



Marketplace Management

Attract New Customers

On-line retailing surpassed the \$100 billion mark in 2006; a staggering figure that continues to grow at a rate of more than 25% per year. One tenth of ALL shopping in the UK is now conducted on-line.

Lucid Interactive Ltd are uniquely positioned to help retailers get a slice of this growing opportunity for new sales and increased margins.

We believe that the best entry point for new on-line retailers to exploit the internet is through on-line marketplaces.

These marketplaces also offer established on-line players the opportunity to grow their sales further and increase customer acquisition.

[More info overleaf >>](#)

Marketplace Management Overview





Many Marketplaces Single Solution

Listing the same stock on multiple marketplaces at the same time presents many challenges in order to maximise sales and customer service levels.

Lucid Interactive Ltd have worked with our customers over the last 7 years to ensure that our customers' stock is on the right marketplaces, at the right times at the right prices.

By centralising marketplace management in a single software application, Sellernet removes the headache of synchronising and tracking stock levels on different marketplaces.

Immediate Results & Returns

Lucid Interactive Ltd only work with established marketplace players with a proven record in generating sales for our customers. These marketplaces look after marketing, branding, payment processing and most customer relationship management for marketplace sellers allowing our customers to see immediate results and returns.

Intelligent Pricing

On-line marketplaces offer tremendous potential for optimising sales and margins through intelligent pricing. Some on-line marketplaces (e.g. Amazon & Play.com) give software developers access to all marketplace sellers product prices.

Sellernet allows our customers to achieve the best returns and sales through our sophisticated intelligent pricing component which enables customers to compare thousands of product prices against competitor prices.

This is achieved by comparing the pricing of your products against competitors on relevant marketplaces and adjusting pricing to make your products more competitive whilst maintaining the highest possible mark-up

Seamless Bricks & Mortar Integration

Traditional bricks and mortar retailers who wish to take advantage of online marketplace sales face the additional challenge of synchronising their high-street stock and sales with their on-line sales.

On-line sales and stock movements must be reflected in real time in order to effectively manage on both channels.

Lucid Interactive Ltd offer a number of solutions to overcome this challenge.



Bricks & Mortar Retail

Reduce Costs

The retail landscape has changed dramatically in the last few years. Increased competition from supermarkets, large retail chains and on-line retailing makes it more difficult for retailers to maintain profitability.

Consumers have also become much more discerning and demanding. Consumers today are aware that they have more choice than ever and demand the highest standards from retailers.

Lucid Interactive Ltd have worked with our clients since 1999 to develop a solution which enables retailers to compete with retail chains, supermarkets and online retailing.

Our Sellernet software provides an un-paralleled level of features and functionality to help ensure that our clients continue to increase sales, reduce costs and improve margins.

[More info overleaf >>](#)

Bricks & Mortar Retail Overview

EPOS	Purchasing & Receiving	Stocktaking	Corporate Accounts	Accounting	Supply Chain Management
Management Information Systems & Reporting		Pending Orders	Integrated with MUZE		Branch Management & Distribution



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Sellernet helps our customers ensure they have the right levels of stock, in the right stores, at the right price and at the right time.

Specialist in Music, DVD, Game & Book Sectors

Lucid Interactive Ltd have particular experience in providing solutions to the music, DVD, game & book retail sectors.

Our retail solution integrates with RedMuze and we have over 8 years experience working with high street entertainment retailers giving us an un-paralleled breadth of experience in this sector.

We understand that today's entertainment retailer faces challenging times, but we also believe that there are new opportunities emerging. Our mission is to help entertainment retailers overcome these new challenges whilst taking advantage of new opportunities to help keep driving sales and profits.

