6DX

The Most Comprehensive In-Store Retail Technology

POS | CRM | Loyalty Management

MACH Compliant. Open Retail Architecture.

Exponential Technology for Customer Centric Retail Experiences

The sheer canvas presented by exponential technologies make them key to the future of Retail. These technologies need an exponential mindset that would help Retailers scale their business and bridge the chasm of ever-fleeting customer attention by delivering a big delta on Customer Centric Retail Experiences. Most Retail CEOs consider personalising the customer experience as a strategic priority for their companies. There is value on both sides of the table – from a Retailer perspective and from a Customer perspective.

Introducing 6DX, Customer Centric Retail Experiences in an exponential and innovative technology setting. 6DX is built with a flexible architecture that allows for fast and easy integration with any third-party applications. It is built on microservices and an API-first design to maximise flexibility and speed of implementation.

At 6DX, the exponential technology comes from a deep domain expertise spanning over more than a decade and working with clients across international markets. The bedrock of the proprietary 6DX Exponential Technology (6DX-ET) is that of Design Thinking: wherein we not only keep you in mind, but also your customer. The rigour of our Design Thinking culture is based on imagination, insight, perfection, patience and dialogue with customers – resulting in 6DX Exponential Technology that is Composable, Contextual and Scalable.

Discover The Power of 6DX's NextGen Technology

POS

- Cloud-native
- Seamless integrations
- Offline billing
- Inventory tracking
- Real-time analytics
- Scalable and secure
- Multilingual support
- mPOS

CRM

- Integrated KYC
- Personalized communication
- Data-driven insights and analytics
- Marketing campaigns
- End-customer app

Loyalty Management

- Multi-tiered loyalty programs
- Loyalty points
- Loyalty promotions
- Loyalty card management
- Welcome campaigns

6DX

Delightful Xperience driven by complete harmony

Making the 6 Dimensions of New Age Retail Xperience work for you!

6DX catalyses your business by strategically optimising and powering operational transformation across the retail life cycle. 6DX's technology, built on the bedrock of deep domain experience, ensures that six key drivers of growth for your business, come together to create a solution that redefines high performance in the challenging Retail ecosystem.

Fast Checkout

Promotions

Payments

CRM

Coupons & Vouchers

Loyalty Programmes

How 6DX Can Revolutionize Your Retail Business

Cloud-Native
- Access from any device, anywhere, anytime
- No costly hardware upgrades or maintenance
- Automatic updates, backups, and security features

Offline Billing
- Uninterrupted billing services, even in situations of poor network and power outages
- Easy access and synchronisation of data through a cloud server

Customer-centric Experiences
- Designed to deliver exceptional experiences that drive loyalty and long-term value
- Designated features to leverage insights on customer needs and preferences

Real-Time Inventory Tracking
- Accurate billing and sales transactions based on real-time visibility of inventory levels
- Easy monitor of stock levels in real-time for well-informed decisions regarding procurement, restocking and order fulfilment

Seamless Integrations
- Ready integrations with any third-party tech-party technology ecosystem
- Comprehensive view of data across all systems – making it easy to track and analyze
- Accurate flow of data across the entire retail technology ecosystem

6DX

Scalable & Secure

- Easily scalable to handle more transactions, locations, devices and features
- Reliable infrastructure to secure data and protect against unauthorized access or breaches
- Flexible and affordable plans that adjust to business needs and bandwidth

Reporting & Analytics

- Access to real-time data on products to order and promotions to run
- Access to analytics that drive staffing decisions, compare sales from several stores, and more

User-friendly Interface

- Easy-to-use and navigate across a wide range of features
- Reduced training times and maximized productivity
- Customized user roles and levels

Multilingual Support

- Toggle between preferred languages
- Cater to diverse needs of global user base

mPOS

- Turn any Android tablet into a checkout point
- Store data-points on real-time reporting of stock conditions, replenishment and availability of products
- Ensure higher sales, increased productivity, and improved convenience

Superior Architecture for the Digital Age and Beyond

MACH Compliant (Microservices, API, Cloud-native, Headless)

