

*The management and communications
solution for multi-site retailers*



 **SANDERSON**

Maximise your profitability by ensuring the fast, effective flow of information across all levels of your business

A unique solution

Midas Store Manager, from Sanderson, is a clever management and communications solution developed specially for multi-site retailers.

Multi-site retailing has many information flows; the Sanderson solution manages your internal communications to optimise the acquisition, flow and effective usage of information for profit. It collects and rapidly channels real-time information to the right people throughout the organisation to provide visibility, expose weaknesses, speed up processes, and reduce administration to enhance profits and drive improvement.

100% web-based, Midas Store Manager links stores and head office together to give staff instant access to the right information at the right time - controlled through a single browser-based tool. As the author of our software solutions, Sanderson retains control of product development, enabling us to provide exceptional value and service to our clients through continuous development and enhancement of our products.



Core ■ Information Management ■ Activity Management ■

The modular system design allows you to select the modules most appropriate to your organisation, providing the flexibility for the system to grow alongside your business.

Maximises sales by:

- Minimising back office administration to maximise sales time
- Managing campaigns to ensure maximum promotional uplift
- Enabling up and cross-selling by providing staff with appropriate product knowledge
- Cutting merchandising and stock management time
- Increasing customer satisfaction levels

Protects revenue by:

- Identifying and minimising shrinkage
- Ensuring promotions can be executed to maximise sales, and eliminate excess stock holding
- Providing information to help retain customers
- Assuring adherence to supplier agreements, guarding against penalties and lost discount
- Ensuring property damage is addressed quickly to maintain brand image and sales space

Cuts costs by:

- Eliminating the need for print and distribution of internal communications
- Cutting administration costs associated with non-compliance, process failures and legal issues
- Increasing staff retention rates
- Removing the need for support and licensing of under-utilised software
- Reducing expense costs of field teams and area managers

Flexible, scalable and powerful

Midas Store Manager has a modular design. Four core modules form the basis of the system and are complimented by a range of other modules to provide a truly integrated management and communications system for retailers.

Fundamental to the software is its ability to model your individual business structure and define the relationship between users and the system. This is encompassed in the core **Controls** and **Directory** modules which allow the system to deliver the right tools and information to each person, relevant to their role in the organisation. The other core modules which together create the backbone of the system are **Messaging** and **Organiser**. (See overleaf)

Increase your ability to sell by gathering intelligence, driving in-store promotions and empowering colleagues to deliver great customer service.

Communication and Organisation

The **Messaging** module provides rapid, streamlined and auditable communication across all areas. Replacing conventional email, fax, paper and the majority of telephone communications, it also uses SMS, instant messaging and EPoS alerts to get messages through in the most appropriate way.

The **Organiser** facility provides comprehensive diary management for each store; a crucial tool for communicating the store activities to all relevant personnel, co-ordinating planned tasks and scheduling of staff hours and contractor visits. Personal diaries use productivity tools to help staff manage their personal workload effectively.

Manuals provides the facility to store searchable electronic manuals for use by store, regional and head office personnel. These include policies for health & safety, company policy, employee handbook and statutory/legal requirements, and procedural documents such as instructions for handling deliveries and returns.

Content Management provides the facility for building and maintaining websites and intranets. This powerful module can be used to manage the content of websites, ensuring you can provide up to date information to your customers, round the clock. Security features such as gatekeepers to authorise site changes can be applied.

Feedback captures valuable insight from customers and employees using a range of tools and sources including in-store surveys and EPoS data. Real-time information provides management teams with accurate business intelligence quickly - ensuring a speedy reaction to consumer information.

Management Information delivers KPIs and business metrics in a dashboard format with a drill-down facility, presenting information from a variety of data sources. Comparisons between stores can be made to identify trends, which can be presented graphically. Midas Store Manager directs managers to specific areas requiring attention, it can also be configured to raise SMS alerts as soon as specific conditions are detected, ensuring early detection and correction of issues.

Super Search allows the document library, manuals library, knowledgebase and content-managed areas to be searched. Users can select to search all available sources or individual areas, permissions are respected and the search includes content, titles and data, putting all the available information at your fingertips.

Information Management

Controlling the flow of information around the retail organisation.

