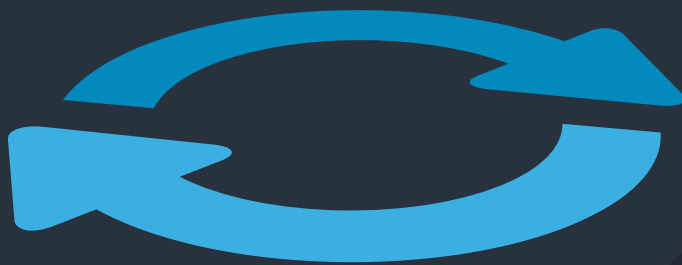


enactor

Ditching Legacy:
Enactor for Large,
International Store
Systems.



Enactor for International Tier 1 Retail

Introduction

International Tier 1 retailers and their store systems require much more than just scale. It's true that multi-country, multi-brand retail creates all sorts of challenges around fiscalisation, tax rules, languages, card schemes and country-specific functionality, for example. Managing thousands, or tens of thousands, of stores or Point of Service devices is not easy, and that's even before omnichannel and other customer experience initiatives come into the equation.

In recent years, international retailers have suffered from the large, monolithic, legacy suppliers and their solutions, where many things just aren't possible in terms of flexibility and agility. What they need is a software platform that makes the previously impossible things very possible, and makes the hard things much easier to achieve.

Enactor, created by the founders of Retail-J, has been developed to do exactly that.

The combination of a full suite of quality "out-of-the-box" unified commerce product and a graphical microservices Enactor Toolkit that makes it easy to build and control change in the software, means that retailers are no longer beholden to expensive support contracts, high day rates and blockers to business change.

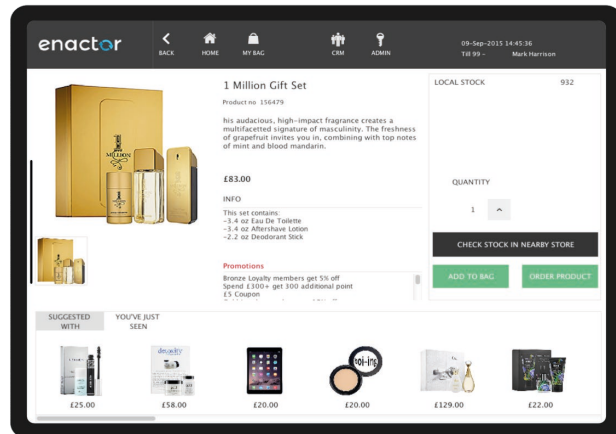
Paramount, though, is the ability to become self-sufficient, so business can have direct influence in the applications that support operations and customer experiences.



For International Stores

A highly functional and configurable Point of Service

Enactor has an industry-leading, functionally rich and flexible POS platform which is proven in many large retailers. Absolutely everything is configurable including the application's flow, menu structure, buttons, permissions, UI styling and authorisations. As well as the flow of cash management and inventory. Whether running mobile, fixed or self check-out, it's the exact same codebase and license.



Enactor has a Central Estate Manager for managing global estate configuration, all accessible through a web application. Further, the flexible Enactor Toolkit-driven architecture means that managing the complexities of going international is inherently possible. Our dedicated fiscalisation team works with you on all international requirements, including printer integration.

The POS has full clientelling as well as endless aisle capabilities out-of-the-box - the latter of which you can see in the screenshot above. The flexibility of the whole POS has been driven by the way it's been built, with small microservice components that enable it to be easily customised with our tools. Adding extra functionality is easy to do and the store system can support on-going change and innovation as a result.