Microservices
Empowers technological agility and speed to innovation

API-first Design
Allows infinite robust and seamless integrations

Cloud-Native
Leverages endless scalability, reliability & flexibility

Headless
Enables innovation while minimizing risk and allowing for rapid adaptability
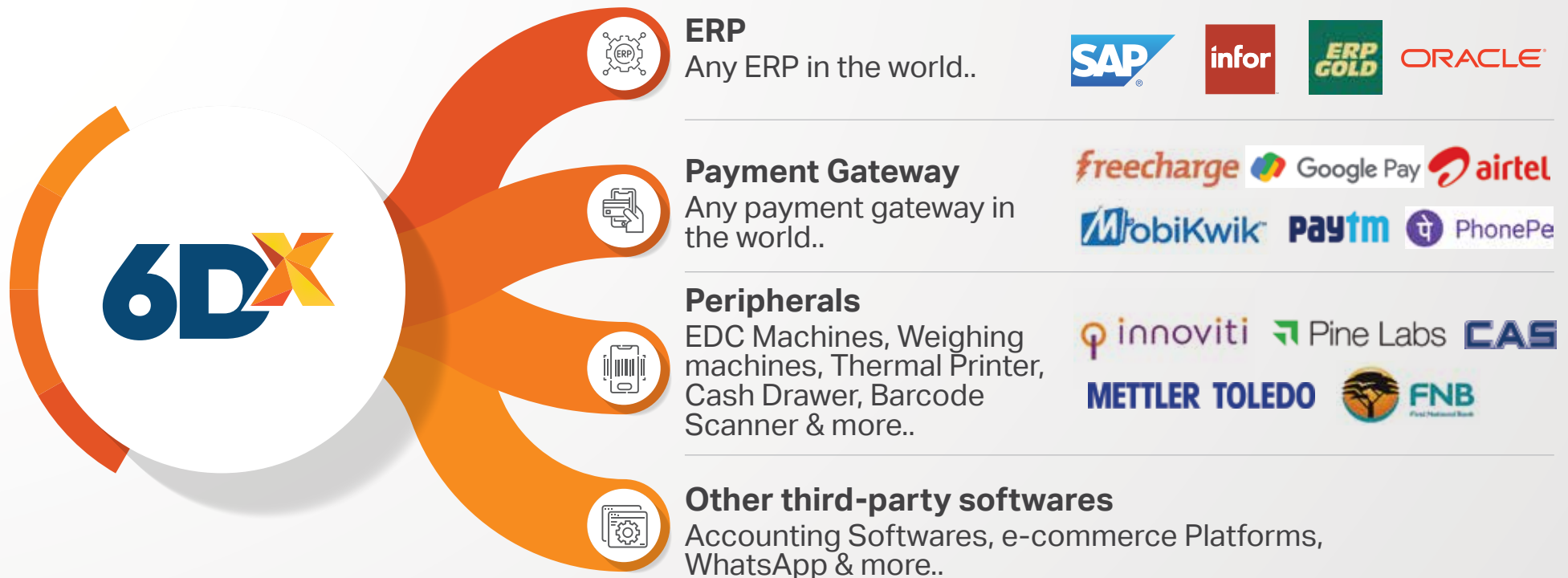
Open Retail Architecture

Enables seamless integrations and effortless synchronization with the retailer's existing technology ecosystem
– Be it ERPs, Payment Gateways, Peripherals, e-Commerce platforms, Accounting Softwares, or any tech stack in the world.

Seamless Integrations, Endless Possibilities!

6DX's open APIs enhance effortless integrations with any third-party technology in the world...

ERP
Any ERP in the world..

SAP | infor | ERP GOLD | ORACLE

Payment Gateway
Any payment gateway in the world..

freecharge | Google Pay | airtel | MobiKwik | Paytm | PhonePe

Peripherals
EDC Machines, Weighing machines, Thermal Printer, Cash Drawer, Barcode Scanner & more..

innoviti | Pine Labs | CAS | METTLER TOLEDO | FNB

Other third-party softwares
Accounting Softwares, e-commerce Platforms, WhatsApp & more..

