

# Retail CIO Outlook

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## Top 10 Retail Management Solution Providers—2017

‘E’volve-or-die’—is the ultimatum that is impacting retailers as emerging technology platforms have created new customer behaviors and competitors. With the proliferation of wearables and smart appliances, mobile devices, e-commerce and the marketing associated with the pure-play online shopping will become more intertwined to the future instant-gratification lifestyle. This imperiled model is completely changing the retail landscape for the better. Going forward, digital technologies hold great promise for improving the presentation of store merchandise, be it online or offline.

Apparel retailers, for instance, can incite customer excitement by using 3D scanning technologies to create virtual fitting rooms where the shopper can do virtual try-on of garments for a quick comparison to see what specific items might look like on them. This technology records a customer’s size preferences and contours, features questionnaires on style preference and clothes the

customer already owns, and then creates a personalized profile that is accessible across all channels. Additionally, these innovations around expanding product offerings will include interactive shelves that can give shoppers access to helpful and valued product features.

However, business requirements and goals may vary from one retailer to another, and there is a need to select the best combination of technologies to drive business outcomes. In order to simplify and assist CIOs identify the right retail management solutions, Retail CIO Outlook presents “Top 10 Retail Management Solution Providers - 2017.”

A distinguished panel comprising of CEOs, CIOs, VCs, analysts, and the Retail CIO Outlook editorial board has selected the most promising Retail Management solution providers. In our selection process, we looked at the vendor’s capability to fulfill the need for cost-effective and flexible solutions that add value to the Retail Management landscape.



**Company:**  
 Nebraska Book Company

**Description:**  
 Offers a full suite of software for college retail management

**Key Person:**  
 Jeremy White  
 Senior VP of IT

**Website:**  
[nebook.com](http://nebook.com)

## Nebraska Book Company Retail Software Empowers College Campuses

The rise of eCommerce is influencing the student community to increasingly interact with businesses online—causing a direct effect on the bookstore business model. Being the primary hub of interaction for students, staff, and faculty, college bookstores are under tremendous pressure to stay relevant by reducing the cost of course materials. The growing demand for an enhanced customer experience is driving college stores to rethink their business processes through effective IT systems and eCommerce strategies. Having vast experience in the higher education arena, Nebraska Book Company (NBC) provides schools with a suite of Prism software products to run an effective campus-wide retail platform.

NBC’s Prism software suite consists of PrismCore™—an ERP solution that works both on-premise and in the cloud and PrismPOS™—a holistic campus-wide retail management and point of sale (POS) system. NBC also offers PrismMobile™—a completely wireless mobile device to remotely run both back office and POS software from anywhere. In addition, NBC’s proprietary eCommerce platform, PrismWeb™ along with complementary digital services helps stores drive book and general merchandise online sales. PrismInsight™ rounds out the suite of software offering interactive analytic dashboards that can aggregate all campus data into one platform.

“NBC provides PrismWeb™ through which it delivers an engaging online shopping experience for the students by giving them access to general merchandise and course materials

A significant advantage to the NBC suite of products and services is the ability to integrate course material management in the bookstore with the entire campus retail environment. This all-encompassing PrismCore ERP



Jeremy White

solution offers inventory management, financial reporting, faculty adoptions of course materials, digital books, rental book solutions, point-of-sale data and the ability to process book and general merchandise orders online. It also syncs perfectly with our PrismWeb eCommerce software.

Extending its impact beyond the bookstore, NBC’s PrismPOS cloud-based software can be implemented across any campus retail location—coffee shops, campus dining facilities, quick-service food shops, post offices, and convenience stores to name a few. This can be done without making any changes to its configuration and creating a seamless look and feel for staff and customers.

Jeremy White, Senior VP of Information Technology, NBC shares, “The PrismPOS system is a single solution that provides traditional fixed registers AND mobile devices, creating a consistent user experience across campus. It’s NBC’s top priority to help our clients protect their customer’s information by operating a PCI compliant retail solution along with secure payment processing chip and pin transactions, supported by point-to-point encryption.”

Taking their innovation prowess to new heights, NBC is upgrading their user interface and improving PrismCore functionality. Continuously providing innovative solutions for their 500+ higher education software customers, NBC is successfully helping stores stay relevant with their customers. **RC**