Easily integrate the POS into your wider architecture

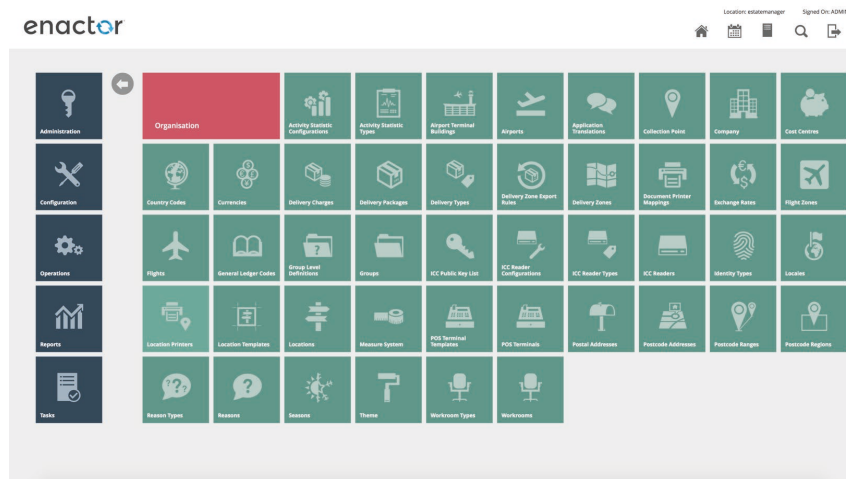
In modern retail, ease of integration is essential. The Enactor Point of Service application can inherently get data via web services from any Enactor or third-party application in the retail ecosystem and has plenty of APIs for doing so. For example, a customer look-up from a CRM/customer database. Take endless aisle as another example, which could be supported by at least a dozen API calls for things like product information, product multimedia, price, valid promotions, loyalty status, suggested with, nearby stock location and store stock levels.

Point of Service for any device or architecture

Our application will run on any mobile or fixed device as it is operating system and database agnostic. So it fully supports Apple and Android mobile devices to suit any platform strategy. This is especially useful when acquisitions or mixed estates are integrated.

Get total international control using just configuration

Managing an international store and web estate is made easy with Enactor's central Estate Manager. With it, all tasks for managing a global estate can be done through a simple web browser. See below to get a flavour of the powerful level of functionality and richness in Estate Manager.



As you can see in the screenshot above, there's so much you can do. Estate Manager means that, without touching a single line of code, significant retail changes can be made and operations can be executed quickly. We like to break it down into four high-level areas of functionality:

i. Configuration

This is all about putting power in the hands of the business and not relying on IT. Operations can be configuring all business rules, business enablement and menu structures. Merchandising can be owning promotions and time-affected pricing, for example. Marketing can take control of loyalty and customer incentives. Meanwhile IT can retain control of things such as the of the configuration of elements such as devices, stores and fiscalisation but through the easy-to-use GUI.

ii. Operations

Estate Manager is also the single interface for executing operational tasks in Enactor. Enactor cash management, order management and inventory all have apps and screens in this area for ease of access.

iii. Administration

Transaction processing, users, roles, permissions and authentication, audit and loss prevention, business process management, system monitoring and data.

iv. Reporting

Full Reporting suite and report tailoring tool.

A Global Fiscalisation Strategy

We have a dedicated, in-house team specifically focused on fiscalisation working on all fiscal requirements including:

- ▶ Printer integration
- ▶ Fiscal Reports
- ▶ Web Service integration
- ▶ UI changes

Gathering the correct requirements is critical. We have a network of consultants and third parties we use to build and keep track of the rules and changes that occur in each market.

The flexible toolkit-driven architecture means that managing the complexities of going international is inherently possible. For example, making changes to an application logic UI interface or doing an integration can all be done in a powerful graphical tool. This is flow-based programming also known these days as “low-code”.

Once built these changes are immediately incorporated into the core product. Configuring a country, device or store to be fiscal is simply a matter of configuring a few fields and drop-downs in Estate Manager and then broadcasting it down to the stores.

Centrally deploy anywhere incredibly quickly

We can run our central component, the Enactor Estate Manager, in the cloud or on-premise to suit any infrastructure strategy. We have sophisticated deployment technologies and practices in which we use Docker containers with either Docker SWARM or Kubernetes. We can easily deploy in Amazon Web Services or Microsoft Azure and have built a Tool where we can deploy a standard Enactor system with just a few clicks!

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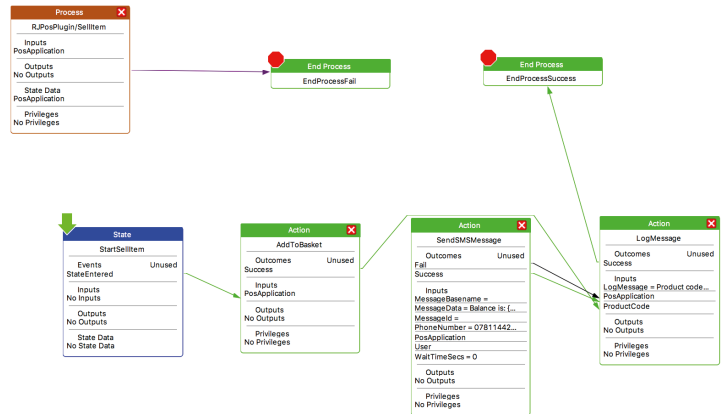
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This vastly reduces the cost of delivery and ownership for our customers.