Fast Checkout

Lightning-fast checkout experience

6DX offers quick transaction processing, guaranteeing a seamless and efficient experience for both customers and users. Boasting a wide array of cutting-edge functionalities such as offline billing support and peripheral integrations, 6DX is meticulously crafted to deliver the swiftest checkout experience.

mPOS
Turn any Android tablet into a checkout point, boosting sales and reducing customer wait times

Offline Billing
Ensure uninterrupted business operations by mitigating the impact of low network connectivity or power outages

Peripheral Integration
Readily integrate with a wide range of peripheral devices, such as cash drawer, weighing scale, payment gateways, digital wallets and more

Real-time Inventory Tracking
Track, manage and control inventory across multiple stores and locations; monitor stocks, manage vendors and process returns on a centralized system

Zero Maintenance
Reduce server and other maintenance costs with the support of fully cloud-native environment

Paperless Bills
Promote eco-friendly efforts by sending electronic receipts to customers' email addresses and mobile devices

Order Management
Effectively manage pre-orders, bookings, and recalls with a dedicated dashboard that provides a complete overview of the order history

Barcode Scanning
Enhance operational efficiency and minimize customer wait times by integrating barcode scanning into your sales workflow

Return with or without reference
Enjoy more control and clarity over speedy returns across multiple stores

Promotions

Effortless connection and boundless engagement

With its robust promotion engine, 6DX empowers retailers to always reach out to the right customer at the right time with the right deal. Whether it's a limited-time discount or a personalized offer, 6DX ensures that every promotion is tailored to maximize customer engagement and drive sales. By leveraging insights on different retail parameters such as invoices, zones, customer groups, and more, retailers can create targeted promotions that resonate with their audience.

Item Based
Generate quick promotions such as BOGO (Purchase One Obtain One), BMGM (Purchase More Get More), and others. Additionally, create combo deals based on purchasing patterns, by combining slow-selling items and fast-selling items

Attribute Based
Customize preferred attributes, choose to include or exclude specific attributes based on strategy, and those items will be eliminated or included in the promotion

Invoice Based
Define multiple types of discount promotions that can be applied to an invoice based on factors like the customer group, organizations, as well as the date and time

Customer Group Based
Build unique experiences based upon the customer segments, including family and friends, employee groups, loyal or niche customers, and more
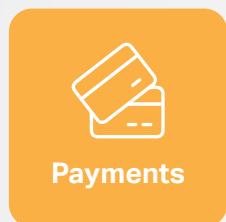
Date and Time Based
Create campaigns based on date, time and day, such as Happy Hour, End of Season Sale, and more

Zone or Organisation Based
Define campaigns based on the store geography

Payments

Seamless transactions and diverse payment options

Credit and Debit payments
Readily integrate with any EDC machine

UPI & Digital Wallets
Readily integrate with any UPI applications including Google Pay, PhonePe, PayTm and more

Meal Voucher
Enable payments in the form of meal vouchers to cater to a diverse range of customers

Loyalty Points & Gift Vouchers
Capture more sales by enabling customers to redeem loyalty points and gift vouchers

Multiple Tenders
Split the order total between multiple payments or across different payment types

Multiple Currencies
Accept payments across different types of currencies

Designed to enhance convenience and flexibility, 6DX's cutting-edge technology enables the integration of different alternative payment methods. Whether customers favor conventional choices like cash or check, or more modern options such as digital cards and wallets, 6DX provides a customized payment experience that is smooth, quick and hassle-free.

Cash Payments
Address the masses with denomination-based cash payments

CRM

Long-lasting personalised customer experiences

From understanding customer segmentation and purchase patterns to personalizing communication and marketing tactics, 6DX's built-in CRM provides the most comprehensive data and insights to strengthen customer relationship strategies. With its intuitive interface and robust analytics, 6DX enables retailers to deliver personalized services like never before.

Customer Enrollment
Collect and store customer profiles with basic information such as name, phone number, anniversaries to extensive purchase orders and patterns

Location Tagging
Record the complete information on addresses and landmarks to perform home deliveries and send out gift packages to your customers

NPS
Check the pulse of your customers to improve the quality of services

Personalized Marketing Campaigns
Leverage information of customers' backgrounds, interests, and purchase histories to tailor personalization in every aspect of your communication including SMS, email campaigns, and social media promotions.

Data-driven Analytics
Leverage data and insights to understand market trends, sales strategies, and optimize inventory

Social Media Integration
Efficiently integrate users' email and social media accounts to gain a comprehensive understanding of end-customers' purchasing behavioral patterns

End customer App
Build meaningful relationships with your customers through seamless two-way communication. Keep them informed, address their concerns, and create a personalized experience that will keep them coming back for more.