Features and functions include:

- EPOS
- Up-sell & Cross-sell Customers
- Pending Orders & 'lay-bys'
- Purchasing & Receiving
- Transfer & Returns
- Supply Chain Management
- Management Information Systems & Reporting
- Staff Controls & Access Levels
- Corporate Sales & Accounts
- Warehouse & Distribution Management
- Supplier Database Integration
- TV Ad Search



> Wholesalers & Warehouse System

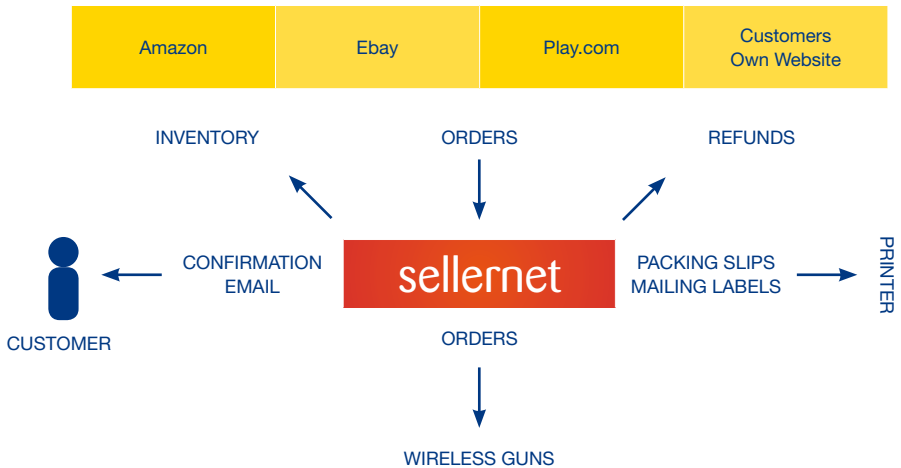
Streamline Operations

Businesses with high volumes of on-line sales require the highest level of automation in their operations to minimise costs and ensure speedy order fulfillment whilst providing the highest level customer satisfaction and feedback.

Sellernet provides an impressive warehouse management system (WMS) and order fulfillment component to help customers achieve maximum returns. Features provided include:

[More info overleaf >>](#)

Wholesalers & Warehouse System Overview



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Example features include:

- Wireless barcode guns for stock management and picking.
- Warehouse management system for stock taking and movement.
- Automatic picking routes through your warehouse determined by stock location to minimise picking time.
- Automatic printing of mailing labels and packing slips on completion of picking.
- Automatic emails sent to customers when order picked.
- Easy to use interface on warehouse module requiring minimal training and staff expertise/ costs.

Sellernet's WMS employs sophisticated back-end functionality to simplify the process of managing inventory and orders into the following steps:

- 1 Products can be received or added into warehouse using wireless guns or desktop software.
- 2 When products are added to system they are automatically synchronised with all relevant marketplaces and websites (intelligent pricing also runs automatically every hour to maximise marketplace sales and margins).
- 3 Orders which are subsequently received from these marketplaces are then automatically sent to wireless guns.
- 4 Users can specify the number of products to be picked on a picking run and once a picking run is complete, packing slips and mailing labels are automatically printed whilst an email is sent to customers confirming that their order has been shipped.



Website & E-Commerce

Generate Independent On-line Sales

Whilst on-line selling on third-party marketplaces is fantastic for generating sales, many of our customers are placing increasing emphasis on developing their own independent websites. This gives them increased control over their offering combined with the added advantage of no commissions to third-parties.

However, developing a successful independent website is not for the faint-hearted. Third party marketplaces come with the advantage of a 'built-in' customer base with millions of ready buyers. Your own website will need to attract visitors and provide them with the necessary features and functions to convert them into loyal customers.

Website & E-Commerce Overview

Content Management	Integrated Supplier Databases	Customer Service & Management	Built In Newsletter
Muze Music & DVD Muze Tunes MP3's	Improve Search Results & Hit Rate	Multi-Currency	Affiliate Marketing
Product Merchandising	Sell Zero Stock Products	Credit Card Payments	Search Engine Optimised
Up Sell & Cross Sell	Expand Product Offering	Order Tracking	Optimised Traditional Media Marketing
			Froogle, Kelkoo, Dealtime
sellernet			





Lucid Interactive Limited have been developing entertainment websites for our customers for over 8 years and are well versed in the components required to develop a successful independant on-line strategy and to generate full return on investment for our customers.

We have taken all of our experience combined with invaluable feedback from our customers and deployed them into Sellernet, our unique multi-channel sales software.