Software Architecture for easy change and self-sufficiency

Introducing the Tools

In today's world, retailers want to move faster and need freedom from monolithic architectures and expensive resources whenever change is required. At Enactor, we want to give retailers the freedom to leverage real software flexibility themselves by developing their own processes and journeys. We believe this can only be done with the right architecture and tools.



In this way Enactor is much more than just applications, it is a unique microservices architecture, framework and tooling for doing just this. We have used flow-based, graphical diagrams to build applications using microservices. This means the product is inherently agile in a way that is inherently different to other enterprise platforms.

Absolutely everything from the Enactor Point of Service to the headless microservices has been built with this architecture. This means that every product has the power of drag-and-drop flexibility built into it.

The Power of this Architecture

This approach changes the way we think about how applications are designed, built and maintained. This architecture drives a range of benefits which software architects are constantly trying to find.



Efficiency Make applications changes far more easily and efficiently.



Agility Software flexibility that delivers speed of innovation and business change.



Flexibility The flow nature of the architecture means even radical changes can be done.



Longevity The sustainability of the architecture means this can be the solution for the next 10+ years at least. Protect investment by never having an “end-of-life”.

Get complete software self-sufficiency

What is really powerful however, is how this architecture allows other development teams and organisations outside of Enactor to take ownership of the solution. This includes the retailers themselves. By being self-sufficient, business agility and speed of change can be built into the model around international store systems. Here are the kinds of achievements Enactor enables retailers to get for themselves:

- ▶ Full Development/Extensions
- ▶ Innovation
- ▶ Management of Major Versions
- ▶ Releases
- ▶ Fix Bugs
- ▶ Integration

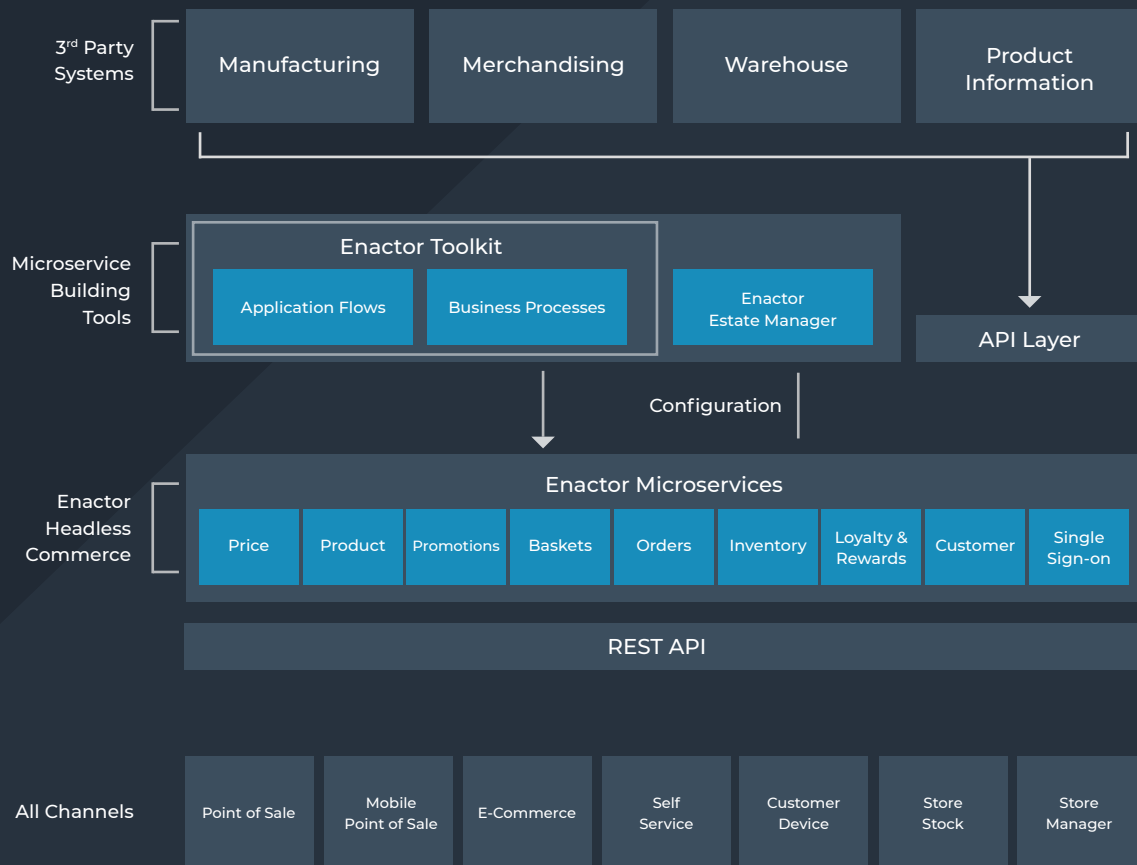
Get all businesses, verticals and countries under one single, scalable codebase

