Overview

G3N, short for MultiFlex RMS GEN3, is a rich retail management platform topped with various apps that make it a full retail management stack. These apps fulfill your retail needs in a dynamic and ever-changing environment so that you can quickly adapt to market needs. The platform provides you with full vertical and rapid horizontal integration. G3N provides you with features that allow you to do more with less, regardless of the complexity of your business processes and requirements.

Today, the retail landscape is constantly disrupted by technology. You can see impacts in customer interactions and the increased pressure to streamline operations. Examples include:

- Changes in marketing and advertising due to the rise in cross-channel and social media shopping;
- The increased use of influencers and influencer rewards;
- Changes in how suppliers interact with retailers and customers through drop shipping;
- An increased need for cross-channel and multi-mode fulfillment.

Soon, the Internet will undergo yet another boom with blockchain (decentralized internet), the customer-driven DTC space, and the social media “metaverse” where new markets will be born. Not all of the impacts of this technological leap can be foreseen, and many retail management systems will be overwhelmed. The omnichannel DTC blockchain world will not look anything like Web 2.0 omnichannel. While some retail management systems allow horizontal integration via open APIs, most lack robustness for vertical integrations.

As an antifragile platform, G3N provides you with tools to harness the benefits of these disruptive technologies without the loss of sales and operational productivity. G3N supports multiple sales channel types, including DTC and brick and mortar stores. You may use G3N with your existing solutions to add capabilities to your legacy systems.

G3N back office operations tie together the various aspects of running your retail business away from the store front, while G3N POS apps focus on the customer-facing aspects. Our self-serve portal apps enable a wide range of customer, vendor, and influencer activities that complement these back office and POS operations.

The G3N ecosystem caters to:

- Small virtual and/or physical retailers,
- Retailers with multi-store and multi-channel needs,
- Front-end retailers who rely solely on drop shipping,
- Retailers who have multiple products and services that overlap some channels and are exclusive to others, with complex fulfillment needs as a result,
- Retailers who need a turnkey solution with additional custom horizontal or vertical integrations,
- Retailers with specific requirements for new sales channels, such as a gamified DTC interface that is nonexistent today and does not fit in any current model, and
- Franchise retailers and their franchisees.

Traditional retail management solutions emerge from the need to control, and thus easily break under the pressure of progress. In contrast, G3N empowers retailers, consumers, suppliers, and developers to collectively benefit from technological changes.

User Account Management

- ☐ Create and maintain your user account for the following purpose: (a) to act as an organization owner, (b) to act as an organization associate, (c) to act as an independent contractor/consultant, (d) to act as a customer and/or (e) to act as an influencer or independent sales agent. Users can associate an email address or mobile phone number with a user account.

- ☐ Use multi-factor authentication to access your user account. Our implementation provides multi-factor authentication and encryption of data while at rest and in transit. The user account framework is HIPAA eligible and PCI DSS, SOC, ISO/IEC 27001, ISO/IEC 27017, ISO/IEC 27018, and ISO 9001 compliant. User accounts are implemented using standards-based authentication for the identity provider, and support identity and access management standards such as OAuth 2.0, SAML 2.0, and OpenID Connect.

- ☐ Enjoy your full privacy protections provided under GDPR and CCPA as a G3N user.

- ☐ Receive and manage your private messages in an inbox in your user account. This feature functions similarly to receiving email. Examples of private messages in G3N include: (1) accepting a work offer for a store location, (2) confirming receipt of commission payout, and (3) receiving an order update as a customer of a store. You can archive and recall inbox messages and use filters and search tools. You can also set up a reminder that will "boomerang" a specific message back to the top of your inbox at a particular scheduled date and time.

- ☐ Create and maintain multiple user account profiles for your account. Publish your profiles to different destination views, such as public pages, pages indexed on the internet, or private pages that are shareable via direct link only. You have complete control over the visibility of these profile details for each destination view.

Organization Management

- ☐ Create and maintain the hierarchy structure for your organization. An organization can represent a single store, or it can represent a multi-location and multi-sales channel business. An organization can also represent a group of businesses working together, such as traditional franchise models. In G3N this relationship is known as a “super organization”. All data related to the group of businesses is delineated at the organization level.

