Syntphony Commerce

Sales

Sales

Syntphony Sales is a Omnichannel solution to manage physical and virtual checkouts.

When Sales solutions play in sync, the whole tune changes for good.

Evolve retail innovation with Syntphony Sales. NTT DATA's centralized Sales platform on the SaaS cloud offers a wide range of specialized modules, designed to meet the dynamic needs of businesses across all industries. With unparalleled flexibility, efficiency, and ease of implementation, Syntphony Sales redefines the customer experience, enabling businesses of all sizes to thrive in today's ever-evolving market landscape.

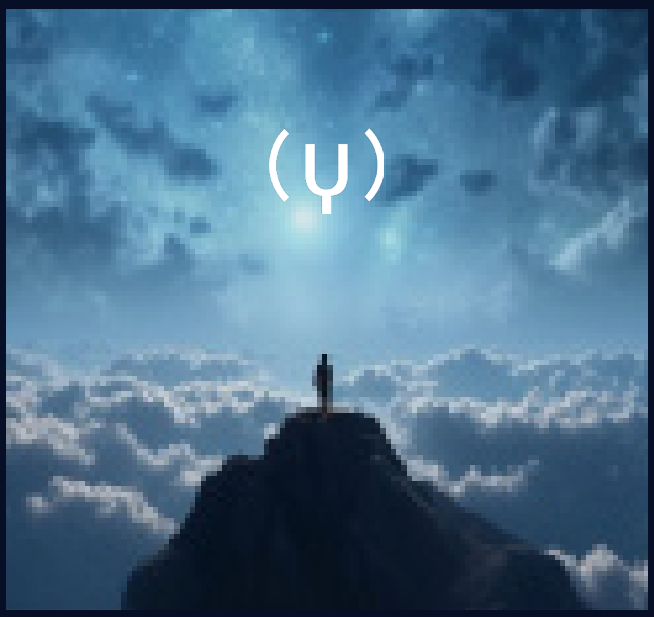
At the heart of Syntphony Commerce is its comprehensive suite of solutions, designed to optimize all aspects of the sales process. From customer acquisition and retention to seamless payment integration, our platform delivers end-to-end functionality to drive business success. With modules spanning loyalty programs, ERP integration, POS systems, and a wide variety of sales channels including mobile, Marketplace, and more, Syntphony Sales offers unparalleled versatility to meet each customer's unique needs.

Whether you're a global retail giant or a startup, Syntphony Sales offers the flexibility and scalability to adapt to your changing needs, today and in the future.

Retail

Why syntphony ?

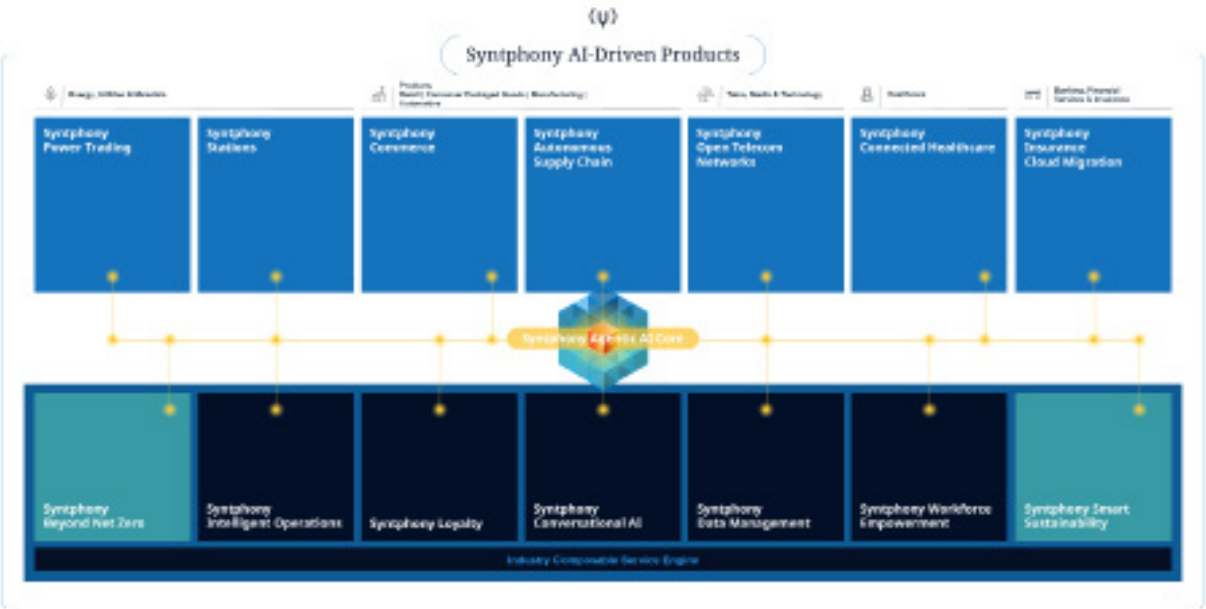
We develop products and solutions that are in tune with businesses



Syntphony is the composable platform of digital products and solutions from NTT DATA, created to help global organizations accelerate innovation, align business strategy with technology, and scale transformation initiatives with speed and efficiency.

Designed for enterprises that demand flexibility, modularity and integration, Syntphony offers a portfolio of ready-to-deploy, enterprise-grade digital products developed by NTT DATA's global talent network. By combining business consulting expertise, proprietary technologies and industry knowledge, the Syntphony ecosystem multiplies the value for clients, reducing time to market and unlocking synergies across multiple domains.

Syntphony is the AI-driven composable platform of NTT DATA, enabling clients to orchestrate scalable, resilient, and future-ready business solutions.



Syntphony Commerce

Syntphony Commerce helps industries such as retail and consumer packaged goods overcome operational fragmentation and channel disconnect.

Payments

Deliver secure, omnichannel payment experiences with total control and flexibility, streamlining operations, reducing time to market and enabling businesses to create new customer value across every payment method and channel.

Sales

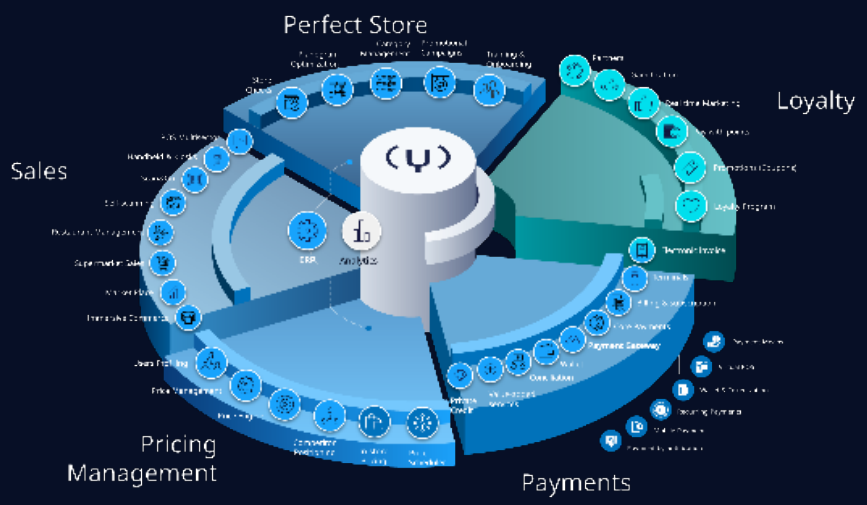
Optimize sales operations by connecting virtual and physical points of sale, enabling dynamic pricing, promotions and loyalty integration, while ensuring seamless customer journeys and reducing friction throughout the entire shopping process.

