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**Cash Register *express***<sup>®</sup>  
Point of Sale Solution for Retail

## *Point of Sale Solutions for Retail Stores*

### Cash Register Express™ (CRE)

is a state-of-the-art, award winning retail point of sale system from pcAmerica. Our computerized POS system enables retailers to improve the profitability of their business through faster customer checkout, accurate inventory tracking, reducing or eliminating shrinkage, managing employee labor, and effectively marketing to customers based on purchasing trends. CRE has robust functionality and comprehensive business reporting designed to meet the needs of virtually any retailer.



We are experts in effectively and efficiently implementing new point of sale systems or transitioning your existing cash register into a computerized POS system. Our POS systems are simple to set up and user-friendly. Plus Cash Register Express™ comes standard with training and 24x7x365 live technical support. Our POS solutions are scalable to handle a single location with one or more POS stations or a chain with multiple locations and one or more POS stations.

## How Can a Business Benefit from a POS System?

- **Computerizing can easily cut your costs by 5%**  
Annual Sales \$500,000  
**Annual Savings \$25,000**
- + **Typical single-station cost:**  
\$2.10 per day
- = **Typical savings:**  
\$83.33 per day in lower operational costs, reduced loss, and more efficient customer service

A POS system can help a business eliminate shrinkage, improve inventory accuracy, increase sales margins, and market to customers. For example, if a retail store with \$500,000 in annual sales could conservatively reduce expenses by 5%, it would improve its bottom line by over \$25,000. Therefore, your POS system should show a return on investment in less than a year.



**Cash Register *express***  
Point of Sale Solution for Retail

**Product Tour** ▶

Learn more about how CRE can help your retail business.  
[www.pcamerica.com/credemo](http://www.pcamerica.com/credemo)



## INDUSTRY PROVEN

With over 20 years in the point of sale industry, pcAmerica software is used by over 50,000 users worldwide.

- Convenience Stores
- Grocery & Supermarket
- Gift Shops & Museum Shops
- Car Washes
- Apparel / Clothing
- Cellular & Electronics
- Restaurants & Delis
- Florists
- Video Game & Music Stores
- Liquor Stores
- Tobacco Stores
- Video & Equipment Rental
- Book Stores
- Dollar & Discount Stores
- Chains or Independents



## Fast and Simple Checkout



Items can be rung up by simply scanning the barcode on the product being purchased. If a product does not have a barcode, such as candy by the register, it can be added to the transaction by simply touching a button for that item on the touch screen. Sale

pricing and any applicable taxes will automatically be calculated and displayed in a real-time running total. Taking payment from the customer is just as fast. Cash amounts can be quickly typed in, with hot keys for common dollar amounts. If the customer is paying by credit or debit card, the cashier simply swipes the card to process the transaction.

### Process Credit, Debit, and Gift Cards

Eliminate long lines and delays at the checkout. Cash Register Express™ offers integrated transaction processing for credit, debit, and gift cards. Our POS system can process card based transactions in as little as 2-3 seconds. Cash Register Express™ is PA-DSS certified for PCI Compliance.

## Flexibility to Meet the Needs of Any Retailer

Our software designers continually return to the field to get hands-on experience. This on-site operations experience enables our software team to ensure our POS software meets the evolving needs of your retail business.

### Other CRE Features

- Scan items quickly with bar code scanners
- Automatically calculates sale pricing
- Salesperson commissions tracking
- Item lookup by description
- ID scanning, age verification for liquor/tobacco
- Gift cards and store credits with no transaction fees
- Print gift receipts, track gift registry
- Easy to use layaway function
- Weight scale support, NTEP/government certified
- Clothing matrix for tracking sizes and colors
- Kits and item grouping
- EBT and food stamps
- Rental tracking with due dates and late charges
- Bar code label printing

### Purchase Orders

For each inventory item, you can assign a vendor, set a reorder level, and a reorder quantity. Additionally, our purchase order system enables retailers to order items individually or by the case. With Cash Register Express™ Purchase Order section, you can generate a brand new purchase order by narrowing your search of items to a particular vendor. Or, you can just add all the items that have fallen below the reorder level at a touch of a button.

