



# **Retail 2.0**

## **How eMACH.ai Retail 6DX is Shaping the Modern Shopping Experience**

## Industry Experts



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Vice President, iDTC

Mahesh is a seasoned leader with over 23 years of experience spanning retail, mobile VAS, ad-tech, e-commerce, and government procurement. He leads product development, implementation, and support for iDTC at Intellect, driving the growth and innovation of products built on the eMACH.ai framework.

With a strong entrepreneurial background, Mahesh has successfully developed and scaled products from the ground up. His expertise lies in navigating complex challenges, fostering alignment among stakeholders, and delivering impactful solutions that create value for all parties. His strategic vision and execution excellence make him a key driver of transformative innovation in the industry.



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With over 15 years of industry experience, Amit brings deep expertise in product design, analysis, and release management, coupled with a strong operational understanding of customer needs. His in-depth knowledge of ERP, CRM, and retail domain processes has been instrumental in shaping efficient and scalable operational products.

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## Abstract

In today's dynamic retail landscape, staying ahead requires more than adaptation-it demands innovation. eMACH.ai Retail 6DX is revolutionising retail operations with unmatched flexibility, real-time intelligence, and customer-centric innovation. This whitepaper explores how this cutting-edge solution addresses critical challenges, from AI-driven inventory management to seamless POS efficiency, personalised customer engagement, and data-led decision-making to streamline operations and enhance customer experiences.

With its composable architecture and AI-driven insights, eMACH.ai Retail 6DX is setting new benchmarks for agility, efficiency, and growth in the modern retail landscape.

## Introduction

The retail industry has undergone a significant transformation, evolving from traditional brick-and-mortar stores to a complex, digitally driven ecosystem. This transition reflects changes in consumer behaviour, technological advancements, and the globalisation of markets, fundamentally altering how goods and services are sold and purchased.

## Key Components of a Retail Management Solution

- **Point of Sale (POS)** - Modern POS systems are the heart of retail operations, enabling quick and efficient processing of sales transactions, whether in-store, online or through mobile devices. These systems handle everything from barcode scanning and payment processing to receipt generation and inventory updates.
- **Inventory Management** - Inventory Management software automates tracking stock levels, orders, sales and deliveries. It provides real-time visibility into inventory across multiple locations, including warehouses and stores.
- **Customer Data Platform (CDP)** - CDP features help manage customer information, track purchase history, and handle loyalty programmes. It enables personalised marketing, targeted promotions, and better customer service.
- **Suppliers Management** - This component streamlines supplier relationships, optimises order tracking, and enhances procurement processes. It includes features for managing purchase orders, maintaining supplier contact details, and overseeing pricing agreements, ensuring seamless collaboration and efficiency in supply chain operations.
- **Reporting and Analytics** - This feature generates various reports and analytics on sales performance, inventory levels, customer behaviour, and more. It helps businesses make data-driven decisions and identify trends or areas needing improvement
- **Promotions and Discounts** - Allows retailers to create and manage promotions, discounts, and special offers. This can include coupon generation, loyalty rewards, and seasonal sales management.
- **Employee Management** - This includes features for scheduling, time tracking, and payroll processing. It may also help with employee performance tracking and managing permissions for different roles within the software.

## Challenges in Modern Retail

The retail industry today is more dynamic and complex than ever before, with businesses facing numerous challenges as they strive to stay competitive in a rapidly evolving market. These challenges stem from shifting consumer behaviours, technological advancements, and increasing competition, all of which require retailers to continuously adapt their strategies. Below are some of the key challenges in modern retail:

- **Demand for Convenience** - Consumers expect seamless shopping experiences across channels, fast checkout, and multiple delivery options (e.g., same-day or next-day shipping).
- **Omnichannel Experience** - Creating a consistent customer journey across online, mobile, and in-store platforms remains a critical challenge for retailers seeking to build customer loyalty and drive engagement.
- **Fragmented Systems** - Multiple systems for ERP, CDP and POS cause inefficiencies, delays, and the risk of inaccurate data processing.

- **Keeping Up with Innovation** - Retailers struggle to adopt and integrate technologies such as AI, ML, and IoT seamlessly into their existing systems. The absence of flexible, API-first platforms often hinders the ability to innovate quickly and adapt to new advancements.
- **Data Management** - Managing and analysing vast amounts of data from various sources to generate actionable insights while ensuring cybersecurity.
- **E-commerce and M-commerce Integration** - Balancing stock to meet demand while avoiding overstocking is essential for managing costs and ensuring product availability. The lack of real-time inventory visibility often leads to inefficiencies in stock replenishment and lost sales.
- **Price Wars** - Easy price comparisons in the digital age force retailers into intense competition, often threatening profit margins and making pricing strategies more complex.
- **Decreasing Brand Loyalty** - Consumers now prioritise price, convenience, and experience, making brand switching more frequent.
- **Engagement Across Channels** - Keeping customers engaged across social media, email, and in-app messaging without overwhelming them.
- **Rising Operational Costs** - Rising labour, rent, and utility costs push retailers to streamline operations or invest in automation.