- ☐ Manage your billing at the organization level. This includes the ability to create and establish primary and secondary payment methods, billing budgets and controls, and cost centers for physical and virtual facilities/locations. The organization will represent the top-level cost center. You can create cost centers for every level of hierarchy down to the POS provisions and apps. Your cost centers can be used to set budgets and track consumption of resources in your organization.

- ☐ Create and manage multiple audit profiles to drill down on your business events and to monitor activity at the organization level. An audit profile is defined by a set of triggers and rules that watches activity at the organization level and creates event logs for future audit purposes.

- ☐ Issue API keys which are bound to your user account role and allow external services and applications to interface with your organization as if your user account were using the system.

- ☐ Export, import, and/or purge your data at the organization level.

- ☐ Set up multiple sandbox organizations with data from your primary organization. Use these environments for training and scenario simulation purposes. Any sandbox organization can be promoted to replace the primary organization. Only one production environment can be live at a time for an organization.

- ☐ In cases of more complex organizational needs and large scale franchises, you can interface with custom services that dictate data sharing processes between networked organizations and define the behavior of the super organization that encompasses them.

Facility Management

- ☐ Create and manage the facilities/locations inside your organization. By default, your organization will represent a physical facility, as parent facilities are physical and have a mailing address. You can add and manage one physical facility per physical location.

- ☐ Create and manage your multiple virtual facilities within any one physical facility. Virtual facilities can be used to organize record keeping and processes within an organization. For example, you may have a business with two physical stores, one head office, and one warehouse. The head office and warehouse are in the same building, and the warehouse also has a showroom that sells products. You also use the warehouse to fulfill orders from multiple online sales channels. In this scenario, you can use the default organization location as the head office and add two more physical locations for the two store locations. You could then add two virtual facilities within the head office location for the showroom facility and for the online channels if they share the same inventory. Alternatively, you could create distinct virtual facilities for each online channel. For example, you might have separate virtual facilities for Facebook and Instagram. This model allows for maximum flexibility in inventory, merchandising, optimization, and reporting.

- ☐ Create and manage your organization's various types of sales channels. Examples include POS, Shopify eCommerce, or API (custom 3rd party eCommerce or POS application). Sales channels exist within the context of your virtual or physical facilities.

- ☐ Create and manage provisions for applications to connect to your sales channels. This is particularly useful with POS applications where the provisions define and constrain the activities of the POS application that uses the provisions to connect to your sales channels.

- ☐ Create and manage your associate membership life cycles at the facility level. You can issue invitations to G3N users to join the organization and assume roles with predefined access rights at specific facilities. If needed, a particular user's roles can differ across facilities. For example, an associate could be a buyer at your head office and a salesperson at one store location.

- ☐ Create and manage your cross-functional teams where each team has a primary team leader and multiple members. Teams are defined and maintained at facility level. Tasks are assigned at the team level to all of its members, and all team members enjoy the same access rights.

- [ ] Add integrations for population density tracking systems that track human activity and synchronize your data with sales info, camera surveillance systems, and/or radar systems.
- [ ] Create and maintain the cost centers associated with your facilities, sales channels and/or provisions.

Workflow Management

- ☐ Create and manage your workflow checklists and requirements for various activities in your organization. These checklists are referred to as applets in G3N.
- ☐ Use your applets to ensure processes are performed consistently in your facilities. These applets can have automated actions programmed into them. Typically, a user will follow the steps listed in the applet to complete the checklist.
- ☐ Use your applets in conjunction with teams at the facility level to allow users in a cross-functional team to work on the same tasks at the same time.
- ☐ Associate your different documents, chat threads, and internal objects in G3N with any applet. Any objects that are part of the applet will be associated with it automatically.
- ☐ Run queries on your applets and all their associated content. These can be active or passive queries where you set up filter criteria and receive the results over a period of time as each applet meets the criteria.

