entry through the shipping dock is immediately visible to finance and accounting.

Junction Solutions is uniquely equipped to help retailers transform their “siloes”, supply- or manufacturing-focused company into a truly connected, customer-centric organization. Our end-to-end, multi-channel portfolio incorporates strategy, software, implementation, support and maintenance services. Our deep understanding of the retail industry and proven solutions-suite has helped to drive success within leading organizations around the world.

¹ “Consumer Shopping Trends in Multi-Channel Retailing.” Retail Info Systems News, October 2008.

² “The Web’s Impact On In-Stores: US Cross-Channel Sales Forecast, 2006-2012.” Forrester Research Inc. © 2007.

JunctionMCR At a Glance

Customer Service

- Powerful, fast full-text customer, item & keyword search
- Multiple-quadrant customer service screen puts all customer information at the CSRs fingertips
- Fully-integrated CRM module tracks all customer activity, including warranty claims, returns, and other customer requests
- Easily send user-defined documents and catalogs via email or fax
- Provides CSR scripting, hot messages and images
- Duplicate merge/unmerge capabilities

Order Management

- Quickly key in customer orders via a keyboard and leverage automatic data defaults
- Setup and manage continuity/subscription orders
- Personalized, rules-based cross-sell and up-sell promotions
- Full-order event handling, including hold processing and fraud detection
- On-line address verification
- Fully-supported credit card processing, including on-line authorization
- FTC back-order compliance
- Supports gift certificate redemption
- Supports multiple payment types
- Automatic postage and handling calculations
- Tax verification

Merchandising

- Manage the full product life-cycle
- Supports style, size and color SKU dimensions
- Integrated forecasting and demand management
- Kit definition
- Product configurator for complex, rules-based item definitions

Marketing and Promotions

- Defines marketing campaigns including a full offer/list model
- Develop complex pricing offers such as buy-1-get-1 and total order value discounts
- Ties orders to source codes for campaign analysis
- Manage marketing programs with project accounting for program profitability analysis
- Supports RFM analysis

Warehouse Management

- Store inventory at the warehouse, location, lot and serial number level
- Optimize space by categorizing warehouse zones and areas
- Directed picking and inventory put-away
- Location tracking at the aisles, rack, shelf, and bin levels
- Wave, cart, and batch picking
- Enhanced backorder and returns processing
- Dynamic soft and hard inventory reservation
- Supports RFID, barcode transactions
- Supports wireless devices

Financial Management

- Full-set of financial modules including GL, AP, AR, Project Accounting, and Fixed Assets
- Supports multi-currency, multi-company, and multi-language requirements
- Fully supports U.S. sales tax, VAT, and GST
- Sophisticated cost accounting, and multi-dimensional financial reporting
- Flexible sales commissions structure

Supply Chain Management

- Automatically plan supply chain across multiple warehouses and stores
- Plan inventory replenishment based on a combination of min/max, period of supply forecasted demand, safety, stock and user defined timefences

- Manage procurement from multiple vendors, including import capability and container tracking
- Support for light assembly/stored kits using work order, bill of material, and work step routing structure

Human Resource

- Track core employee information, including payroll information, positions, skills, absences, and benefits
- Administer recruiting programs
- Professional development including training & competency mapping

eCommerce

- Fully integrated online catalog and shopping cart
- Full featured, hosted, ecommerce platform
- Scales to tens of thousands of concurrent users by adding additional web servers
- Supports all standard EDI transactions

Point of Sale/Store Management

- Intuitive graphical point-of-sale screen with customizable function keys
- Supports popular point-of-sale peripherals through OPOS
- Captures and provides valuable customer information, including purchase history
- Store management tools including timekeeping, security policies, and inventory

Technology

- Built from the ground up to be customized by customers and partners – very easy to upgrade
- Fully scalable multi-tiered architecture supports thousands of concurrent users
- Uses an advanced Microsoft object-oriented, integrated development environment



Junction Solutions
Where Platform Meets Inspiration

About Junction Solutions

Junction Solutions is an award-winning provider of software applications and services that help retail organizations enhance operational performance, reduce costs, optimize delivery channels, and strengthen customer relationships. Designed specifically for high-volume, multi-channel retailers, and built in Microsoft Dynamics™ AX, Junction Solutions' JunctionMCR™ provides users with a 360-degree of visibility and control over complex B2B and B2C operations, from Merchandising and Promotions, through the Call Center, out to the Warehouse and Shipping docks and back to the executive suite.

Inspirational software and services for Retail companies

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