## Benefits of eMACH.ai Retail 6DX

- **Flexibility and Speed** - eMACH.ai Retail 6DX is built on a microservices architecture and API-first design, ensuring maximum flexibility and rapid implementation. It can operate as a comprehensive retail solution, managing everything from sales transactions to customer relationships, or as independent modules-including POS (Point of Sale), Admin Panel, CDP (Customer Data Platform), Marketing Campaigns, and Vendor Portal-that function seamlessly on their own.
- **Real-Time Inventory Management** - Restock alerts, low-stock notifications, and product insights are at your fingertips. No more guessing games; track inventory levels in real-time - know what's flying off the shelves.
- **Cost-Effective Solution** - Retailers can repurpose existing tablets or choose budget-friendly alternatives, minimising hardware and maintenance costs. This innovative Tablet POS is designed to streamline operations and transform the retail experience.
- **CXO dashboard** - Our CXO dashboard delivers comprehensive analytics across key KPIs, including sales performance, store-wise loyalty point analysis, supplier and procurement insights, top products and categories, and marketing effectiveness, empowering data-driven decision-making.
- **Data Security** - Retailers must invest in robust data security measures to protect customer information from unauthorised access, breaches, and cyber-attacks. Safeguarding customer data is not only an ethical imperative but also a legal requirement in many jurisdictions.
- **Data Retention Policies** - Clear policies on data retention and deletion are important to ensure that customer data is not retained longer than necessary. Customers have the right to request the removal of their personal data, and retailers must respect these requests.
- **Comprehensive Reporting** - Generate a variety of reports, including EOD, Sales, Sales Authentication, Inventory, Employee Incentives, Purchase, Promotions, Tenders, and Sigma Reports, ensuring detailed insights for better decision-making.
- **Loyalty Programmes** - Includes point-based systems, multi-tiered memberships, exclusive member programmes, personalised rewards, and item group-based loyalty initiatives to enhance customer engagement and retention.
- **Advanced Promotion Management** - Create multi-dimensional promotions based on item group, weight, price, unit of measure (UOM), and inventory, ensuring targeted and effective discount strategies.
- **Multi-currency support** - eMACH.ai Retail 6DX seamlessly handles transactions in multiple currencies, managing base currency data and diverse payment methods, including cash, credit/debit cards, gift cards, store credits, digital wallets, UPI, and PayPal.
- **Multi-Tender Support** - Enables seamless processing of multiple payment methods within a single transaction, enhancing flexibility and customer convenience.
- **Seamless ERP Integration** - eMACH.ai Retail 6DX effortlessly integrates with various ERP systems, including SAP, SAP B1, SAP R3, Gold ERP, iRetail, and more, ensuring smooth data flow and operational efficiency.

## Case study 1 : HomeTown's Tech Transformation

HomeTown, a part of Praxis Home Retail Limited, has been a leading provider of stylish and innovative designs for Indian homes since 2006.

The HomeTown offerings encompass an extensive array of furniture, homeware, decor, and furnishings. In addition, they specialise in modular kitchen installations, offering a comprehensive selection of kitchenware and bathroom accessories, as well as design and build consultation services.

### The Challenges

- Limited integration with third-party technology systems restricted adaptability and technological upgrades.
- Reliance on an on-premises server increased costs and operational complexities.
- The user interface posed a significant challenge, as it was complex and required a substantial amount of time to navigate. This, in turn, hampered productivity and led to increased time consumption for basic operations.
- Challenges in managing freebies, returns/exchanges, and discount wallets impacted daily operations and customer experience.
- Additional hurdles included handling multiple billing and shipping addresses, complying with iGST taxation, and executing promotional campaigns effectively.

### The Solution

- eMACH.ai Retail 6DX architecture enables seamless integration with ERP systems like SAP S/4HANA while operating in a fully cloud-hosted environment for lower TCO. Whether integrating with ERP, payment gateways, or peripheral systems, eMACH.ai Retail 6DX was successfully integrated within HomeTown's existing ecosystem without disruptions.
- The adoption of eMACH.ai Retail 6DX's integrated CDP was a game changer for HomeTown, transforming their approach to customer relationship management. Previously lacking a dedicated system, they leveraged eMACH.ai Retail 6DX to build a robust, data-driven customer management framework, enabling more effective loyalty programmes. This resulted in enhanced customer communication and stronger relationships, driving greater engagement and retention.
- A simplified and effective process to manage and distribute freebies to customers was established by eMACH.ai Retail 6DX, which helped enhance brand loyalty and drive customer engagements.
- eMACH.ai Retail 6DX's Product Evaluation feature has streamlined operations by simplifying item exchanges and the issuance and redemption of discount wallets, enhancing efficiency and customer experience.
- The benefits of Order Advance, Amendment, and Delivery Schedule features in eMACH.ai Retail 6DX have significantly enhanced HomeTown's order and delivery management capabilities. These specific features have proven to be highly effective in streamlining the process and ensuring efficient operations.