Pricing Management

Smart pricing strategies that ensure transparency, consistency, and profitability, enabling margin control, operational efficiency, and responsiveness to consumer price sensitivity.

Perfect Store

In-store execution with AI-powered video recognition, featuring real-time product identification, shelf analysis, and KPI calculation, ensuring accurate audits, improved shelf visibility, and optimized promotional execution.



Retail in the face of an increasingly digital and demanding consumer

In today's dynamic retail landscape, businesses face a multitude of challenges, from adapting to evolving consumer habits to ensuring seamless omnichannel experiences.

NTT DATA's Syntphony Sales solution emerges as a model of innovation that offers unparalleled solutions to drive business.

The global **Self Check-Out market in Retail** reached **USD 2.49 billion in 2022**, and with steady growth, it is projected to reach **USD 6.50 billion by 2030**, driven by a **CAGR of 12.8%.** By offering, software accounted for 25% of total market revenue in 2022, while hardware and services represented **47.3%** and **27.6%**, respectively. By 2030, service revenue is expected to decrease to 25%, while software revenue will rise to 26.6% of the market. Regarding end-users, **supermarkets and hypermarkets** led the market, contributing **61% of total revenue in 2022**, equivalent to USD 1.51 billion. Department stores followed, generating **USD 0.49 billion or 19% of the market**, while convenience stores accounted for 16% of the total revenue.*

Demand for personalized shopping experiences has never been higher, with consumers seeking personalized promotions and hyper-personalized interactions. Syntphony Sales addresses this need head-on, empowering retailers to deliver curated experiences that build customer loyalty and drive profitability. It offers an omnichannel payment solution that transcends traditional boundaries.

Syntphony Sales, thanks to its modular flexibility, covers all aspects of the sales process and offers retailers a complete set of tools to meet their unique needs, ensuring maximum efficiency and profitability. With its open source middleware architecture, Syntphony Sales guarantees cost savings and hardware independence, giving retailers the freedom to innovate without restrictions.

As the retail landscape continues to evolve, Syntphony Sales remains at the forefront of innovation, enabling businesses to thrive in a rapidly changing environment.

* Self-Checkout in Retail Market Research Report Market Forecast till 2030. Market Research Future, 2022. Report provided by EMIS.

Syntphony Sales is the omnichannel (in-store, e-commerce, m-commerce, social commerce, POS, ERP, kiosk and self-service) solution for retail, offering a centralized platform for seamless sales experiences across physical and digital touchpoints.

Whether in-store or online, our solution, managed through a central ERP, ensures a multi-channel approach that improves efficiency and customer satisfaction. Syntphony Sales is a flexible, open source middleware payment solution for retail based on a web services architecture to implement new features and reduce the impact of implementation on the store chain.

It incorporates expanded promotional capabilities and the ability to customize its UX according to the client's requirements and needs. An agile, secure, scalable and resilient SaaS platform with solutions that improve governance, operations and user experience in a unique and personalized way.

Syntphony Sales enables an omnichannel experience customer-centric.

Our centralized platform offers a complete set of omnichannel sales solutions designed to meet the diverse needs of enterprises and retail businesses, both physical and digital. With a strong foundation based on web services architecture and the adoption of open source middleware, we ensure seamless integration and implementation across major hardware vendors.

Our platform has various modules and a fully customizable user experience, which guarantees a perfect adaptation to each client. **From brick-and-mortar stores to cutting-edge digital environments, Syntphony Sales seamlessly adapts to all sales channels, allowing businesses to unlock their full potential.** With modular flexibility, our platform improves payment processes end-to-end and across touchpoints, allowing businesses to better understand their customers, effortlessly manage promotions, and stay ahead in today's dynamic marketplace.

Experience with Syntphony Sales the power of seamless integration, enhanced flexibility, and unparalleled customization to drive your business. Join industry leaders who have adopted Syntphony Sales to evolve their sales operations and increase new growth opportunities.

With Syntphony Sales, the sales possibilities are limitless and prepare businesses for what's to come in the future.

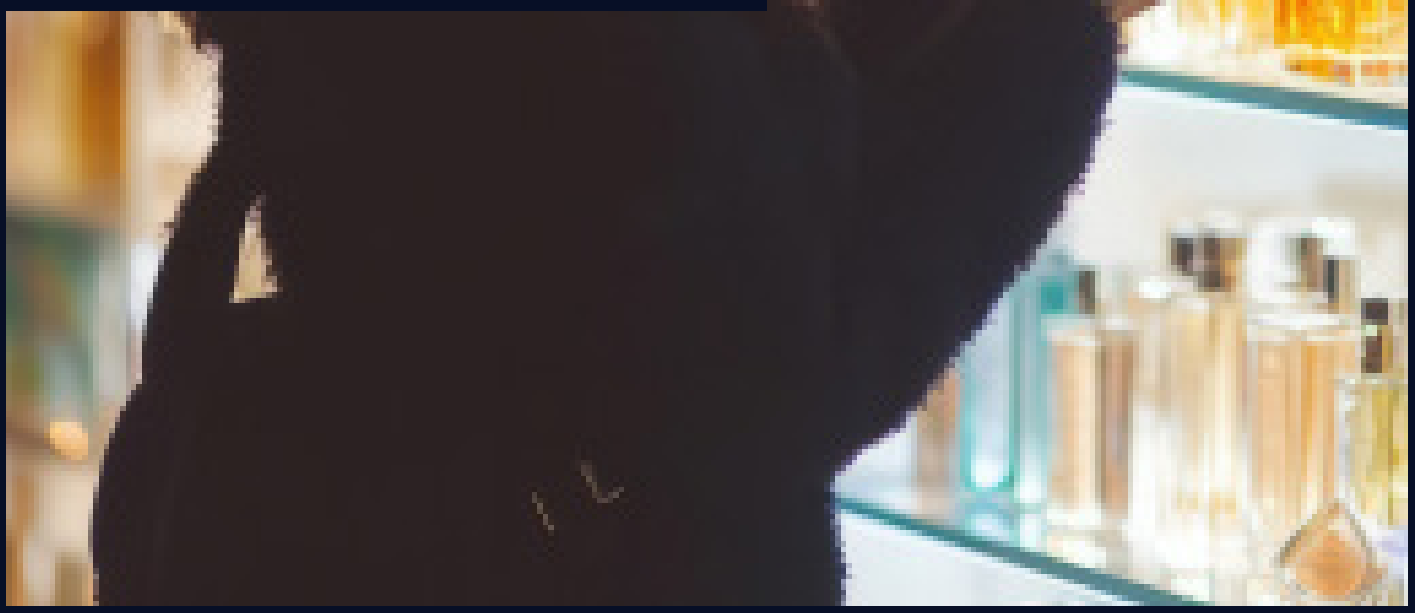
A modular and flexible ecosystem tailored to every business

In the field of retail technology, Syntphony Sales stands out as a model of proven experience, innovation and efficiency.

