



The most advanced POS software
built with exponential technology.

MACH compliant, Composable,
Contextual, 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 my 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.

6DX - MACH Compliant, Composable, Open Retail Architecture

In today's scenario, every large Retailer wishes to have an open retail composable architecture wherein they can get the best of breed solutions in every space whether it is back office Retail Operation, CRM, Business Analytics, Point of sale etc. Understanding the current market need, the present complexity and technological advancement of enterprise retailers, we have introduced 6DX, a MACH enabled open retail composable architecture that fits into any environment and without disrupting the existing ecosystem of the retailer. **MACH stands for Microservices based, API First, Cloud-Native and Headless technology.**

A base foundation built on open retail composable architecture is open and Process-centric restful APIs in the cloud for building best-in-class retail experience



Microservices

Each feature as a microservice for technological agility speed to innovation.



Cloud-Native

Leverage fast development, infinite scalability, reliability & flexibility.



Composable

Empower Retailers to curate various business possibilities and define their growth.



API-first Design

API-first enterprise technology ecosystem built for flexible, robust, seamless integration, and speed to innovation.



Headless

Innovate with minimal risk. Adapt to changes quickly and maintain a competitive edge.



Open Retail Architecture

Designed to seamlessly integrate into any technology ecosystem or third party vendor.

Envision your future, today

6DX catalyses your business by strategically optimising and powering operational transformation across the Retail life cycle. Our 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



The Fastest Checkout Experience



Barcode Based Scan/Search

Speeds up check-out lines with sales through barcode scanning

Role Based Authorisation

Provision to tie up user privileges with user-defined business roles

Zero Maintenance

Cloud POS reduces the server and other maintenance cost

Print / e-Receipt

- Supports customised bills with pre-defined templates
- E-receipts supports go-green initiatives and reduces paper-printing costs
- Supports SMS services to send customers' e-receipts

Order Booking

- Allows management of advance orders, bookings and recalls for customer convenience
- Provision of a dedicated dashboard for viewing history of orders received

Peripheral Integration

Supports seamless integration with peripheral devices like cash drawer, weighing scale, payment gateways, digital wallets and others

Offline Billing

Continue business operations with the support of offline billing in case of low network or power outages

Hold/Recall/Refund

- Facilitates bill hold and recalls
- Facilitate refunds in the form of cash or as a direct transfer to a customer's closed wallet



Promotions

Reach the Right Audience, Always

Item Based

- Provision to define the discount promotions at SKU level
- Supports new-age campaigns like BOGO (Buy One Get One), BMGM (Buy More Get More), etc.
- Identifies slow-moving products and creates combo packs based on purchasing patterns, by combining slow-moving items with fast-moving items, and offering them at attractive prices

Attribute Based

- Supports cross category based promotions
- Supports promotions based on a specific attribute, to roll out across the product category, including new arrivals

Invoice Based

- Supports bill-buster campaigns
- Defines multiple types of discount promotions that are applicable on an invoice, depending upon the customer group, organisations, date and time

Zone/Organisation Based

- Promotions can be based upon zone or organisations
- Provision to extend zones and organisations on the fly

Date and Time

- Flexibility to execute campaigns based on date, time and day
- Capability to define campaigns, such as Happy Hour, EOSS (End-of-season-sale) and more, to build customer engagement



Customer Group Based

Build unique experiences based upon the customer segments, including family and friends, employee groups, loyal or niche customers, etc.

Fixed price/MRP based

Create unique promotions such as fixed price or based on MRP

Qty/Value/% Based

- Flexibility to configure the conditions based upon quantity or value
- Run discount promotions across the items as a whole or by percentage



Ease of Payment with Various Options



Card Payment

Ready integration available with EDC machine

Digital Wallets

Supports payment from all standard digital wallets

Loyalty Points

Supports payment via loyalty points as a legal tender

UPI Payment

Readily available UPI integration

Meal voucher

Allows payment in the form of meal vouchers, to support varied categories of customers

Closed Wallet

Allows OTP-based authentication at the time of payment

GV Redemption

Enables customers to pay using gift vouchers

Cash Payment

Address the masses with denomination-based cash payments



Know Your Customers Better

Customer Enrolments

Build a good relationship with your customers by knowing their name, mobile number, address, email address, birthday, and anniversaries