## Case study 2 : Greensmart's Powerful Transformation with eMACH.ai Retail 6DX

Greensmart, the leading retail giant in Surabaya, Indonesia, has solidified its position as the go-to destination for all shopping needs. With a network of 15+ stores spread across the country, Greensmart continues to provide customers with an extensive selection of household essentials and much more. From top-notch kitchen necessities to a diverse range of household products, Greensmart is committed to delivering high-quality goods at affordable prices.

### The Challenges

- Limited integration capabilities with third-party applications hindered technological upgrades for the business.
- The inefficiency of the legacy POS software limited the scope of scaling up with new store locations, additional checkout points, and tablet-based POS capabilities.
- Inaccurate representation of data and resources caused disruptions in daily business operations.
- Limited promotional features affected overall marketing efforts and hindered the influence the brand could have on its potential and current customer base.

### The Solution

- The cloud-hosted API-first architecture of eMACH.ai Retail 6DX enabled seamless integration with all third-party systems, such as ERP, peripherals, and accounting software, creating a harmonised flow of data across all systems and stores.
- With the integrated CDP capabilities of eMACH.ai Retail 6DX, GreenMart gained access to extensive customer data analytics, enabling them to make data-driven decisions and tailor their marketing strategies accordingly, ensuring higher customer engagement. As a result, repeat customer visits increased by 20% over six months.
- Utilising eMACH.ai Retail 6DX's robust promotion engine, GreenMart created personalised offers, discounts, and vouchers to provide compelling customer experiences that fostered loyalty.
- Transitioning to a cloud-native environment resulted in a 15% reduction in TCO (Total Cost of Ownership), and reduction in IT infrastructure and maintenance expenses.

## Case study 3 : eMACH.ai Retail 6DX's Future-Ready Technology Overhaul for Kalyan

Kalyan Hypermarket is Kerala's premier food and grocery chain, offering an extensive range of products and brands to cater to the diverse needs of its customers. With a vast catalogue boasting over 60,000 products and more than 2000 brands, Kalyan Hypermarket is committed to providing a one-stop shopping experience for all food and grocery requirements.


### The Challenges

- The lack of a cloud-native solution led to significant time and cost inefficiencies.
- Individual POS terminal updates posed a considerable financial and operational hurdle.
- Kalyan required a scalable solution to ensure operational continuity and consistency across all locations, supporting their expansion strategy.
- Kalyan aimed to devise a forward-thinking strategy to secure long-term customer loyalty.
- Additionally, they aimed to adopt a robust promotion engine to elevate customer engagement.

### The Solution

- eMACH.ai Retail 6DX POS, built on a cloud-native environment, optimised Kalyan's billing operations with automated system updates across all terminals, reducing POS update downtime by 90% and significantly enhancing operational efficiency.
- The Inventory Management features provided Kalyan with real-time visibility of inventory, ensuring optimal stock levels and preventing shortages or overstocking.
- eMACH.ai Retail 6DX developed a white label app, "Star Koins," exclusively for Kalyan's customers, available on both iOS and Android. This app enables customers to manage loyalty points, access exclusive offers, review purchase history, and locate stores.
- Integrated CDP empowered Kalyan by leveraging analytics and insights on customer behaviour and sales, thus refining marketing strategies and enhancing decision-making.
- Successfully integrated with Kalyan's existing third-party ecosystem, including ERP (Oracle Fusion), payment gateways, and OMS, without any interruptions. Operational costs were reduced by 20%, enhancing profitability.





## Case study 4 : eMACH.ai Retail 6DX Enhances Customer-Centric Retail Experience for Simpli Namdhari's

Simpli Namdhari's, a subsidiary of The Namdhari's Group, provides the people of Bengaluru with exceptional grocery shopping experiences that prioritise both environmental sustainability and customer satisfaction. Established in 2001, Simpli Namdhari's focuses on fair trade and sustainable living by offering a range of products, from fresh, organic, and pesticide-free fruits and vegetables grown in their Bidadi farm in Karnataka to the finest staples, grocery items, and household brands sourced globally.

### The Challenges

- Limitations in terms of accessibility and scalability due to the absence of a fully cloud-native POS environment.
- The lack of a Single Source of Truth (SSOT) for customer data and analytics greatly hindered their promotional efforts.
- Limitations placed on the integration of alternative payment gateways had a significant impact on customer experience.
- Issues with data synchronisation from POS to ERP disrupted workflow efficiency and data accuracy.
- Issues with data reconciliation and mismatch on a recurring basis.
- Inadequate technical support.

### The Solution

- eMACH.ai Retail 6DX's fully cloud-hosted environment enabled Namdhari's with centralised data access across all store locations. From tracking sales to monitoring inventory, they can now retrieve real-time insights anytime, anywhere, enhancing productivity and agility.
- The seamless integration of eMACH.ai Retail 6DX with Namdhari's existing ERP system, SAP S/4HANA, enhanced data accuracy and streamlined workflows. This optimisation improved data reconciliation efficiency by 30%, reducing errors and saving valuable operational time.
- eMACH.ai Retail 6DX's integration with alternative payment gateways allowed Namdhari's to offer faster, more diverse checkout options, improving the customer experience. This reduced checkout time by 25%, leading to increased customer satisfaction.

## Future Outlook

The future of retail software is poised for significant growth and transformation, driven by rapid technological advancements, evolving consumer behaviour, and the increasing integration of digital and physical retail experiences. As retailers seek to meet the demands of a dynamic marketplace, retail software will play a crucial role in shaping the future of the industry. Below are some key trends and developments that are expected to define the future outlook of retail software:

**Hyper-Personalised Experiences** - The future of retail software will be characterised by even greater levels of personalisation powered by advanced Artificial Intelligence (AI) and Machine Learning algorithms.

**Internet of Things (IoT) integration** - IoT-enabled retail software will allow retailers to create smart stores where connected devices and sensors collect data and interact with customers. For example, smart shelves could automatically update inventory levels, or IOT devices could personalise in-store experiences based on customer's purchase history.

**Augmented Reality (AR) & Virtual Reality (VR)** - Retail Software will increasingly incorporate AR and VR technologies to enhance the shopping experience. Customers can virtually try on clothes, visualise how furniture fits in their homes, or explore expansive virtual stores, all from the comfort of their own devices.

**Cross-Channel Loyalty Programmes** - Software solutions will enable retailers to create cross-channel loyalty programmes that reward customers regardless of how or where they shop. This will help build long-term customer relationships and increase brand loyalty.

**Predictive Analytics** - Retail software that will increasingly leverage predictive analytics to help retailers make informed decisions about inventory management, pricing strategies and marketing campaigns.

**Customer Insights and Behaviour Analysis** - Advanced analytics tools will provide deeper insights into customer behaviour preferences and purchase patterns. Retailers will use this data to fine-tune their product offerings, improve customer segmentation and tailor marketing efforts to specific.

**Automated Inventory Management** - Future retail software will offer more advanced automation capabilities, particularly inventory management. Automated systems will monitor stock levels, predict demand, and trigger reorders, reducing the risk of stockouts or overstocking.

**Robotics and Automation fulfilment** - Retail softwares will integrate robotics and automation systems to optimise warehouse and fulfilment operations. Automated picking, packing, and shipping will enhance efficiency, reduce costs, and accelerate delivery times.

**Sustainable Supply Chain Management** - As sustainability becomes a priority for consumers and businesses alike, retail software will increasingly include tools for managing and optimising sustainable supply chains. Retailers will be able to track the environmental impact of their operations. Ensure ethical sourcing and meet regulatory requirements.

**Circular Economy Solutions** - Retail software will support circular economy initiatives by enabling businesses to manage product returns, recycling, and resale. These solutions will help retailers reduce waste and promote sustainable consumption practices.



## Conclusion

The transformative impact of eMACH.ai Retail 6DX on retail operations demonstrates its pivotal role in addressing modern challenges and enabling retailers to thrive in an increasingly complex and competitive landscape. By leveraging cloud-native, API-first, and modular technology, eMACH.ai Retail 6DX provides tailored solutions for diverse operational needs—from inventory management and CDP to advanced analytics and omnichannel integration. Through case studies, such as HomeTown, Greensmart, Kalyan, and Simpli Namdhari's, it is evident that eMACH.ai Retail 6DX not only enhances operational efficiency but also redefines customer engagement, paving the way for sustainable growth and innovation.

As the retail industry continues to evolve, driven by rapid technological advancements and changing consumer expectations, solutions like eMACH.ai Retail 6DX are essential for creating future-ready businesses. Retailers equipped with eMACH.ai Retail 6DX's capabilities can achieve greater flexibility, improved data-driven decision-making, and superior customer experiences, ensuring they remain at the forefront of industry transformation. With its focus on scalability, sustainability, and innovation, eMACH.ai Retail 6DX positions itself as a key partner for retailers aiming to succeed in a digital-first world.

Discover how eMACH.ai Retail 6DX can transform your business. Get in touch today for a personalised demo.



## eMACH.ai Retail 6DX

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