

# Octopus Retail Management Pte Ltd

*Recognized as*

APAC **CIO** Outlook 25 Most Promising  
**RETAIL**   
SOLUTION PROVIDERS - 2017

*The Annual listing of 25 most promising companies  
providing technology solutions for retail sector in APAC*

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# APAC CIO Outlook

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## Top 25 Most Promising Retail Solution Providers - 2017

Retail sector has witnessed dramatic changes over years; companies are emphasizing on multi-channel experience for merchandizing strategies. Keeping a constant touch with the customers is the gateway for success. In this digital age, analytics is playing a crucial role in harnessing omni-channel experience which has become cynosure of the industry. Retailers are leveraging insights to make informed decisions catering custom offerings based on individual needs. Addition of tech savvy millennial population into prospective consumers list has fastened the adoption of modern technologies to stay always available. Retailers are embarking on augmented reality, virtual reality, and artificial intelligence to understand the dynamic needs of customers at a granular level and have optimized in-store operations redefining the customer experience paradigm.

IT solution providers are constantly enduring to ease customer journey on the various aspects of retail sector, from

supply chain to a sale across the counter, technology has touched every facet. Today a CIO's role is not just limited to ensuring infrastructure and software reliability but to explore better platforms for smoother business operations, unlock customer's voice and drive business transformation. A CIO must be cognizant of emerging technologies to envision future endeavours without deviating from the basics of retail chain. With plethora of solutions available in the market place to decongest performance bottlenecks, manage raising costs and embed social commerce into the existing solutions, CIOs are facing challenging situations to select the right technology to make informed decisions.

To simplify a CIO's task and help understand the latest technologies in the sector, we are presenting you a special edition on "25 Most Promising Retail Solutions Providers" in Asia Pacific region.



Whee Shiong Ong,  
 Founder & MD

## Octopus:

### Reshaping the Global Retail Landscape with Innovative Retail Management Solutions

In today's digital age, robust advancement in technologies is bringing a seismic shift in consumer purchase behaviour. Buyers are accessing multiple channels to find the most efficient and viable source for purchasing. Although, many modern day retailers have adopted omni-channel business model, very few incorporate an efficient retail management system to further enhance their business productivity. As a pioneer retail management solution provider, Singapore-based Octopus Retail Management (ORM) brings forth best-in-market mobile point-of-sale (POS) platform for retail and F&B businesses in Asia. "We continuously work towards our vision of being a market leader in delivering retail management platforms, and in particular on how we are committed to ensure our clients achieve improved business performance with our proprietary POS solutions," says Whee Shiong Ong, Founder & MD, ORM. The firm consists of people from diverse cultural backgrounds in different countries which help them to better understand their clientele whereby Octopus can customise the cost-effective and scalable POS solutions for them.

The company's cloud based retail management solution helps retailers to leverage social media interactions to curate personalized offerings based on consumer's shopping and dining experience. Its ability to support cashless payment options using different mobile wallets such as WeChat Pay and Alipay enhances customer experience and efficiency. In addition, using Octopus retail management solution, retailers can synchronize inventory, support

customer promotions, and offer loyalty points to add more value propositions to the consumers. "With our integrated retail management solutions, retail businesses are able to offer their customers an enhanced shopping experience with connectivity between merchant to payment solutions, via both online and offline channels," sparks Ong.

Moreover, ORM allows its customers to onboard a mobile platform through its cloud offering. The solution maintains a real-time visibility over the network to monitor sales, performance of staff, and inventory which leads them to better understand the business and attributes to enhanced decision-making.

With a customer base of more than 2,000 merchants, Octopus' retail management solutions have a rapidly-growing business presence in the Asian market. Ong adds that its Octopus retail management solutions can seamlessly integrate with multiple systems such as SAP and In for M3 Enterprise Resource Planning (ERP).

With its suite of high-shield products, the firm marks its presence in 80 percent of the total retail market. Adding to the retail management solution for the merchant, ORM also offers eCatalog app, Stock count app, Dashboard, and an eCommerce shopping cart to its clients. These products empower the retailers to embrace digitalization and maintain an electronic catalogue of all products on-premises. Spread across the globe with physical presence in six countries, ORM endows innovative cloud-based retail management solution to handle the humungous volume of inventory data present on-premises. In one such

instance, one of its clientele, Unique Motor Sports in Singapore, was facing difficulty to synchronize the workflow in its multiple POS systems running across its multiple workshops. The client approached ORM to digitalize their services and streamline its work of servicing and repairing motorcycle. With Octopus retail management solutions, the client achieved better co-ordination in all its workshops within a short period of six months. The whole process was digitalized

Octopus retail management solutions is at the forefront of creating a virtuous eco-system for stakeholders in the global retail industry

right from an inbound customer to payment through an electronic Job sheet program, as part of the proposed Octopus POS solutions. Additionally, the client also achieved better visibility over inventory and time spent for each service which resulted in enhanced productivity and end-to-end co-ordination between all its units.

ORM is built with a strong R&D team that continuously works to develop innovative retail management solutions that meet the escalating market needs. Going further, the firm intends to add more value to its patent synchronization technology for its customers in Asia. "Our vision for Octopus retail management solutions is to create a virtuous eco-system for our customers, retail consumers and payment companies to engage and create more value propositions among each other," concludes Ong. **ACO**



### Company:

Octopus

### Key Person:

Whee Shiong Ong  
 Founder & MD

### Description:

Streamlines the workflow in retail market with Octopus POS

### Website:

octopuspos.com