



Enterprise retail software solutions from the wholesaler to the consumer

BRdata Software Solutions is a software development company and systems integrator of open architecture software applications. BRdata is a privately owned company with corporate headquarters located in Melville, New York.

Founded in 1979, BRdata has built a strong reputation on developing leading-edge software applications. Our unparalleled ability to deliver customized software solutions to our customers quickly and at an affordable price helped to build our reputation as a leading applications developer. All of the applications can run locally in the store or via thin-client technology for centralized databases and programs across the enterprise. We exceed our competitors with an inimitable total suite of applications, which is a modular solution, comprising instore solutions, hosting, order entry (CAO/CGO), price optimization, fresh item management, customer loyalty, ad planning/forecasting, warehouse or in-store inventory, competitor price tracking, financial sales data capturing, mobile apps, and cloud reporting.

BRdata Software Solutions offers a suite of products:

BRdata Host

Includes all features from BRdata Store, as well as advanced multi-level zoning for multiple stores. POS interfaces include: NCR ACS/ISS45/ScanMaster, Toshiba SA/ACE, RORC, and also most back office systems.

BRdata Store

Features include POS interface, date-driven item movement analysis, RF Price verify, DSD receiving, shelf-ordering/purchase orders, inventory valuation, category management, Label/ Signs, customer loyalty, perpetual inventory, SIL interpreter, wholesaler interface, competitor price tracking, and order entry.

BRdata Warehouse Management System

BRdata WMS allows you to track and maintain warehouse items through reporting, slotting, order management, and inventory extraction. Inventory available by item, pallet, or slotting location. Available warehouse inventory is visible to stores real-time in the store aisles.

BRdata Cloud

Access reporting from anywhere, anytime, on any device with BRdata Cloud.

- Financial Reporting
- Basket/Transaction Log Analysis
- Item Movement
- Loyalty

BRdata Connect

Reach your customers before, during, and after they shop with BRdata Connect.

- Connect with shoppers with YOUR branded consumer app.
- Ditch the flyer and provide up-to-date Weekly Ad prices and targeted deals.
- Recipes, store, and item locator.
- Push real-time signage with banner images.
- Identify and reward your loyal shoppers.

BRdata Loyalty

Reward your loyal customers with targeted deals, while tracking their purchases. Maintain a centralized database and points system. All powered by BRdata Cloud.



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BRdata Software Solutions available modules:

BRdata Scale-Link

Fresh item management. Communicates with perishable scale systems, consolidating POS and scale system databases. Most scale systems supported via Invatron's PLUM and ePLUM systems or ADC's Interscale.

BRdata Financials

Consolidates POS Sales, Tax, and Media Totals by day or week for multiple locations. Date-driven reports can compare one time period to another, listing the differences. Available as a cloud based subscription via BRdata Cloud

BRdata Ad Planner Module

Advanced merchandiser promotional planning tool. What-If Pricing, Forecasting, View Actual vs. Projected during Ad Week, deal tracking (bill backs, scandowns, ad fees), Ad cloning, invoicing, and store distribution reporting.

BRdata Price Optimization Module

Optimal price presented to retailer based on item demand, GM%, competition, Private Label, and Unit Size. Advanced TPR management rules maximize TPR profits.

BRdata Competitor Price Tracking

Track and react to competitor's price. Capture retails from the competition using the Competitor Price Tracking iOS application, a PDA device or by importing from industry standard data capture companies.

BRdata DSD Receiving

Direct store delivery system that allows users to instantly and easily verify deliveries. Maintaining control over product received at the store backdoor is crucial. Using the BRdata DSD (Direct Store Delivery) system, users can instantly and easily verify that the costs, allowances, quantities, and products received are what is expected from the vendor.

BRdata DEX Receiving

Store Data Exchange (DEX) is a hardware and software solution that allows retailers to electronically receive vendor invoices at the time of delivery. It is a communication protocol used by the vendor to transfer the invoice from the drivers handheld to the receivers BRdata DSD invoice database.

BRdata Ordering

A range of customizable ordering systems ranging from iOS ordering to Computer Generated Ordering. Powerful, easy-to-use features produces immediate ROI. Available Centralized, Local, and Cloud based.

BRdata Inventory

Gives users the resources needed to track and maintain inventory, including counting, posting and adjusting. Use to maintain a perpetual inventory, track shrink, or manage department and store to store transfers.



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