Our powerful toolkit architecture means we can have any number of businesses all working from the same codebase, even with completely different verticals or brands. This works because all functionality is based around Enactor processes, meaning several businesses can use the same core version, but with their own extensions for business-specific functions or integrations.

In practice this means that a great deal of specific functions and integrations can be sustained across any vertical in one system, such as grocery, fashion, department store, homewares, hospitality, fuel and pharmacy.

“ By being self-sufficient, business agility and speed of change can be built into the model around International store systems. ”

Enactor Headless Commerce for Enterprise Retail



About Enactor's Headless Commerce Microservices

With legacy architecture incapable of providing both the scale and flexibility needed to enable unified commerce, Enactor's Headless Commerce capabilities open up a full range of customer journeys as well as the infrastructure for all channels including the web.

Enactor has full commerce capabilities combining hundreds of microservices, for enabling unified commerce, available via our rich, extensive and highly documented REST APIs including:

- ▶ Baskets API
- ▶ Customer API
- ▶ Orders API
- ▶ Inventory API
- ▶ Loyalty API
- ▶ Promotions Engine API
- ▶ Price API
- ▶ Product API

Our Headless Services come with an extensive amount of functionality built in. They are highly configurable in Estate Manager. For example, our Omnichannel Promotions Engine is one of the richest and most configurable in the industry.

All our services have been built with our unique Microservice Framework and Tooling. So there is flexibility built into the services themselves. With the Enactor Tools, our services can be highly customised to meet the complex demands of enterprise retail but also to build out further functionality.

A great example is our Baskets Engine. It can be called by a REST API to be a high performing single basket for the whole business to use in every channel.

The exciting thing about bringing this architecture into commerce is what retailers can do off the back of the services. Not only can entities like Baskets be easily customised, but they can also be extended. For example, integration to a back-end tool, posting to social media or analysis by Artificial Intelligence.

Full Hospitality alongside Retail

Enactor is the only platform that has retail and hospitality all on one platform. We've seen hospitality becoming more and more popular with the rise of experiences in retail. The rich functionality makes it easy to manage various options such as fixed and mobile applications for table management, café-based and takeaway POS.

Full location printing and screen capability for the kitchen is also available and all our applications can run on any fixed or mobile device, and any operating system such as Linux, Windows, iOS and Android.

These are not bolt-on applications - they are built and are part of the same platform. With them, Enactor enables full omnichannel hospitality services for ordering food and drink, combining retail and hospitality across any number of stores and devices.

All configuration is done through the Estate Manager, just the same as retail with the exact same structure and configuration for elements such as promotions, product, inventory, menus and customer.

We have customers using fixed POS, mobile POS and HHT POS across BOTH Retail and Hospitality. Showing that with Enactor you can harness the power of both verticals into one holistic offering.



A Word from the Author

We hope you can see that Enactor is a retail platform that has strengths across many different areas for international Retailing organisations. Retail is changing, and, like everything else in the world of technology, the **rate** of change is faster than ever too. That is why we propose that this new approach to store systems, where Retailers are empowered to keep up with the rate of change themselves, is the new way forward.

The solutions and concepts we describe in this document are actively working at retailers across the globe today - and are not just buzzwords. We know suppliers have been talking about some of these things for many years now, and customers are still waiting to see them come to fruition. Whether this is a development change with our tools, a configuration with Estate Manager or an implementation of an Enactor microservice, our customers are able to leverage the same kind of changeability.

This new quick-change approach is how Enactor will continue to disrupt the market. Where Enactor has been fortunate to be successful in the last few years against “more known” and “more established suppliers”, we believe these points are genuine common denominators.

Carrell

Julius Carrell

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The solutions and concepts
we describe in this document
are active today”