Product Profile Management

- ☐ Create your product models and manage their life cycle. In G3N, a product model describes an abstract item. For example, a pair of pants would be a product model. At the model level, we do not have attributes such as color, size, and length; we only know how many units are inventoried. Further details will define your product's variants (see below).
- ☐ Create your product variants and manage their life cycle. A variant is a product that has been defined down to the SKU level for its color, size, and all other applicable combinations. Variant product definition includes data about your vendor or supplier, the weight of the item if applicable, and so on. At this level, the product is a tangible item or service that can be purchased, and we know how many units of each variant are in stock for sale.
- ☐ Create your product options and manage their life cycles. An option represents a product matrix dimension. Options have types like (1) color, (2) size, (3) material, and (4) custom.
- ☐ Create and manage definitions and behaviors for your custom options. An option has discrete values or custom functions that define the option values based on other factors. These values are not static or predefined. They can be text, numeric, dates, timestamps, or complex multi-part values. Custom option definitions assist in defining your configurable products and services.
- ☐ Associate your product options with the vendor's product options (optional). This mapping allows you to normalize vendor option codes in G3N. For instance, a vendor may use CL0097 as color red, but you want it to be RED in G3N. This feature facilitates such mappings.
- ☐ Create your product matrices ("matrix") and manage their life cycles. A matrix is a series of options put together in a particular order, such as instance, color, and size. You can even add constraints to your matrix that indicate which combinations are not allowed. You can also impose orders or rules for how these options would be ordered together. For example, you may want to order sizes alphabetically from the vendor, but display them in size order on your eCommerce store.
- ☐ Create your product styles and manage their life cycles. A style is a group of variants within a product framework. The framework can be as wide as the product model or as narrow as a variant. Usually, styles are associated with products in a 1:1 relationship. However, there are cases where you may want to associate a style with a specific matrix

option, such as the inseam length of a pair of pants. Alternatively, the fabric material might define the product style. The style feature increases the flexibility of product merchandising.

- ☐ Create your product collections and manage their life cycles. A collection is a group of variants. Collections can be dynamic or static. A dynamic collection can be defined with rules and attributes such as options, tags, limits, and KPI ranges. In contrast, a static collection is a group of variants that does not change.
- ☐ Create your product types, also known as categories, and manage their life cycle. A product type classifies products into a hierarchy. Examples of categories are divisions, departments, classes, and subclasses. Every product, variant, and style (if applicable) must have a category. By default the organization is the root division to which all departments belong. However, you can create other divisions and establish departments within them. Note that a department cannot exist in two divisions simultaneously. You can give two departments the same name, but records are not shared between them.
- ☐ Create your product brands and manage their life cycles. A product brand classifies products into a brand hierarchy at the product level. A product can belong to a single brand, which in turn can be associated with multiple vendors and multiple manufacturers.
- ☐ Create your product seasons and manage their life cycles.
- ☐ Create your product calendars and manage their life cycles.
- ☐ Create and maintain your units of measure (UOM) for your products. A UOM can describe a discrete or continuous item/service. We allow for custom UOM definitions as well as mechanisms to convert one UOM to another.
- ☐ Create and maintain your kits, or product groupings, including kits where items can be replaced with alternative products from outside the kit definition. Kit contents can be static, dynamic, rule-based, or any combination of the three.
- ☐ Create and maintain your various alternative product selections with priority ranking, and optionally provide metadata for explaining your alternative product selections.
- ☐ Create and manage any subscription plans related to your products, including alternative items for when primary items cannot be fulfilled for a subscription.

- ☐ Create and maintain various complementary product selections with priority ranking. Optionally, provide related metadata for explaining the basis for the complementary product. Complementary product selections can be rules based or static or dynamic settings that define how the complementary relationship works, such as if it is an add-on product, a consumable item, a service-based activity, or a subscription.
- ☐ Associate tax rules with your product variants at any level of the hierarchy.
- ☐ Create and manage capacity and allocation rules (CAR) that are associated with your products and services. CAR can be used to manage product/services flow expectations through inventory allocation for projection purposes.
- ☐ Create and manage packaging, handling, and shipping requirements associated with products.
- ☐ Create and manage custom provider attributions (PA) for products and services. These are metadata field bundles that can be used to overlay operational processes and configurations at product level.
- ☐ View the full revision history of every change made to product definitions, and use the tools provided to use revisions in branches and other related data processing needs.
- ☐ Generate your price list entries based on concrete or abstract product definitions that can be conditional and configurable.