KYC

Capture authentication details of your customers as per the government policies depending upon the business requirement

Location Tagging

Have a record of complete addresses and landmarks to perform home deliveries and send out gifts on special occasions

NPS

Check the pulse of your customers to improve the quality of services and become a favoured Retailer

Analytics

Offer analytics-based personalised engagement like never before

Marketing Campaign

- Enable customer engagement by greeting them as new customers, wishing them on birthdays, anniversaries and special occasions, with the help of trigger, buzz and strategic campaigns
- A comprehensive dashboard enables better awareness for better decision-making, ensuring higher profits

Social Media Integration

Sync users' email and social media accounts to understand end-customers buying behavioural patterns



End customer App

Allows better binding with customers through two-way communication:

- Just4You: Offers analytics-based personalised engagement like never before
- Rewards: Provides access to real-time rewards summary and Earn & Burn cash rewards
- Receipts: Offers the facility of monthly/daily expenses lookup for the end customer
- Real-time Notifications: Inform users of new products and offers via push notifications



Coupons & Vouchers

Entice Customers with the Best of Offers



Pre Printed/Manual

- Issue and redeem pre-printed gift vouchers for the end-customer
- Provision to define manual coupons for mass consumption

Digital

Provision to auto-generate digital discount coupons based on pre-configured business logic

Bulk

- Facilitates sending out bulk coupons as a SMS (showcasing promotion or campaign details), to selected customers, to attract more shoppers
- Generate manual or system-generated discount coupons, as single ones or in bulk, as per the business requirement
- Provides an opportunity to cross-pollinate, for businesses to collide and create new and innovative campaigns

SKU or Invoice Based

- Run discount coupon campaigns seamlessly to push slow-moving stock with our SKU based discount campaigns
- Marginally increase the basket size by promoting discounts based upon the bill value

Product Category Based

- Collaborate with vendors to execute brand-specific offers
- Maximise revenue with effective offers applicable on in-house brands

Zone or Organisation

- Tailor promotions based on the store geography
- Increase footfall in newly opened stores with exclusive offers and promotions

Date and Time

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



Become a Customer-Favourite

Multi-Tier

Define loyalty programmes to the “nth” value based on customer segments

Loyalty Promotion

Enable functionally rich campaigns and promotions that can create instant cross-category or SKU based promotions, including 2x3x or loyalty bonus

Card Management

Allow your favourite customers to experience shopping via a loyalty card with your branding

Welcome Campaign

Magnify sales by promoting welcome offers for new customers

Point Transfer

- Delight your customers by allowing them to transfer their loyalty points to a closed wallet, in the form of cash
- Provision for the Retailer to convert loyalty points to cash and transfer it to a closed wallet, on behalf of the end-customer

Tier Upgrade

Encourage end-customers to indulge in shopping to experience the additional benefits with tier upgrades



Point Expiry

With our automated engine remind customers to redeem points before it expires

Authorisations

Mitigate the risk of fraud by secure loyalty transactions via OTP or PIN based redemption

An all encompassing Retail Solution



Customer-Centric Retail Experience:

Create customer-focused Retail experiences for better business growth and improved customer retention



Scalable:

6DX is robust and can handle the high volume scale of transactions, regardless of the number of POS



Highly Secure Platform:

Available on public and private clouds. Cloud-native POS software with automatic updates, secure and swift deployment



Seamless Integration:

With ERP's, payment gateways, digital wallets and peripheral devices



Offline Billing Support:

Continue billing even during poor network and power outages



High-Performance Express Checkout:

Accelerate your business workflow with a 4-click billing process to improve your performance outcome



Enticing In-Store Campaigns:

Increase footfall and maximise customer conversion rate



Effective Loyalty Programmes:

Ensure customer engagement by streamlining loyalty programmes



Get real-time analytics for smart Retail:

Boost your strategy and thrive in every dimension with real-time actionable insights

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



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.





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 | UK

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

To connect with our Global Sales Head,
Mr. Virender Pal Singh,
connectwith6dx@intellectdesign.com
www.i6dx.com



Scan the QR Code
to know more