Document Management maintains a central electronic library of version controlled documents and multimedia files; such as price lists with expiry dates. Approval and review processes can be applied, as well as date controlled automatic updates so that colleagues will always be presented with consistent, relevant and up to date information.

Knowledgebase empowers colleagues with product information. Product literature, features, specifications, size charts and range information can all be searched instantly in response to a customer query. Product information can be added to the knowledgebase and cross-linked therefore maximising the potential to up and cross sell.

Notice Board allows head office to communicate information directly to colleagues. Unlike traditional notice boards the messages can be targeted at specific audiences, management can confirm who has and who hasn't read a notice, and only authorised material can appear.

“Everything you need to know is in one place; you can't miss anything.”

Protect your profits by identifying issues and rapidly communicating with stores to significantly reduce the time exposed to risk.

Activity Management

Controlling and monitoring tasks and activities within the retail organisation ensures compliance to procedures, maximises productivity and ultimately reduces administration to facilitate more sales time; enabling you to enhance customer service and increase profitability.

Projects contains flexible planning tools for use across all departments. It provides the structure and facilities to plan, share documents, schedule meetings, resolve problems, allocate work and report on progress. It communicates expectations, changes and developments, minimising risk and lowering costs. Ideal for many different types of project including strategic planning, reviews of product ranges and store refurbishments. External contractors can participate directly in projects and automatically receive updates to plans and drawings. The additional ability to upload information from industry standard project planning tools to Midas Store Manager makes this an essential module for a Manager overseeing multiple projects

Helpdesk captures and records in-store incidents and monitors the response taken. It is both a knowledgebase and reporting mechanism in a single tool, with issues being prioritised and instantly routed to the appropriate personnel for action. The facility can also be used to manage maintenance issues; problems can be documented, prioritised and routed to the appropriate personnel for attention; so the problem can be rectified efficiently, SLAs monitored and selling space optimised. Various HR administration tasks such as starters and leavers forms, payroll and annual leave can also be managed via the Helpdesk.

Timesheets ease the administrative burden of staff and provide the ability to track, cost and bill chargeable and non-chargeable time and handle expense claims remotely. The Sanderson solution reduces the need for field-based managers to travel, and also provides the business with the means to analyse their activity and control their expenses.

Task Management allows jobs to be allocated, monitored and completed effectively. Head office departments can specify, prioritise, schedule and communicate tasks to the stores and monitor them through to completion. Status updates can be sent back to head office, providing a clear picture of progress across the store network and highlighting stores that require additional follow up. Individual tasks can also be organised via Task Management to ensure maximum productivity.



“The return on investment is substantial; this software will quickly pay for itself”

Designed for tomorrow's retailer...today

Something Special

Sanderson has an enviable 25 year history of delivering market-specific IT solutions. We develop close working relationships with our clients to consistently deliver added value to their businesses.

Proven Reliability

Built using robust and proven technology, the Sanderson solution is an enterprise-wide retail management platform that is both reliable and scalable. The software is easy to use and requires no advanced IT skills.

Rapid Implementation and Adoption

Backed by our expert implementation, training and support teams, your Sanderson solution can be implemented with minimum disruption to your organisation so it can be implemented and working profitably for you in minimum time with minimum disruption. The intuitive browser-based technology will already be familiar to many of your staff providing you with the most effective retail communication solution you can choose.

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Benefits at a glance

- Increases revenue through better alignment of in-store promotions and sales activity with advertising, PR and market intelligence
- Increases visibility throughout the store hierarchy
- Promotes more efficient use of store personnel by increasing the time available for customer contact
- Reduces time that the store manager spends in the back office, proven to increase sales
- Reduces the time taken to detect and correct issues, and therefore the time exposed to risk and loss
- Reduces shrinkage and fraud
- Protects the brand image through improved compliance with directives, faster correction of property defects and more rapid detection of quality issues
- Promotes consistent and improved customer service to generate long term customer satisfaction and loyalty
- Reduces the risks and costs associated with non-compliance, legal issues, incidents and scams
- Provides cost saving in printing, distribution and collation costs, and reduces errors caused by out-of-date documentation
- Provides better collaboration on projects, reducing risks and lowering costs
- Improves working procedures and increases job satisfaction
- Allows business growth without increasing management costs
- Increases personnel efficiency
- Provides evidence of compliance and processes
- Familiar browser-based technology ensures ease of use and rapid deployment