### Discounts and Coupons

Discounts and coupons can be customized with various restrictions on redemption such as expiration date, time and day, and product category.

### Dynamic Pricing

Sale pricing, bulk pricing, and mix n' match are all features that can be preconfigured and calculated automatically. Drive sales during the offpeak season with time-based pricing.

### Suspend and Recall On Hold Transactions

Our POS software lets you suspend a transaction to allow another transaction to be processed, then recall the previous sale and tender it. This feature comes in handy when you have more than one person waiting to checkout and the customer realizes that they left their wallet in the car or forgot to pick up an item. Instead of having to cancel the sale or make another customer wait, you can place the transaction on hold and recall it when ready.

## Discover the Benefits of Social Marketing



Did you know pcAmerica can integrate popular social marketing tools like Facebook and Twitter into your POS system? Learn how to promote your business with integrated social marketing by contacting our knowledgeable sales staff.

For more information visit  
[www.pcamerica.com/socialmarketing](http://www.pcamerica.com/socialmarketing)



## Customer Marketing: Built-In Gift and Loyalty Programs



Solid marketing and loyalty reward programs are proven methods for attracting new and repeat customers into your store. Cash Register Express empowers retailers to effectively market directly to your

existing and potential customers. Our gift and loyalty programs give you the ability to offer discounts or rewards like frequent visitor discounts, birthday or anniversary rewards, and provide loyalty cards that reward customers based on purchasing activity. Cash Register Express™ puts several tools in your hands to help you accomplish this including automated tracking of loyalty plans and other tools to market directly to your customers:

- Fast customer lookup with membership cards, last name, phone number
- Record itemized purchase details of each customer
- Automatically tracks and gives rewards
- Record birthday and anniversary dates
- Frequent visitor discounts
- Ability to send informational newsletters, coupons, sales and new product announcements
- Customer loyalty cards tie to customer accounts that track loyalty activity
- Scan customer license to auto-populate customer record



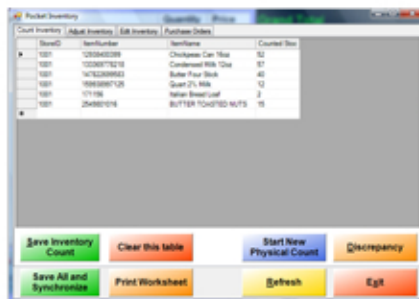
## Security: Reduce or Eliminate Theft

Employee theft is one of the leading causes of retail shrink, caused by a combination of theft of cash and inventory, as well as unwarranted discounts. Cash Register Express™ includes multiple theft prevention features that introduce accountability to your employees. System functions such as discounts, no-sales, voids, and price changes can be accessed or restricted based on an employee's unique login ID or job code. Strict cash control features can be used to identify cash discrepancies down to the shift or the cashier.

- Employee security with unique IDs, password protection and secure login cards
- Configure Job Codes for different roles in the store
- Cash control features to force cash drops throughout the day
- Exception tracking to spot suspicious activity
- Integration with security camera DVR systems, shows transactions live on camera screen
- Sales, voids, no sales and other activity displayed on security monitors



## Track and Manage Inventory



The CRE POS system includes an integrated and robust inventory tracking module that enables retailers to reduce or eliminate

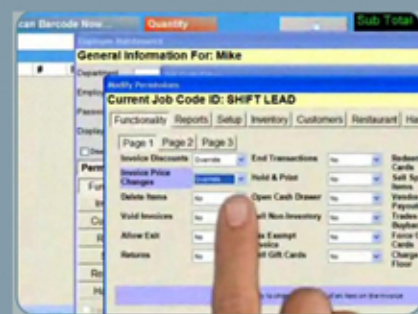
shrinkage, stock outages, stock discrepancies, best and worst selling products, and track overall inventory movement. Each item that gets sold will be automatically deducted from the store's inventory stock levels. Additional inventory management features such as purchase orders, automated stock replenishment, min/max levels, back orders, and direct store deliveries are all standard features.