Sellernet allows our customers to build their customer base using proven on-line marketing techniques and strategies such as Affiliate Marketing, built in Newsletter, Promotional Campaigns/ Vouchers & Search Engine Optimisation.

Once customers are attracted to your website, we ensure that your site provides the information and functionality customers need to make well informed purchasing decisions and to help ensure that customers return for repeat purchases.

Example features include:

- Automated content management & product merchandising
- Rich product information provided by RedMuze
- Over 2 million MP3 samples available
- Catalogue management
- Integrated supplier databases for improved product range and search hit rates
- Customer and order management
- Returns and refunds
- Order tracking
- Customer service module
- Creative site design
- Customisable to individual requirements
- Enterprise level hosting
- Can integrate with any client or third party system
- Integrates with Sellernet warehouse module for rapid and cost effective order fulfilment
- Can integrate with any payment service provider
- Management Information Systems & Reporting
- Multi-currency capability
- Integrated with 3rd party marketplaces for inventory management



Retail Kiosk

Increase In-store Sales

Increased competition in retail means businesses must find new and innovative ways to continue driving sales and profits. Consumers today are more demanding, savvy and desire self empowerment.

Our Retail Kiosk allows retailers to harness the power of the latest technologies to help increase sales of physical product in their traditional bricks and mortar retail environment.

Studies show that 75 percent of all customer purchase decisions happen while they're in store, but less than five percent of the marketing budget is spent in store.

Our retail kiosk provides customers with rich product information to enhance their shopping experience and to help convert browsers into buyers.

[More info overleaf >>](#)

Retail Kiosk Overview

Listening Post	Pending Orders	Recommendations
Over 2 Million MP3 Samples		
Upsell & Cross-sell		
Increase In-store Sales		
Reduce Queues & Staff Costs		
Increase Customer Service & Satisfaction		
sellernet		





44 percent of consumers are frustrated by waiting in line because of the lack of employees able to assist them. Sellernet Kiosk allows retailers to minimise customer frustration by giving them the information they need to make purchasing decisions.

Our Kiosk provides recommendations by genres (set by retail staff), stock availability and the ability for customers to sample products without any interaction with staff.

Customers can also initiate pending orders with suppliers for out of stock items.

Example features include:

- Search for product by artist/director, title, etc.
- Scan barcode to view product details
- Browse retailer recommendations
- View availability in-store, at other branches and with suppliers
- Initiate 'pending orders' for products not in stock
- Increased sales
- Reduced returns due to higher customer satisfaction.
- Increased customer loyalty, service and satisfaction
- Lower staff costs
- Fully integrated with EPOS and back-end systems



Lucid Interactive Ltd

Background

Lucid Interactive Limited is a software development company focused on developing integrated multi-channel retail systems. We provide solutions to all retail sectors with particular experience in deploying systems to the music, book, game and DVD retail sectors.

Formed in 1999, Lucid Interactive Ltd is a private limited company based in the city of Derry, Northern Ireland.

Our company and our flagship product 'Sellernet' have evolved as a direct result of our client-orientated approach to development and customer service. Over the past eight years we have listened to our customers to build a unique product and level of expertise.

Sellernet is a robust, flexible, dynamic and scalable solution which is capable of evolving with our customers' requirements and their continued success.

In 2006, Sellernet powered over one million on-line sales transactions and tens of millions of bricks and mortar transactions. That equates to over £10 million on-line transactions and over £100 million in bricks and mortar transactions.

Lucid Interactive Ltd also build bespoke systems utilising our extensive experience in the latest technologies, trends and internet marketing.

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Core Value & Principles

Lucid Interactive Limited is committed to our clients' success. We strive to develop lasting relationships and partnerships with our customers by getting inside their companies, understanding their aims, goals and objectives and thereby configuring and implementing the most appropriate systems and strategy for them.

Lucid Interactive achieve this through extensive interaction with our clients in the development and evolution of products and associated implementation techniques. Clients have an input and vote on the future developments of the product through a product development mechanism that is adapted from world class software companies.

Additionally, clients meet with company founders and developers on a continuous basis to ensure that their evolving needs are met.

If you would
like to start
reducing
costs &
increasing
sales &
margins
contact
Lucid Interactive
today