With a global presence spanning more than 30 leading retailers in 22 countries, our platform orchestrates the daily activities of more than 10 million loyalty cards and facilitates more than 2 million daily transactions, spanning 200,000 retail locations worldwide. This widespread adoption speaks volumes about the prowess of our platform and its ability to deliver tangible results. Syntphony Sales is more than just a software platform; is a comprehensive solution designed to meet the dynamic needs of today's retailers. With its omnichannel engine, UX customization and modular solution, it offers unparalleled flexibility and adaptability.

Our commitment to customer satisfaction includes a Customer Management module and our expanded related services, such as infrastructure management and application management. Powered by resilient architecture and supported by cutting-edge technology, Syntphony Sales enables retailers to create unique experiences for their customers.

In a competitive landscape where every advantage matters, Syntphony Sales makes a difference and offers not just a product but a strategic partnership for retailers looking to thrive in the digital age.



Modules

Syntphony Sales modules to boost performance:

The results demand that all players keep up the pace. Our flexible SaaS platform makes this possible with a simple integration that provides the greatest UX impact with the smallest technology footprint. Syntphony Sales provides technological solutions for each sales channel (in-store, e-commerce, mobile commerce, social commerce, self-service,...) managed through a central ERP. Thanks to the organization in modules, Syntphony Sales allows flexible configuration:

ERP

Streamlined operations with our ERP module that offers a centralized Hub to deliver a multi-channel experience. The key piece of the Syntphony Sales solutions that puts all the resources of your business at your fingertips.

ERP is the core of sales solutions: a centralised back-office to deliver a multi-channel experience.

- **Centralised:** It allows to manage all the data from a single point facilitating the management and interoperability.
- **Availability:** Instant access from any location or device without installing any desktop software, it only needs internet connection to access all the information and functionalities.
- **Real Time:** Real time processing to interact between systems and customers, all the informations is always up to date.

General Features

- **Company configuration:** It manages all the information that allows the system to operate. The configuration module manages the general business functionalities, including the different actors (suppliers, users...) as well as the registration and governance of channels and points of sale.
  - Company data
  - Configuration data
  - Stores
  - Users
  - Roles and profiles
  - Currencies
  - Payment methods
  - Document series
  - Customisable fields

Products: All tools for maintaining items and stores:

- **Catalogue:** This module allows you to define the products that make up the centralised catalogue. In this way, each shop can include or exclude items and modify their details, prices, images, etc.
  - Warehouses
  - Suppliers
  - Movements
  - Movements history
  - Equivalences
  - Bar codes
  - Associated resources

The system allows the definition of a structure of categories, families and sub-families that allows the organisation of products and is coherent with the rest of the modules and channels.

- **Prices:** It offers the ability to manage the prices of products, modifying their selling price according to:
  - Tariffs
  - Seasons
  - Ranges

  These modifications can be associated with different levels at which they can be applied:
  - Shop or sales channel (Tariff).
  - Customer (Tariff).
  - Global (seasons and ranges).

- **Stock:** It offers functionalities related to warehouse management and stock control.
  - Warehouses and movement between warehouses, sizes and colours.
  - Inventory regularisation.
  - Cancellation of pending quantities.
  - Control of orders between warehouses.
  - Warehouse locations.
  - Stock control and valuation of warehouses by sizes and colours.
  - Order control, by replenishment, by customer request.
  - Batches.

Purchases: Includes management with suppliers, orders, delivery notes and invoicing. Purchasing functionalities are essential in business management, and include everything related to suppliers and purchasing documents.

- Delivery notes
- Cancellation of pending quantities
- Conversion of documents: orders into delivery notes or invoices
- Invoices and invoicing summary
- Mass printing of delivery notes, invoices, orders and bills of exchange
- Purchase limits
- Batches
- Orders, calculation, pending receipt, orders by replenishment and by customer request
- Purchasing statistics
- Summary of purchases, by TC grouping
- Purchase forecasts
- List of returns
- List of fulfilment of objectives
- Suppliers, list, history and maintenance.

Sales: Manages customers, customer orders and sales documents:

- Agents and sales representatives, settlements and commissions
- Delivery notes
- Cancellation of outstanding amounts
- Centres
- Customers, maintenance, history, labels and percentage of sales
- Collections
- Conversion of documents (orders into delivery notes or invoices, quotations into orders)
- Contacts
- Returns and returns analytics
- Invoices, periodic invoices
- Orders, list of pending orders
- Budgets, reason for rejection of budgets
- Sales statistics
- Turnover forecast, sales details and monthly sales
- Sales summaries, sales by sizes and colours, by shops and invoicing
- Printing and mass mailing of shipments, invoices, contracts, receipts and returns
- Operations with third parties
- Repetition of documents
- Envelopes.

Handheld

Stay connected with Syntphony ERP as you perform day-to-day logistic usual tasks. Simple and light. Play in sync. Play tuned.

Accurate as a handheld, user friendly as an App:

- **Android devices:** It doesn't matter what you call it: PDA, handheld, smartphone, tablet, whatever. Our Handheld works on any Android device that meet the minimum requirements, which allows to save costs when choosing devices.
- **Versatile:** Operates with the device's keyboard or just with the touchscreen. It uses integrated barcode scanner or camera. Handy gives you the freedom of choosing a preferred device.
- **Easy deployment:** A lightweight installation that can be carried out on different terminals without the need to renew them.
- **Multisectorial:** Industry, retail, utilities, automotive, etc. Our Handheld meets the cross requirements of inventory, logistics and warehouse maintenance operations common to any type of business. The capabilities that the product gives integrators allow to customize the solution to meet particular needs.