- Actual versus Theoretical Inventory Counts
- Discrepancy reports
- Track serial numbers, item costs and profit margins
- Low stock alerts
- Fast lookups by barcode, description
- Detailed sales history of each product
- Add items "on-the-fly," even during a sale
- Size/color apparel matrix
- Track by case/individual



### Need Accurate Inventory Control?

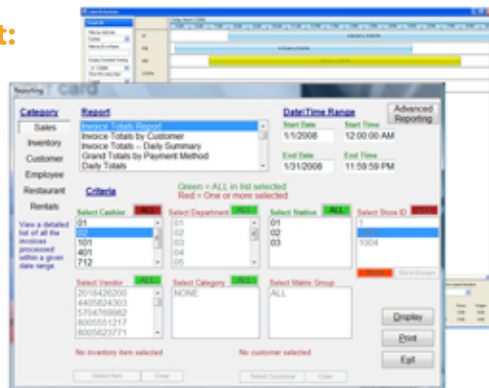
Savvy retailers realize the need for up-to-date and accurate inventory information. Stock can be counted or received away from the register using the integrated Pocket Inventory software on a mobile computer. Simply scan the item, enter the quantity, and the data synchronizes with your POS system. For more information please visit [www.pcamerica.com/PocketInventory](http://www.pcamerica.com/PocketInventory)





## → Employee Management: Reduce Labor Costs

Employee labor is typically the largest expense for retail operations outside of the cost of the products being sold. Cash Register Express™ has integrated time clock and labor scheduling functionalities to help you manage staffing and reduce labor costs.



- All store employees can clock in and out, as well as check out for paid or unpaid breaks
- Hours and Wages reports summarize employee earnings and commissions
- Integrated labor scheduler makes it easy to manage shifts and ensure sufficient but not excessive labor is on hand
- Create and print labor schedules including hours, breaks, and job code being worked
- Punctuality controls ensure timely arrival and also prevent clock-ins from employees not scheduled to work

## → Detailed Business Reporting to Help Control Expenses and Improve Profits

Reporting is the most important feature of a good point of sale system. At pcAmerica, our continued success has been a result of input from our customers. We have programmed our POS software, Cash Register Express™ to provide the most useful reports for retailers. As a business owner, it is important to be on top of your sales figures, costs, and inventory levels.

The reporting screen has been designed with ease-of-use in mind. You can choose the type of reports by the click of a button, choose the date and time range you would like data for, and further narrow your report by adding criteria. When you select a report, a small description of what will be displayed will appear on the reporting screen as well. Select to view a report by store number, cashier id, customer, vendor, department or item.

- Seamless integration with QuickBooks Accounting
- Optionally view reports online through web site
- Extensive sales reports summarize overall cost, labor cost percentage, sales, profits and performance.
- Daily financial summaries
- Number of customers, average transaction amount
- Product mix reports show your best and worst selling products



## POS System Components

Have specific POS needs?  
Contact us for all of your POS accessories.



→ **Simple**  
Our POS systems are pre-packaged to be plug and play so that set up is simple.

→ **Easy**  
CRE is easy to learn and use. Train new employees in minutes not days.

→ **Helpful**  
pcAmerica offers 90 days free technical support 24 hours a day, 7 days a week to ensure that your POS system works properly. Need more help? Hourly training is also available and included with the purchase of certain POS bundles.



### Web Portal Reporting

The pcAmerica Web Portal is an internet based system that allows users to run reports, change prices, create purchase orders and several other back office tasks from a web browser on any computer with internet access. This is a perfect solution for retailers that need to easily monitor and manage their business from a remote location.



[www.unitedstatesofpos.com](http://www.unitedstatesofpos.com)