Price Lists and Promotions

G3N price lists and promotions enable you to do the following:

- ☐ Create your price lists and manage their life cycles. This includes dynamic price lists and pricing rules, lists with predefined rules such as limits and combinations, and price lists with defined customer groups or levels.
- ☐ Publish price lists to your sales channels and define schedules and event-based triggers to publish and unpublish price lists. An event can refer to any change in your product data, such as inventory levels, time limits, sell-through rates, and so on.
- ☐ Configure your price list rules that define their implementation based on the circumstances or class of the sales channel. This includes the ability to set price change rules based on any event that you want to capture, such as live KPI thresholds.
- ☐ Add and manage custom decorations, annotations, and notes for the your price lists based on the sales channel requirements. Products can have annotations that change how different POS systems render information about them locked at product or price list level.
- ☐ Manage and override your static, dynamic, and rule-based kits.
- ☐ Manage and override your alternative product selections.
- ☐ Manage and override your complementary product selections.
- ☐ Create and manage dynamic and static tags for your price lists.
- ☐ Create your promotions and manage their life cycle. Associate promotions with price lists automatically based on the rules you configured for the promotions.

Purchase Order Cycle Management

- ☐ Generate your purchase order (PO) worksheets and use the available tools in the worksheet manager for products that fit the product matrix for which you are ordering.
- ☐ Use analytics tools with scenario simulation capabilities to generate your models for PO worksheet generation. Use our “open to buy” toolkit, or use external services to generate your models.
- ☐ Create your POs manually or automatically from worksheets, and manage the life cycle of the POs.
- ☐ Allow your vendors to securely and directly interface with the PO with a unified view of the data and full revision control in place.
- ☐ Allow your vendors to send status updates, state changes, and other event data to the PO via vendor pro-forma interface while enjoying full control over acceptance and consumption of that data in G3N.
- ☐ Receive items sent in from vendors on your various POs, including partial receipts. Create your RTV documents and process them. Use on-the-fly transfer allocation service to ensure your items are received by various locations based on your plans.
- ☐ Manage your open POs with a full and secure vendor integration that offers a unified view of the data.
- ☐ Enable and use the integral RFQ support, which includes an external interface for your vendors.
- ☐ Enable and use the integral vendor Pro-forma support with an external interface for your vendors.

Sales Order Cycle Management

- ☐ Use multiple carts (sales worksheets) as needed for omnichannel carts. A cart represents a draft sales or work order. A draft can be sent to various parties for updates. A single cart can be split into 2 carts, and this process can be repeated through multiple iterations. Multiple carts can also be merged into one cart. For the purposes of G3N, work orders will also be referred to as sales orders (SO).
- ☐ Use your carts to create sales orders and manage the life cycle of sales orders.
- ☐ Allow your customers to interface directly with sales orders and see a unified view of the data.
- ☐ Partially fulfill and process multiple forms of fulfillment for a single sales order. This includes in-store pickup, curbside pickup, and shipping. Fulfillments will generate invoices.
- ☐ Add any class of item to a cart for a sales order and add instruments for layaway definition, back ordered items, and special order items.
- ☐ Perform all POS sales-related functions through the sales order interface. Perform returns and exchanges, issue gift cards, accept various payments and deposits, issue discounts, accept coupons, issue store credits, issue loyalty points, redeem loyalty points, and more.
- ☐ Use supplier drop-shipping with full visibility via 3rd party integrations.
- ☐ Create your consignments and manage their life cycle.
- ☐ Utilize integral requests for quote (RFQ) support.
- ☐ Use integral customer purchase order (CPO) support in conjunction with your RFQ support.

Inventory Management

- ☐ Maintain your inventory at the location level with accuracy and the ability to drill-down to the bin location level.
- ☐ Manage your inventory level at the sales channel level based on your rules.
- ☐ Use standard, non-controlled, management for your inventory.
- ☐ Use lot-control for your inventory management that includes attributes such as expiration dates.
- ☐ Use serialized soft and hard inventory management, with the option to maintain a hard list of serial numbers associated with your items, or record serial numbers during order fulfillment, returns, or RTV.
- ☐ Track your inventory cost (average cost) based on FIFO rules, with other models available.
- ☐ Perform your inventory counts.
- ☐ Perform your inventory adjustments with full tracking.
- ☐ Create your transfer requests and manage their life cycle. This includes fulfillment, auto fulfillment, receiving, auto receiving, rejection, exception handling, and reporting.
- ☐ Track your inventory using different views that include form standard quantity count, on-hand, soft vs. hard committed, available standard and soft inventory, capacity related to services, and capacity management based on schedules and BOM.
- ☐ Use custom requirements for your bin locations.
- ☐ Use our consignment feature to separate ownership and possession as reflected in your valuation, et cetera.
- ☐ Use tax tables and rules which are maintained by G3N.
- ☐ Utilize standard industry features related to your import/export semantics, tariff codes, et cetera.
- ☐ Every event that has affected your inventory master for each item is recorded and can be easily tracked on a stock card.