General Features

- **Operation:** It allows you to perform the necessary operations in store or warehouse and keep the data synchronized with the cloud ERP. An optimized way to work together with the management screens offered by the backoffice of this module.
  - **List of items for inventory and stock regularization of the store:** Carry out inventories online (without interrupting purchase or sale operations)
  - **Manage supplier orders:** Carry out inventories online (without interrupting purchase or sale operations)
  - **List of items for inventory and stock regularization of the store:** Collecting item listing to make and send orders to supplier.
  - **Manage delivery notes:** Delivery notes processing to check and confirm vendor orders.
  - **Manage orders between stores:** Regularizing inventory of items between stores.
  - **Labels for articles and shelves:** Scan products to create listings to print and update product labels from backoffice.
  - **Control of damaged articles and inventory adjustments:** Control and adjustment of items that have suffered some loss from self-consumption, theft, expiration, etc.
  - **The backoffice module also provides tools to monitor versions installed on all devices and control centrally available updates.**

Immersive Commerce

Syntphony Immersive Commerce is NTT DATA's SaaS solution that allows creating more immersive, interactive, and personalized shopping experiences than traditional e-commerce, bringing together the best of the physical and digital worlds. An online experience that is easy for the customer to adopt, as it connects directly with their habits and interests, and allows them to be taken to new scenarios. The new reality of shopping.

What is Syntphony Sales Immersive Commerce:

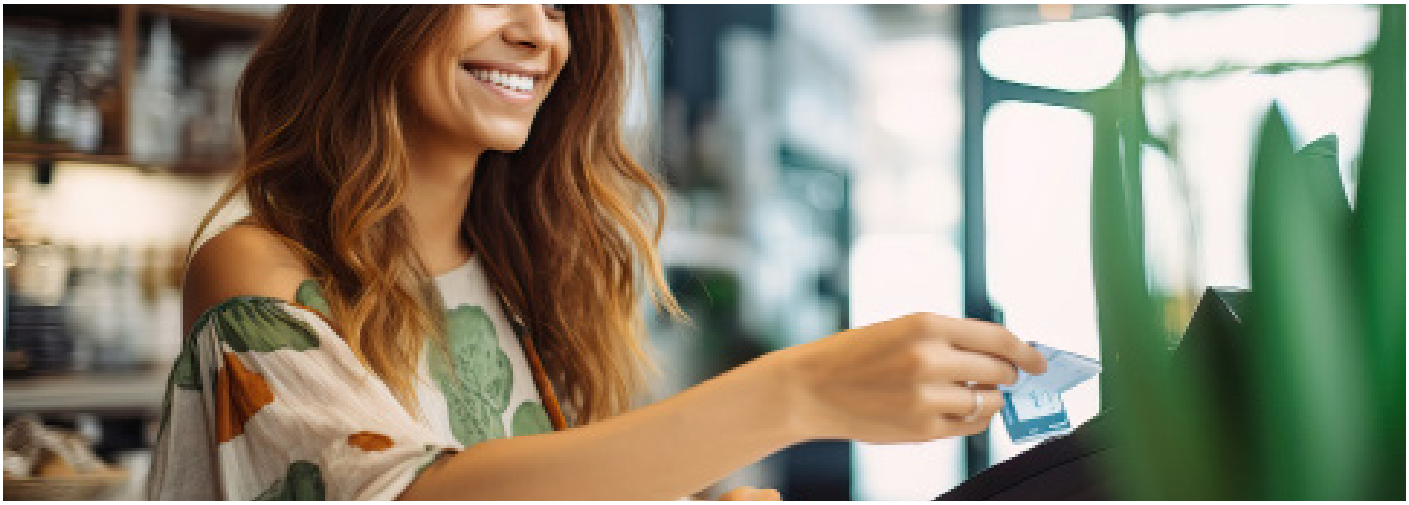
- **Engage:** Create personalized immersive experiences to engage customers and build lasting relationships through relevant content and gamification.
- **Sell:** Improve conversion rates and increase revenue with a powerful virtual commerce platform that offers integrated sales, loyalty and payment capabilities. A whole new sales experience without interruptions.
- **Grow:** Open new sources of income and communication opportunities for your brand thanks to the new possibilities and interactive formats of virtual worlds with personalized avatars.

Where physical and digital meet: we integrate the best of both worlds, on the one hand the immersive experience, the availability and the immediacy of the new e-commerce, combined with the customer experience in a physical store in the same space.

- **Virtual Stores:** immerse customers in virtual storefronts that replicate the physical shopping experience with added convenience and accessibility.
- **Virtual Showrooms:** transform shopping into an interactive journey with virtual showrooms that showcase products in a dynamic and engaging environment.

Unleash the potential of immersive experience: the possibilities of the digital world keeping the benefits of the physical with an 3D Immersive Experience your customer never forget.

- **No need for special devices or glasses:** Your customer will be able to enjoy the experience from their computer, tablet or smartphone.
- **New scenarios:** Imagine new ways to educate, entertain and sell. Immersive Experience is your canvas to create new ways to delight your customer.
- **Engagement:** Offering new online experiences to the user fosters the link with the brand and differentiates it from the competition.
- **An enhanced eCommerce:** The buyer accesses a store structure that is familiar to him and, at a glance, can locate the products he is looking for. This encourages indirect sales and increase the amount of each purchase.
- **Holistic customer experience:** Loyalty, promotions, prices, events, without the restrictions of physical spaces. Better experience than in traditional sites.
- **Open to social interactions:** Immersive Experience opens up social interactions in real time to make your customer stays longer.
- **Innovation:** Positions the brand in the market as an innovative company up to date on emerging technologies.



Features of Syntphony Immersive Commerce:

- **User experience:** downloadable application on client PC with automatic update management. Loyalty, promotions, prices, events, without the restrictions of physical spaces. Better experience than in traditional sites.
    - Integration with the ERP catalog including images,descriptions, orders, documents, etc.
    - Interaction with objects in the virtual scene showing their detailed description.
    - Display of product or brand promotions.
    - Creation of shopping cart, wishlist or similar.
    - Sending documents (order, wishlist, coupon,...) to the user through different channels.
    - Creation of gamification activities: games or missions that allow interaction and bonding with users with the delivery of benefits and the possibility of customer evolution at different levels and rewards.
    - Display of user profile: avatar, events carried out, missions, level, etc.
    - Inclusion of NPCs as assistants or promoters of gamification
- **ERP | CRM | CMS:** harness the power of a complete ERP solution for comprehensive catalogue and purchasing management, vendor relationships, promotional activities, and seamless API integration.
- **Sales Platform:** manage all sales channels seamlessly, from virtual worlds to physical stores, with integrated technology solutions for a seamless shopping experience.
- **Loyalty and Gamification Platform:** drive real-time marketing campaigns, manage global coupon distribution, and integrate omnichannel solutions for enhanced brand loyalty and customer engagement. Engage users with badges, achievements, and rewards, fostering competition and interaction through leaderboards and interactive challenges.
- **Payment Platform:** simplify the shopping process with multiple payment options, global card management, virtual POS systems, and secure mobile payment solutions.
- **Metrics:** gain valuable insights into user behaviour, engagement metrics, and transactional data to optimise marketing strategies and enhance the customer experience.
- **Security:** rest assured with multi-factor authentication, data encryption, and secure hosting, ensuring a safe and secure environment for transactions and interactions.
- **Customisation:** tailor every aspect of the virtual environment to reflect your brand identity and messaging, creating immersive experiences that resonate with your audience.
- **Analytics:** access real-time data on user behaviour, engagement metrics, and transactional history to inform marketing strategies and improve the customer experience.