6DX

Coupons & Vouchers

Unbeatable deals and limitless savings

SKU or Invoice Based
Run discount coupons to push slow-moving stock with SKU-based discount campaigns. Marginally increase the basket size by promoting discounts based upon the bill value

Zone or Organisation Based
Define discounts based on the store geography

Date and Time Based
Maximise footfalls during the least-active hours (or days) of business, by specifying time or day-bound offers

Customer Group Based
Create varied offers and promotions based on the customer category or group

Product Category Based
Collaborate with vendors to execute brand-specific offers and maximise revenue with effective offers applicable on in-house brands

With 6DX, retailers can leverage personalized offers, discounts, and vouchers to create a compelling customer experience that fosters loyalty. By targeting individual preferences and needs, businesses can turn occasional shoppers into passionate brand advocates.

Issue and Redeem
Manage printed / digital coupons and vouchers

Customer Based
Define discount coupons based on customer's anniversaries, purchase patterns, order values and more. Notify offers to customers via SMS and Emails

Loyalty Programmes

Unparalleled customer loyalty and retention

Designed specifically for retailers, 6DX provides a comprehensive suite of powerful loyalty programs that will boost customer engagement. With just a few clicks, retailers can create enticing offers that will leave the customers eager to make repeat purchases.

Multi-Tier Programmes
Segment customers into various loyalty program tiers, each offering unique perks and rewards based on accumulated points

Loyalty Promotion
Enable functionally rich campaigns and promotions that can create instant cross-category or SKU based promotions,

Loyalty Card
Allow your favourite customers to experience shopping via a loyalty card

Welcome Campaigns
Magnify sales by promoting welcome offers for new customers

Point Transfer
Delight your customers by allowing them to transfer their loyalty points to cash or a closed wallet

Authorisations
Mitigate the risk of fraud by securing loyalty transactions via OTP or PIN based-redemption

6DX transforms the retail technology of India's biggest retailer in homemaking, renovation and decor

HomeTown
The Art Of Better Living

Operating **35+ stores** across **25 cities** in India

Leading the market for **10+ years**

Offerings encompass an extensive array of **furniture, homeware, decor, and furnishings**

The Challenge

- Usage of an on-premises server resulted in increased cost and dependency complexities

- Limited integration capabilities with third-party technology systems hindered technological upgrades

- User interface was complex and required a substantial amount of time to navigate

- Challenges in managing freebies, return / exchange, and discount wallets, exerting an impact on their customer experience

- Challenges relating to implementing promotional campaigns

6DX's Solution

- **Complete cloud-native environment for lower TCO**

- **From ERP to payment gateways and peripheral integrations, 6DX was successfully integrated with their existing ecosystem without causing any disruptions**

- **Easy-to-navigate solution with minimized training time and increased productivity levels**

- **Simplified and effective process for freebie distribution, exchanges and instant discounts, ultimately enhancing brand loyalty and engagement**

- **The business lacked a dedicated system for customer relationship management. The adoption of 6DX's integrated CRM allowed them to establish a robust data-driven customer management system, enabling effective loyalty programs. As a result, their communication and relationship with customers were significantly improved.**

- **Successful implementation across 35 stores in India.**

- **Seamless integrations with ERP: SAP S/4HANA and other peripheral integrations.**

6DX enhances customer-centric experiences for a sustainable supermarket chain

simpli namdhari's

Operating **30+ stores**

Serving a loyal customer base for more than **2 decades**

Offers a range of products, from fresh, organic, and pesticide-free fruits and vegetables to the finest staples, grocery items, and household brands sourced globally.

The Challenge

- Limited integration capabilities

- Lack of Single Source of Truth (SSOT) of customer data and analytics for promotional purposes

- No alternative payment gateways

- Issues with sales data synchronization from POS to ERP

- Issues of data reconciliation & mismatch on a recurring basis

- Inadequate technical support

- Inadequate CRM support with data and analytics

6DX's Solution

- **Successful implementation across 30+ stores**

- **Complete cloud-native environment flexible for technological advancements and integrations**

- **Seamless integrations with a variety of payment gateway applications**

- **API-based integration with SAP S/4HANA for real-time data and inventory visibility for operational efficiency**

- **Loyalty programmes for increased customer engagement and retention**

- **CRM leveraged data-driven insights and analytics for effective marketing strategies**