Vendor Management

- ☐ Create profiles for your vendors and maintain their life cycle.
- ☐ Manage rankings and classifications for your vendors.
- ☐ Manage product catalogs and price lists for your vendors.
- ☐ Browse your historical records that are related to a vendor.
- ☐ Maintain your import/export semantics, tariff codes, et cetera.
- ☐ Enable the self-serve portal for your vendors with customized access rights.

Customer Management

- ☐ Create and maintain your customer profiles.
- ☐ Manage your customer rankings and classifications.
- ☐ Manage your customer product catalogs and price lists relative to your sales channels.
- ☐ Utilize our extensive loyalty program for your customers.
- ☐ Access all of your historical records related to a customer.
- ☐ Moderate reviews and comment threads for your products.
- ☐ Create and manage various types of registries for your customers, including wedding registries, baby registries, and wish lists.
- ☐ Enable the self-serve portal for your customers with customized access rights.

Influencer Profile Management

- ☐ Create and maintain your influencer profiles.
- ☐ Create proposals for your influencers and manage proposal life cycles.
- ☐ Create campaigns and contracts for your influencers and manage their life cycle.
- ☐ Create and manage earnings and payouts for your influencers.
- ☐ Moderate reviews and comment threads for your products.
- ☐ Access all of your historical records related to an influencer.
- ☐ Enable the self-serve portal for your influencers with customizable access rights.

Sales Associate Profile Management

- ☐ Create and maintain your sales associate profiles.
- ☐ Create and manage your multi-layered, omnichannel sales associate commissions schedules.
- ☐ Associate your sales profiles with customers and turn them into independent sales associates or micro-influencers.
- ☐ Access all of your historical records related to a sales associate.
- ☐ Enable the self-serve portal for your sales associates with customized access rights.

Analytics

- ☐ Create various dashboard profiles for your analytics that provide windows into different information.

- ☐ Use the analytics tools to access your:

  - ☐ Sales associate analytical pivot tables
  - ☐ Accounting and finance analytical pivot tables
  - ☐ Inventory analytical pivot tables
  - ☐ Omnichannel marketing analytical pivot tables
  - ☐ Acquisition analytical pivot tables
  - ☐ Behavior analytical pivot tables
  - ☐ Velocity analytical pivot tables
  - ☐ Sales analytical pivot tables
  - ☐ Conversion analytical pivot tables
  - ☐ Audit analytical pivot tables
  - ☐ Transaction activity analytical pivot tables
  - ☐ Executive analytical pivot tables
  - ☐ Merchandising and KPI analytical pivot tables
  - ☐ Allocation and redistribution analytical pivot tables
  - ☐ Stock card analytical pivot tables
  - ☐ Promotion and strategy analytical pivot tables
  - ☐ Customer analytical pivot tables
  - ☐ Vendor analytical pivot tables
  - ☐ Influencer analytical pivot tables
  - ☐ Planning analytical pivot tables that include, among other analytics, OTB, demand, and “what-if” scenarios.

- ☐ Use the generic pivot table generator to design and extract any of your G3N datasets for analysis, processing, and sharing in other systems. Define and manage your custom pivot dataset extracts. They can be event-based (generated only if changes occur), or they can be based on a fixed schedule. Use any generated dataset to define a new filter or query for your data. Define your datasets as snapshots or live views.

- ☐ Use API integrations to extract any dataset you define as a pivot dataset extract.

- ☐ Utilize our analytical data harnesses that are provided through flexible and self-contained pivot tables with ability to export the results to Microsoft Excel files. All of our analytics are backed by drill-down tables.