Marketplace

A digital shopping center aggregating multiple vendors and product categories, enhancing customer traffic and sales conversion. Like the digital equivalent of a shopping center, Syntphony Sales marketplace brings together multiple vendors and a wide range of product and/or service categories, adapting to the needs of any client regardless of their business type, whether it is B2B or B2C.

Our marketplace solution is built from the combination and interrelation of different ERP modules, in such a way that a centralized management of the system and an omnichannel vision of the platform are achieved.

Benefits our marketplace:

- **Centralized:** It allows to manage all the data from a single point facilitating the management and interoperability.
- **Global:** It allows incorporating particularities of each country (language currency, etc.) or business.
- **Flexible-Scalable:** Extensible platform that allows to activate additional modules or connect third parties to add new features.
- **Real Time:** Real time processing to interact between systems and customers.
- **Customizable portals:** Design and functionality adapted to the needs of each client.

General Features

- **Client Portal:** Adaptable to both B2B or B2C businesses, customers access the client portal from any device to view the catalogue of products or services of various vendors.
  - Advanced search for products and services.
  - Selection of featured products for each client.
  - Detailed view of each product's attributes.
  - Access to personalized discounts, promotions and special rates.
  - Integrated check-out process with multiple payment options.
  - Other functionalities on demand.
- **Vendor Portal:** Each vendor can access their back office portal to configure their business profile, as well as manage their catalogue of products and services, track received orders or collect pending payments.
  - Catalogue management and product categorization.
  - Creation of rates and promotions.
  - Comprehensive stock control.
  - Management of the entire sales process (orders, delivery notes, invoices).
  - Business analytics reports.
- **Administrator Portal:** The marketplace administrator manages the vendors allowed to offer their products in the platform, as well as the clearing process corresponding to each of the intervening parties.
  - General configuration of the platform.
  - Vendor registration on the platform.
  - Commercial activity monitoring.
  - Business KPIs management.
  - Analytics module.
- **Add-ons:** A series of add-ons or complements can be included in the marketplace to complete its functionality and provide added value.
  - Loyalty
  - Online payments
  - Teekit

POS Multisector

Evolving point-of-sale operations to optimize and improve customer engagement. Minimum impact on your former equipment.

Benefits our POS Multisector:

- Full set of features available on Windows and Android devices with hardware independence.
- Specific business panel and dynamic options provide adaptation and verticalization.
- Full integration with Syntphony Commerce ERP, loyalty, promotion and private credit solutions.

General Features:

- **Bos integration**
  - POS Integration with BOS
  - Access to specific functionalities from the FOS
  - Remote and centralized configuration
  - Specific configuration for each terminal and/or store
  - Manage user permissions for operations that require special control.
- **Flexible layout**
  - The interface of POS is responsive. Also, it adapts itself to the needs and preferences of each business, being able to organize the main elements in multiple ways.
  - Thanks to the high level of parametrization that the BO offers, this configuration is only one of the multiple it can be stablish on remote, in a centralized way and a different level (business, store or POS) way.

Centralized functionalities:

- **Monitoring:** Gain real-time insights into sales performance, customer behavior, and operational efficiency with comprehensive monitoring capabilities.
- **Event Engine:** Utilize powerful event-driven architecture to automate processes, trigger actions, and respond dynamically to changing business conditions.
- **Aggregate Reporting:** Access consolidated reports and analytics to drive informed decision-making and strategic planning.
- **Billing:** Enhance B2C operations with modern payment systems and vertical solutions tailored to your industry.

Sales PoS:

Allows the management of a wide range of different types of cash register and in store checkouts. Automatic cash management, RFID and Cashierless stores:

- **Mobile:** Enable mobile Point of Sale (PoS) solutions for on-the-go transactions and seamless customer experiences.
- **Attended:** Manage traditional attended cash registers with ease and efficiency.
- **Self:** Implement self-service cash registers to streamline checkout processes and reduce wait times.
- **Mobile Management:** Permits the management of catering operating on different touchpoints (Totems, attended cash registers, mobile cash machine, app). Offers highly customized staff support functions to facilitate total accessibility and better table service, also making the customers autonomous in managing orders and payments.

Store operations:

- **Store Reporting:** Access detailed reports and analytics tailored to store-level performance metrics.
- **Cash Management:** Optimize cash handling and reconciliation processes for improved efficiency and accuracy.

E-commerce basket management:

- **Locker:** Offer convenient locker pickup options for online orders, enhancing customer convenience and satisfaction.
- **Click&Collect:** Streamline order fulfillment with click-and-collect solutions that bridge the gap between online and offline shopping experiences.
- **Home Delivery:** Provide seamless home delivery services to meet the evolving needs of modern consumers.

Scan & Go

A cutting-edge shopping solution that combines technology and convenience to deliver a seamless, modern shopping experience. Scan & Go empowers customers to shop efficiently, securely, and with greater control.

Benefits of our Scan & Go:

- No App Required: Simply scan a QR code with your smartphone to access the service—no downloads needed.
- Unattended Shopping: Scan product barcodes to view details (images, descriptions, prices) and add them to your cart instantly.
- Real-Time Savings: Stay updated on in-store discounts and promotions as you shop.
- Smart Budget Tracking: Keep track of your spending effortlessly during your shopping experience.
- Convenience and Privacy: Bag items directly while shopping and avoid unloading at checkout for a faster and more private experience.
- Online Payment Options: Securely pay using your preferred method, such as credit cards or digital wallets.

General Features

Product Catalogue Management:

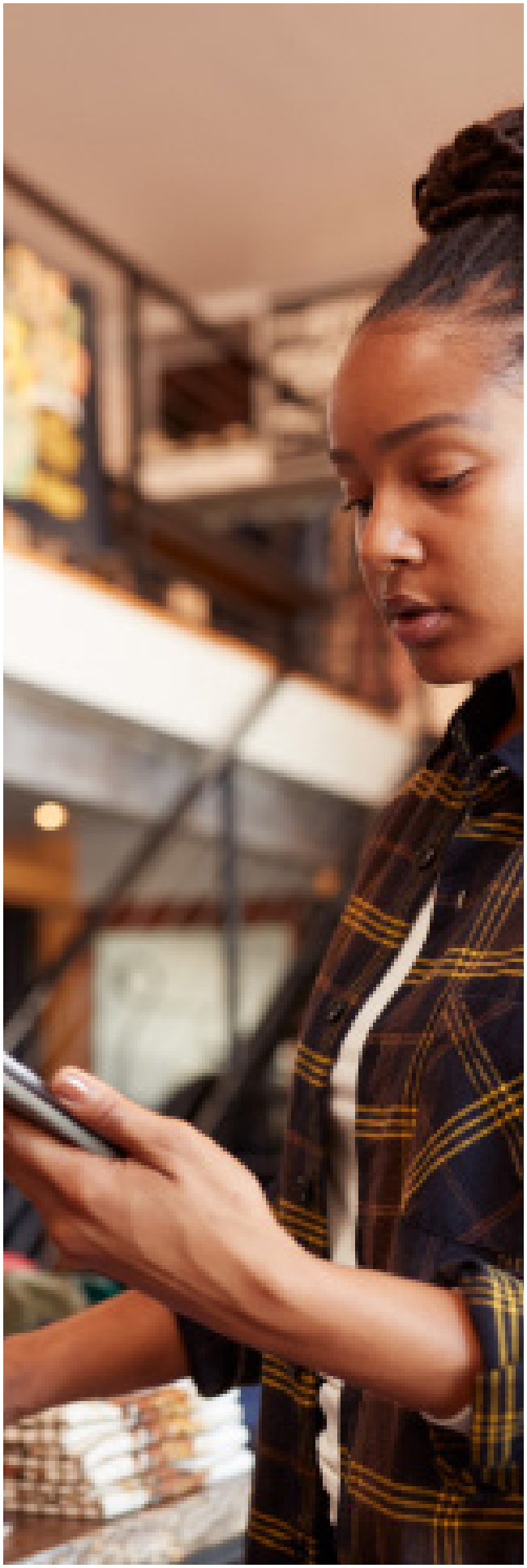
- Categorize and manage products with features like barcode generation, promotions, and stock control.
- Tailor catalogs with attributes such as size, color, and pricing.

Flexible Payments:

- Support multiple payment options, including PCI-compliant systems and digital wallets.
- Issue electronic tickets for a smoother checkout experience.
-

Platform Highlights

- **Multi-Device Compatibility**: Works seamlessly on self-scanning devices, Android, iOS apps, or retailer-specific apps.
- **Deployment Options**: Available as a cloud-based or on-premises solution.
- **Data Security and Reliability**: Built with advanced encryption for maximum security and uninterrupted service.



Syntphony Addons

Immerse yourself in a world of expanded functionality and increased performance with our Addons, seamlessly integrated into Syntphony Sales. These powerful enhancements amplify your capabilities, drive efficiency, and open new growth opportunities.

Restaurant Sales

Restaurant Sales allow the retailer to comfortably manage and handle completely all the restaurant necessities through different features customizable that allow it to serve all service types of food and beverage by and enhancing customer experience and streamlining staff operations.

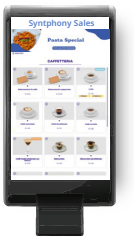
Benefits our Restaurant Sales:

- Modular: composed by different modules individually selectable
- Customizable: personalize UX-UI and functionalities
- Context adaptable: able to serve all service types of food and beverage.
- CX: enhance customer experience
- Efficient: streamlining staff operations

Features

Kiosks

- Menu visualization
- Promotional markers
- Banner ads
- Employee's meal management
- Coupon management
- Self-ordering and paying



Dining room management

- Spaces and spaces' attributes
- Booking and waiting list management
- Dishes personalization
- Dishes orders and allergens alert
- Tableside order and real time order tracking
- Staff members assignation and monitoring system
- Print of the orders
- Seats management
- Meal orders monitoring

Back-Office

- Points of service spaces setup
- Meal orders management
- Service and scheduling setup
- Recipe management
- Product and menu composition management
- Staff members scheduling and management
- Reporting and operational analytics
- Profiles access differentiation

Attended cash register

- Multi-payment management
- Separate bills
- Use of discount coupons
- Multi-currency management
- Empoyee's meal and discount agreements
- Double screen for customer view

Agile, secure, and scalable for every transaction

Experience the unparalleled benefits of Syntphony Sales. By seamlessly combining cutting-edge technology with expert business consulting, Syntphony Sales is the key to driving greater efficiency and maximizing your business's sales potential.

Business opportunities

Seize new opportunities for growth and innovation with Syntphony Sales, empowering you to evolve your offerings and drive impactful commercial actions.

Total Cost of Ownership (TCO)

Lower the total cost of ownership of your front-office system with Syntphony Sales, optimising your resources and maximising your return on investment.

Process optimisation

Enhance your business processes with Syntphony Sales' key capabilities, unlocking new efficiencies and driving operational excellence.

Hardware Independence

Embrace Syntphony Sales without the need for significant hardware investments, ensuring a seamless transition to our innovative platform.

Unified commercial strategy

Apply a consistent commercial strategy across multiple channels with Syntphony Sales, ensuring that your brand message remains clear and cohesive across all touchpoints.

Rapid implementation

Accelerate your path to success with Syntphony Sales' swift and seamless implementation process. Say goodbye to lengthy setup times and hello to immediate results.

Reduced Time to Market

Stay ahead of the competition with Syntphony Sales' streamlined processes, enabling you to bring your products and services to market faster than ever before.

Data utilisation

Maximise the value of your customer data with Syntphony Sales, leveraging powerful insights to drive informed decision-making and deliver personalised experiences.

Modular suite

Tailor your Syntphony Sales experience with our modular suite, offering the flexibility to integrate third-party suppliers and customise your ecosystem to suit your unique needs.

Independent activation

Activate Syntphony Sales modules independently, empowering you to adapt and evolve your platform according to your changing business requirements.

All-in-One Ecosystem

Experience the convenience of having loyalty, sales, and payments seamlessly integrated into one comprehensive ecosystem, simplifying your operations and enhancing efficiency.

Massive deployment capabilities

Scale your operations effortlessly with Syntphony Sales' massive deployment capabilities, ensuring that your platform can grow alongside your business.

Global reach

Expand your horizons with Syntphony Sales' global capabilities, enabling you to incorporate country-specific requirements such as language, currency, and regulatory compliance.

End-to-End visibility

Gain unparalleled insights into your sales processes with Syntphony Sales' end-to-end visibility, allowing you to track every stage from initiation to completion.

Centralised management

Simplify your operations with Syntphony Sales' centralised management system, consolidating all your data into a single point for enhanced efficiency and interoperability.

Flexible and Scalable

Adapt and grow your platform with ease thanks to Syntphony Sales' extensible and customisable architecture, allowing you to connect with third-party solutions and add new features seamlessly.

Real-Time processing

Stay ahead of the curve with Syntphony Sales' real-time processing capabilities, enabling instant interactions between systems and customers for optimal responsiveness.

Omnichannel integration

Connect with your customers wherever they are with Syntphony Sales' omni-channel integration, allowing seamless interactions across multiple channels, whether owned or third-party.

Secure and auditable

Rest easy knowing that your data is safe and auditable with Syntphony Sales' PCI DSS compliance, tokenisation capabilities, and robust audit trails.

Uninterrupted operations

Keep your business running smoothly with Syntphony Sales' uninterrupted operations, ensuring minimal downtime and maximum productivity.

Ease of implementation

Enjoy a hassle-free implementation process with Syntphony Sales, minimising disruptions to your business operations and maximising time-to-value.

