Hengkang (Guangzhou) Information Technology Co., Ltd.

恒康科技
Hengkang IT

Retail Industry-Smart Retail Overall Solution

恒康科技 Hengkang IT

Challenges

Traditional Retail:

High cost of informatization , decentralized management system, low terminal operation efficiency, low CRM membership conversion rate, lack of data in product planning, inability to achieve business and financial integration - Unable to adapt to the new retail environment.

- Business types are diversified, and operating costs of traditional enterprises have soared and profits have fallen.
- There are many commercial centers, the customer flow is scattered, and the physical customer flow continues to decline.
- Terminal rents and labor have soared, and operating costs continue to squeeze store profits.
- Online and offline businesses cannot be integrated and interoperable, which increase the information processing costs, and cause the market information is lagging, and managers' decision-making cannot follow the market changes.

Ideal Solution

Smart Retail:

- Smart Store Solution
- Smart Mid-End Solution
- Intelligent Cloud ERP Overall Solution

Smart Stores: Interconnect of online and offline traffic, and intelligently diverts traffic. Realize precise marketing, precise sales, precise service, and precise product configuration.

Smart Mid-End Platform: Omni-channel, CRM and other information integration, intelligent configuration, intelligent decision analysis, improve sales per square foot and revenue per employee.

Intelligent Cloud ERP: One-stop information construction for enterprises, complete series of enterprise business chains, implement business and financial integration, and improve the overall operating efficiency of the enterprise.

Expected Result

- Reduce the overall cost of enterprise information construction
- Help traditional retail enterprises to transform and upgrade into smart new retail enterprises.
- Over 1,000 companies adopt Hengkang technology smart retail solutions
- Improve corporate operating efficiency and empower retail companies to make intelligent decisions.

Terminal: Improve store revenue per employee + Sales per square foot + improve customer shopping experience = increase sales

Management End: Intelligent analysis and decision-making, improve the rationality and accuracy of operational decision-making, and provide strong support for terminal sales.

Back-End: The powerful ERP system ensures the smooth operation of the enterprises a whole and provides guarantee for the business management.

Hengkang IT- Smart Retail Solution

Smart Store, Smart Mid-End Platform, Intelligent Back-end Cloud ERP All-in-One Solution

Smart Store Solution

- **Smart POS Solution:**
  Varied, multi-currency, multi-language, quick cash register.
- **Smart Shopping Guide Solution:** Improve revenue per employee of store, and increase sales conversion rate.
- **Store Management Solution:**
  Visualize store operations, standardize work processes, and improve execution efficiency.
- **CRM Membership Solution:**
  Consumption insight, stimulate consumption, precise sales, and precise services.

Smart Mid-end Platform Solution

- **Business Center：**
  Collect product, sales, membership, behavior and other application data in multiple dimensions. Intelligent support for front-end business development.
- **Data Center:**
  Intelligently analyze marketing, membership, commodities, transactions, orders, payment and other data, intelligently and quickly respond to market needs.
- **Intelligent Algorithm Center:**
  Connect the data of various channels, businesses, members, commodities, prices, inventory, etc. to intelligently recommend marketing behaviors.

Intelligent Back-end Cloud ERP Solution

- **PSI, Supply Chain Management System**
- **Financial Management System**
- **Warehouse Management System**
- **HR Management System**
- **SAP and Other Third-Party ERP Interfaces**

Value-Added Service

- **Professional smart retail consultants**
- **Irregularly function upgrade**
- **The most complete service system**
- **Professional customized service**
- **Mainstream platforms and third-party docking services**

Hengkang IT has successfully helped many well-known retail brands to transform and upgrade physical retail to a smart retail model driven by data. The integration of financial services of Hengkang IT has improved the overall operating efficiency of retail enterprises by more than 150%. (Our customer, Dr. Kong : Through the Hengkang cloud platform and a series of targeted solutions, Dr. Kong's management efficiency has reached a new level, providing a solid guarantee for leapfrog development!)

Hengkang Smart Retail + Microsoft Azure

Hengkang Smart Retail +Microsoft Azure to build efficient and secure data

Joint Solution

Hengkang IT+ Azure	Hengkang IT+ Azure	Hengkang IT + Azure
< Co-Build Smart Stores >	**< Efficient and Smart Mid-End Platform Solution >**	**< Secure Smart Cloud ERP Solution >**

Hengkang Smart Store + Azure Solution

- Low-cost, hardware-free build POS data storage terminal.
- High-speed access to cloud servers.
- Real-time synchronization of sales data.
- Upload store operation data in real time, and the management terminal can check the status of the store in real time.

Data Center + Azure Solution

- Unlimited cloud computing resources ensure a huge amount of calculations when collecting data in the mid-end platform
- Fast and efficient computing resources ensure real-time and accurate data.
- The huge amount of calculation for data collection is lower and more efficient than the implementation in a single data center.

Smart ERP + Azure Cloud Platform Solution

- Huge capital investment to ensure the security of the infrastructure and data stability.
- Comprehensive strategies, compliance solutions, technologies and controls ensure the security of ERP user data by protecting data and applications from threats and risks.
- Back up data in multiple geographic locations to ensure the resilience and reliability of ERP user data.
- Deliver IT resources from a specific geographic location at any time to ensure flexibility in the use of ERP data.