Trusted by the best in Retail

In today's era of the experience economy, the Retail industry is transforming at an unprecedented scale, selling not just products, but unforgettable experiences. Our solutions from Intellect Commerce help Retailers stay ahead of competition.
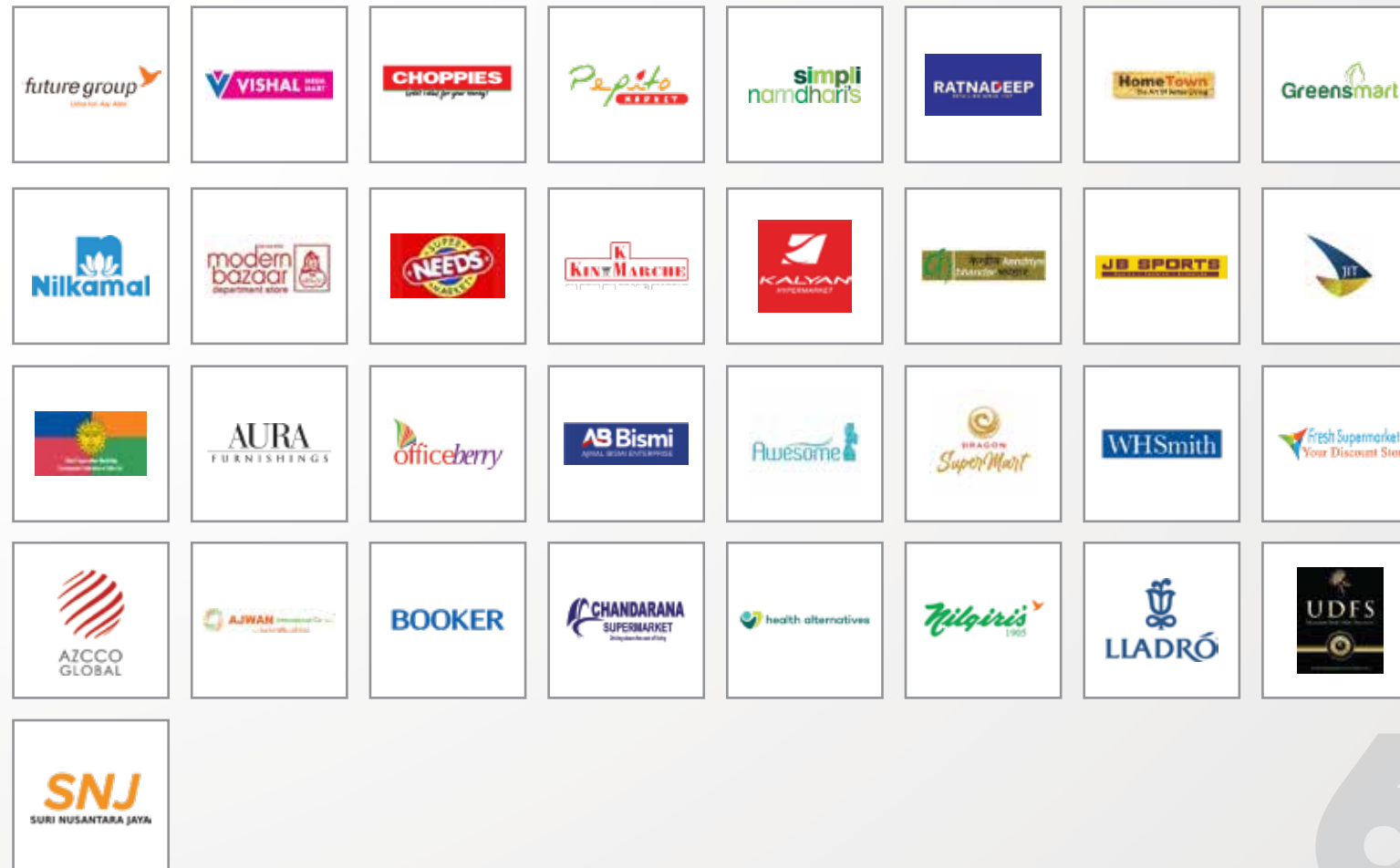
Expertise that is powered by experience

Intellect Commerce Limited is a specialist player that offers full-spectrum, end-to-end solutions for Retailers across verticals such as Hypermarket, Supermarket, and Fashion and Lifestyle for over 20+ years.

6DX

19+
Countries

50K+
POS
Installations

73+
Enterprise
Retailers

1+ Million
Daily
Transactions

6DX

Envision your future, today

Making the 6 Dimensions of New Age Retail Xperience work for you!

| Fast Checkout | Promotions | Payments | CRM | Coupons & Vouchers | Loyalty Programmes |

#TechOnTheCloud

India | UAE | Indonesia

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To know more, please contact:
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Scan the QR Code
to know more