Constant evolution

Stay ahead of the curve with Syntphony Sales' continuous evolution, ensuring that your platform remains at the forefront of technological innovation.

Promotions, personalization, and tailored UX

Full potential of your sales strategy with Syntphony Sales, an integral component of the NTT DATA Syntphony ecosystem. The characteristics of our product make our solution stand out from other products.

Adaptable Sales Solutions

Syntphony Sales effortlessly adapts to all sales channels, from physical stores to digital marketplaces, ensuring a seamless experience for both customers and businesses alike. With solutions tailored to PoS, Scan&Go, Order&Go, and immersive digital experiences, we cater to every sales environment with finesse.

Complete API Integration

Enjoy the flexibility and versatility of our complete API integration, facilitating seamless connectivity with third-party platforms and enabling limitless customization options to suit your unique business needs.

Comprehensive Sales Tools

Equip your sales team with an arsenal of physical, digital, and phygital tools designed to streamline operations and enhance customer interactions. From comprehensive point-of-sale solutions to innovative product + service integrations, Syntphony Sales has you covered.

Unified Point of Sale System

Simplify your sales operations with our complete point-of-sale system, offering a cohesive platform for managing transactions and delivering exceptional customer experiences across all touchpoints.

Tailored Solutions for Every Channel

Syntphony Sales offers bespoke solutions for each sales channel, including store, ecommerce, mobile commerce, social commerce, kiosks, and self-service platforms. Our consolidated ERP system ensures seamless integration and efficient management across all channels.

Omnichannel Integration

Manage and integrate all sales channels seamlessly with Syntphony Sales, delivering a unified omnichannel experience for your customers. Say goodbye to siloed operations and hello to streamlined efficiency.

Innovative User Experience

Experience innovation at its finest with Syntphony Sales' modular approach, empowering businesses to manage business logic, channels, and devices with ease. Enjoy unparalleled flexibility and customization options tailored to your unique business requirements.

Easy Unification

Seamlessly incorporate Syntphony Sales to your existing systems and processes, identifying customers effortlessly through fingerprint solutions, electronic IDs, vehicle registration, and more. Connect with payment terminals, social networks, and other platforms with ease.

Security and Sophistication in Sales

Rest assured knowing that all sales transactions are secure and auditable with Syntphony Sales. Our platform offers sophisticated auditing capabilities, ensuring compliance and peace of mind for both businesses and customers.

Beyond Sales Actions

Forge real-time connections with multiple channels, both proprietary and third-party, with Syntphony Sales. Drive engagement and revenue through seamless interactions that transcend traditional sales boundaries.

Integrated Client Database

Seamlessly identify customers and personalize interactions with our native client database. Leverage customer data to deliver targeted, one-to-one sales experiences, enhancing customer satisfaction and loyalty.

Integrated Campaign Management

Harness the power of our robust campaign management tools to create and manage promotions effortlessly. With native omnichannel integration, you can execute targeted campaigns across all sales channels, maximizing reach and effectiveness.

Multichannel Campaign Management

Integrate coupons distributed across various channels, both internally and externally generated, with ease. Our web services integration ensures seamless campaign execution, enabling you to engage customers wherever they are.

Parametric Promotion Definition

Rapidly develop and launch new promotions through parametrization of existing features. Avoid the need for extensive development and drive agility in your sales strategy with our flexible promotion definition capabilities.

Central Configuration Module and Source Code Availability

Accelerate customization with access to source code and a central configuration module. Empower system integrators to develop tailored solutions quickly, while ensuring speed and effectiveness in software distribution.

Quality Assurance

Guarantee a high-quality user experience with our test automation module. Reduce testing time for new releases and maintain a consistent level of excellence across your sales platform.

Hardware Independent:

Future-proof your sales infrastructure with our vendor lock-in proof solution. Enjoy flexibility and scalability without being tied to specific hardware vendors.

Open-Source Architecture

Minimize costs with our open-source architecture, eliminating license fees for basic software on store servers. Experience savings in maintenance and leverage the power of open-source technology to drive innovation.

Simplified Roll-Out

Save time and resources with our simplified roll-out process. Streamline software deployment and minimize roll-out costs, enabling you to focus on driving sales and delivering exceptional customer experiences.

Low Hardware Requirements

Reduce upfront investment with our solution's low hardware requirements. Run our platform on existing POS hardware, optimizing resource allocation and maximizing ROI.

Simple Integration

Seamlessly integrate with existing projects and systems using our simple web-services integration. Drive efficiency and reduce integration costs with our streamlined integration capabilities.

Solid and Flexible Architecture

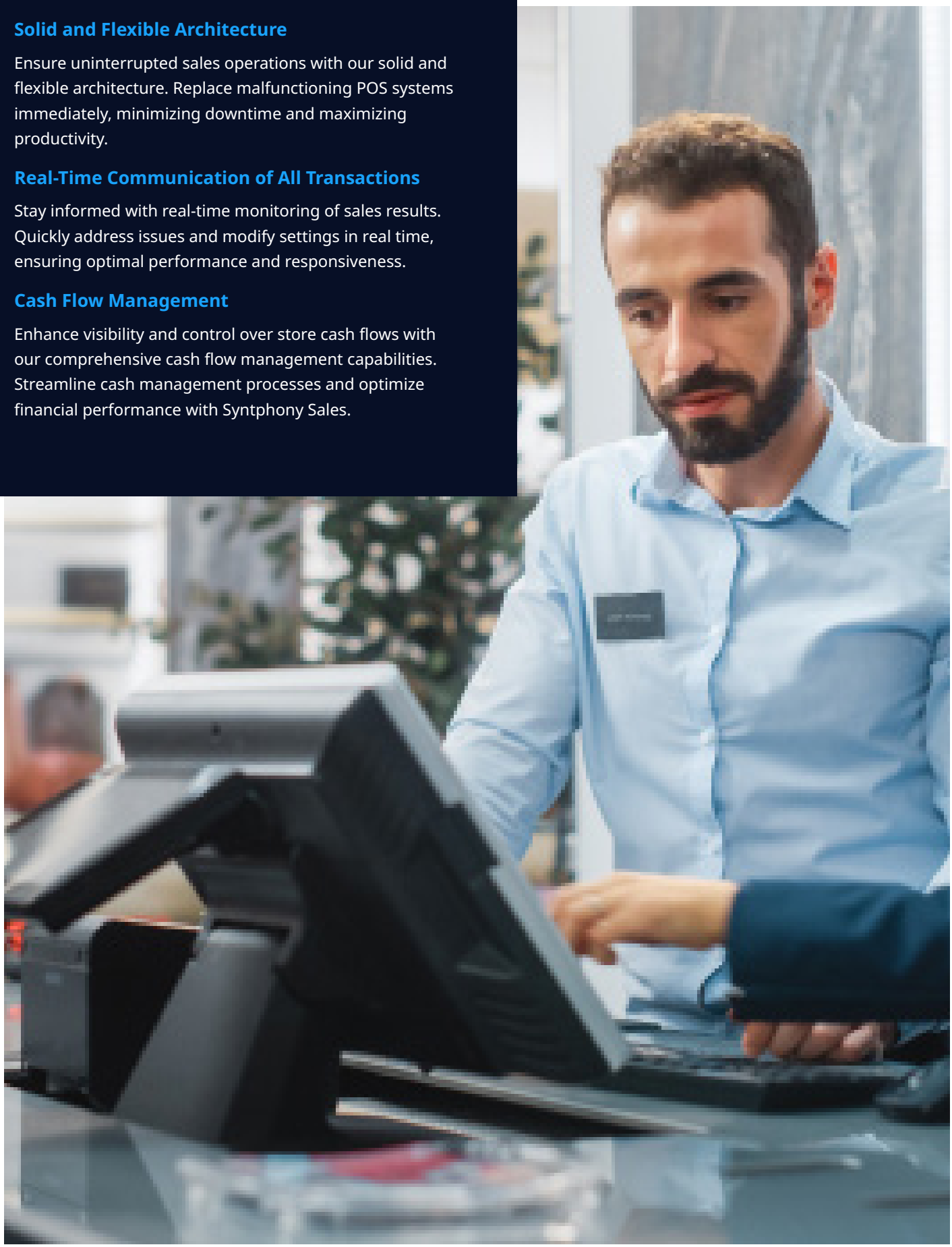
Ensure uninterrupted sales operations with our solid and flexible architecture. Replace malfunctioning POS systems immediately, minimizing downtime and maximizing productivity.

