

QUADRANT



Founded in 1985, The Linx Group develops products, services, and solutions optimizing businesses and increasing its customers' competitiveness. It currently counts on more than 2,500 customers in Brazil, Latin America, and Europe, and more than 400 collaborators at its head office – in addition to relationship units and partners spread throughout Brazil and abroad.

Linx Systems is market leader in informatized corporate solutions for retail and wholesale company management highlighting the clothing, footwear, and gifts sectors. The Quadrant operation has recently been incorporated by the Group, being the largest software house targeting commerce in Latin America.

With the experience acquired in more than two decades, products and services have evolved to offer customers:

- **Scalability:** modular solutions which grow together with your company. The system manages from kiosks and companies with a single point of sales up to multi-store operations;
- **Flexibility:** allows operational data parameterization, following each customer's business policy, customizing store by store, even in a single chain;
- **Versatility:** meets the needs of several segments, with grid smart use, future delivery, wholesale operation, and virtual store;
- **Safety:** provides a reliable environment, for it used Microsoft SQL Server data base, Hardlock protecting devices, and information exchange is performed from encrypted files.

The joining of efforts, skills, and continuous improvement process drives us towards a constant search for excellence at service rendering, with creative and effective solutions targeting each company's specific needs. Among the services, we highlight:

Relationship

Follow-up by qualified professionals, with high knowledge on retail and wholesale routines, besides specialization in any of the Quadrant solutions – the team is divided into cells, ensuring tranquility and certainty of customized service.

Franchising

Exclusive Business Unit using differentiated implementation and service methodology. This ensures a customized solution for each brand and ensures that the business model is the same in all stores, not to mention fast, simple and transparent information exchange.

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See some of the features highlighting the GAL/SAM, the ideal solution for your point of sales:

- Service and safety agility: during the operations of sales, exchange, receiving, and merchandise transfer;
- Customer interaction: allows registering customers, associate sales in order to create history and consult on each one's performance. Allied to CRM, it allows service customization, including special price conditions and forms of payment;
- Product affinity and sales argument: provides salespeople with information on products, highlighting their features and differentials;
- Integrated electronic mail: own mail module, with all convenience for message sending and receiving in a safe environment. It receives product and price updates and sends sales movement, even by SMS;
- Simplified checking after the work shift.

GAL FLASH

It allows real-time visualization of store and salesperson performance.

- Via Web, it allows consolidated verification of performed attendance, analyzing in the light of value, product, category, and salesperson;
- Through cameras it is possible to check environment organization, customer circulation, and store team posture;
- Provides interactivity between storekeeper and store;
- Uses common broadband connection;
- Allows remaining constantly informed about the company; even outside the office.

BACKOFFICE

A set of commerce company management tools encompassing basic processes and even more complex operations.

- Generation and keeping of the product cadastre, price management, purchasing, stock control, inventory and product distribution, besides store movement consolidation;
- Provides a broad vision about sales, product, store, and salesperson performance, collaborating for efficient management, supported by secure information;
- Controls sales fiscal note emission, transfers, devolution, among others, generating information to the Sintegra;
- Follows up invoicing goals per point of sales and per company employee;
- Allows administration of store customer cadastre data, providing a set of tools for maintenance, report issuance, and direct mail tag printing.

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INSTALLMENT PLAN

Payment options have become an important competitive differential. Besides helping consumers at the time of goods purchasing financing, they suggest faithfulness generation with the store, for they return on a monthly basis to make payments, thus creating the opportunity for new sales.

Main Characteristics:

- Online installment plan: installment-plan web access and protection bulletin; this way, payment operations, contact cadastre and change are real-time accessed by both store (GAL/SAM) and back-office;
- Financial module update: performance analysis, result verification, and report manager;
- Allows creation of a proper "Protection Bulletin", which can block sales by installments for default customers;
- Parameter configuration, such as: % of fine and interest for delay, maximum number of delayed days without incurring in fine and interest, number of receipts issued per liquidated installment; % over monthly income to form total or monthly limit, among others;
- Risk analysis for sales by check, installment plan, and invoiced sales;

PLANNING

Stock management seeks constant balance between offer and demand. Therefore, planning margins and coverage may turn out to be the success differential in a chain. Based upon the "open to receive" philosophy, it controls the previously allocated purchasing allowance, allows corrective action anticipation via sales trend analysis, aiming to avoid excess or lacking items at the point of sales.

Main Characteristics

- Makes VAPR/OAFR (Open Allowance for Receiving) information for: coverage level, margin, average sales, and pending orders per article;
- Enables planning in values or sales quantities, per category, stock, coverage, marking, receiving, gross margin, or markup;
- Agility: figures informed for planning per network are automatically reflected on store planning and vice versa;
- Enables product-by-product performance analysis, or considering product sub-categories or segments;
- Provides better stock visibility and better coordination between the supplying sources and stores or distribution centers.

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CRM

Conquering and retaining customers are daily challenges. A huge step to stand out in this scenario is to learn your consumers' habits and adopt a business strategy targeting anticipation of their needs.

Profile identification of current and potential consumers makes it possible for the company to know the actual value of a customer along his/her relationship and invest in focused actions meeting the expectations of each market share.

CRM Quadrant uses the one-to-one marketing concept, which seeks to achieve the maximum return in the relationship with customers and allows customized interaction with each of them.

Main Characteristics

- Easy, fast, and safe customer association in the service at both beginning and end of sales, forming the shopping history;
- Offers differential to the consumer at the time of sales through campaigns allowing him/her to be recognized while at the store;
- Higher marketing campaign efficacy: it publishes and measures results through action follow-up vs. return to the store.
- Makes history information available to be used in the edition of selective criteria, consultations, letters, e-mails, and tags, such as – for instance:
 - Date of the first, latest, and biggest buy;
 - Credit situation and payment punctuality;
 - Products acquired per period;
 - Filter as per region, age, sex, or income;
 - Follow-up as per how recent, frequency, and amount spent.