Real-Time Communication of All Transactions

Stay informed with real-time monitoring of sales results. Quickly address issues and modify settings in real time, ensuring optimal performance and responsiveness.

Cash Flow Management

Enhance visibility and control over store cash flows with our comprehensive cash flow management capabilities. Streamline cash management processes and optimize financial performance with Syntphony Sales.



Syntphony Sales: AI-native commerce execution

Traditional commerce platforms rely on channel-specific integrations and user-driven interactions. **Syntphony Sales** evolves this model through Agentic Commerce, exposing commerce capabilities through a **Universal Commerce Protocol aligned integration layer** that enables AI agents to interact autonomously with business services.

Campaign Builder agent

Marketing teams can create complex commercial campaigns through natural-language instructions. The agent interprets business intent, structures campaign logic, validates rules, identifies missing information and automatically configures the campaign, reducing campaign creation time from minutes to seconds.

Promotion Builder agent

Users simply describe the desired promotion, and the AI agent automatically creates, configures and validates the promotion in real time. The agent detects missing parameters, requests clarification when needed and accelerates promotional launches, enabling more campaigns and increased revenue generation.

End-to-end autonomous shopping journeys

AI agents can manage the complete customer journey, including catalog discovery, cart management, order creation, promotions, loyalty benefits and payment execution through natural language conversations.

Universal AI agent connectivity

External AI agents such as ChatGPT, Gemini, conversational kiosks and messaging assistants can seamlessly access commerce services without requiring deep API expertise.

Context-aware commerce orchestration

Agents maintain customer preferences, shopping context and session state to deliver highly personalized experiences and recommendations.

Channel-agnostic commerce

A single agentic layer supports kiosks, voice channels, WhatsApp, digital assistants and future AI-driven touchpoints.

The Paradigm Shift: From Digital Commerce to Autonomous Commerce

From assisted decision-making to autonomous execution

AI agents independently coordinate product discovery, basket creation, order management and checkout processes while preserving governance and business controls.

From static experiences to personalized engagement

Agents proactively recommend products, promotions and loyalty benefits based on context, customer history and business objectives.

From manual marketing operations to agentic marketing automation

Campaign Builder and Promotion Builder agents eliminate repetitive configuration tasks, automatically translating business objectives into executable campaigns and promotions. This significantly reduces operational effort while increasing marketing agility.

From siloed channels to unified agentic commerce

Consistent customer experiences are delivered across kiosks, voice interfaces, messaging platforms and future AI channels.

From operational complexity to intelligent automation

Commerce workflows become orchestrated and automated, reducing manual intervention, support effort and integration costs.

From fixed platforms to future-ready ecosystems

UCP alignment enables rapid adoption of emerging AI agents while protecting existing commerce investments.

By combining conversational commerce capabilities with intelligent agents such as the **Campaign Builder** and **Promotion Builder**, Syntphony Sales empowers clients to accelerate execution, reduce operational complexity, and unlock new revenue opportunities. Ultimately, this positions Syntphony Commerce & Payments as a future-ready platform that delivers scalable business value through intelligent automation, enhanced customer experiences, and AI-driven innovation.

Syntphony Sales is an omni-channel solution that can operate in different retail sectors through different touchpoints. The checkout solutions works in two main context in different declinations: Physical store and e-commerce

Sale in Physical Store

Seamlessly manage sales transactions in physical retail environments. From traditional checkout solutions to mobile cash machines and self-checkout options, Syntphony Sales enhances operational efficiency and improves customer experience.

Checkout Management

Optimize checkout processes with our advanced management solutions. From streamlining served cash registers to facilitating unattended payments, Syntphony Sales empowers retailers to reduce wait times and increase customer satisfaction.

e-commerce

Transform online shopping experiences with our comprehensive e-commerce solutions. Syntphony Sales provides advanced checkout management tools, immersive commerce experiences, and seamless integration with ERP systems, empowering e-commerce businesses to succeed in the digital marketplace.

ERP Integration

Seamlessly integrate Syntphony Sales with existing ERP systems to streamline operations and enhance data visibility. Our platform offers robust ERP integration capabilities, enabling retailers to optimize inventory management, track sales performance, and improve decision-making.

Served Cash Registers

Streamline checkout processes with Syntphony Sales. Our platform optimizes served cash registers, reducing wait times and enhancing transaction efficiency for both customers and staff.

Mobile POS

Empower staff with mobile POS terminals powered by Syntphony Sales. Enhance flexibility and accessibility in retail environments, enabling seamless transactions anywhere in-store.

Self Checkout

Transform the customer experience with self-checkout solutions. Syntphony Sales offers intuitive interfaces and secure payment options, giving customers greater control over their shopping experience.

Unattended Payments

Simplify payment processes with unattended payment solutions from Syntphony Sales. Enable secure transactions without the need for staff assistance, enhancing convenience for customers.

Immersive Commerce

Engage customers with immersive commerce experiences powered by Syntphony Sales. From interactive product displays to augmented reality shopping, our platform creates memorable experiences that drive sales and customer loyalty.

Basket Management

Streamline basket management processes and enhance document assessment with Syntphony Sales. Our platform offers advanced basket management tools and integrates seamlessly with ERP systems, enabling retailers to optimize operations and maximize profitability.

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About NTT DATA

NTT DATA - a part of NTT Group - is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries.