



EasyRetail – Software for Camera Retail

- Comprises a full suite of software modules to help you manage your **shop sales, web sales, stock, repairs, laboratory work and back-office accounts.**
- Handles all camera shop transactions including cash sales, deposit sales, trade sales, repairs, lab charges, voucher sales, gift card sales, gift card top-up, trade-ins, credit notes, web sales and club accounts
- Runs on PC's and touch-screen terminals running Windows 2000, XP Pro, Vista and Windows 7.
- Developed using Microsoft software tools e.g. **Visual Basic, ACCESS and SQL**
- Full integration with Microsoft ACCESS and SQL for report/query generation
- Can integrate with most **E-commerce** solutions to handle product data upload and web order download
- Uses wireless scanners for speedy and accurate stock checks & goods-in
- Comprehensive library of standard sales, payment, profit, commission, stock, debtor and purchasing reports.
- Reports can be exported to Excel
- Non-standard reports can be constructed using ACCESS, EXCEL and Gladstone Report Writer
- Integrated E-mail system lets users **e-mail** documents, letters and reports directly from EasyRetail
- Label print module prints in-store bar code price labels
- In-built **Letter Editor Module** lets you construct any type of business or mailshot letter
- Integrated **Mail Shot Production Module** can be used to create mail shot lists and letters with automatic merging of customer name and address details into the letter.
- **COMM Module** records all communications with prospects, customers and suppliers including letters, phone calls, emails and faxes. Letters and emails generated from within EasyRetail are automatically stored in the COMM database and linked to the relevant customer or supplier record.
- Posts financial data to **Sage50** nominal ledger
- Utilises a central stock and customer database for all stores in a multi-shop configuration
- Compliant with the **WEEE Directive** on the recycling of electrical goods
- Integrates with **TicketWriter** shelf-edge and ticket label software
- **Product Import Module** lets you import new products from supplier catalogues
- Integrated **deliveries scheduling** for retailers that use their own vans to deliver goods
- **Dual currency** (euro and sterling)
- Customer address retrieval by postcode (U.K. only)
- Optional **Repairs Management** module
- Optional In-house Finance module to manage in-store HP/Credit agreements
- Optional Rental agreement management module
- Unique **Training Mode** option at login creates a copy of the live system to be used for training
- Data import modules facilitate a full **data migration** from other systems



What will EasyRetail do for your business?



EasyRetail is designed to make your camera retail enterprise more efficient, which will save you money, and to ease your management burden, thereby freeing more of your precious time for creative endeavour and growing the business.

Here are some of the reasons why EasyRetail is a seriously good investment for your business:

- Fast-Touch EPOS module speeds up customer service at the sales counter. Auto-prompting of related items and promotions to salespersons during sale entry encourages them to sell additional products and services to the customer being served.
- Controls your stock – maintaining stock at optimum levels saves money and lowers borrowings.
- Manages your deposit, layaway, club and trade accounts - no more scribbling on docketts and in deposit books.
- Manages and tracks your in-store gift cards and vouchers from issue and top-up, to redemption.
- Manages your stock purchasing and goods-in procedures - if all stock purchases start off as a PO then it is easier to track goods coming into the stores and reduces the potential for human error when it comes time to reconcile the delivery note to the supplier's invoice.
- Tracks your stock returns to suppliers for credit/replacement - wave goodbye to your old returns books.
- Wireless scanning system for the stores saves time controlling stock and aids in the prevention of shrinkage.
- Repairs Module manages your chargeable and warranty workshop and third-party repairs.
- Lets you design and print your own barcoded price and shelf-edge labels saving the money you would normally spend on pre-printed label stationary.
- Allows you to selectively mine and mail shot your existing customers, which generates vital added-value business at minimum cost.
- Provides your business with a professional E-commerce website integrated with your EasyRetail stock, customer and sales modules. An online store generates extra profit that doesn't get eaten up by the usual "brick & mortar" overheads.
- EasyRetail's impressive management reporting suite will provide you with vital information on sales, costs, profits, commissions, overdue debtors, stock levels and values, helping you to keep a very close eye on where you can reduce credit overruns, cut costs and increase sales to make more profit.
- The integrated email facility will save you a small fortune on stationary and postage costs.
- The communications logging system will help you keep track of sent emails, letters, documents, mailshots and conversations with customers and suppliers.
- Dual currency conversion feature will help speed up sales and reduce conversion errors for border traders.



EasyRetail Modules

- **EPOS & Sales** – manages all your counter EPOS and back-office sales and payment transaction processing
- **Stock Control** – has all the software tools you require to control and track your single or multi-location stock holding
- **Stores Control (optional)** – gives you the wireless tools you need to manage your stock remotely from the computer system
- **Customers & Debtors** – manages your customer and debtor accounts
- **Mail-shot Module** – lets you mine your customer database to generate SMS lists of customers to receive SMS Text messages, emails and mail-merge letters
- **Supplier Module** – manages your suppliers, purchase orders and goods that have been returned to suppliers for credit or replacement.
- **Sage Line50 Link (optional)** – posts EasyRetail financial data to the Sage Line50 nominal ledger profit & loss and balance sheet accounts.
- **Letter Writer** – lets you create any kind of letter into which you can merge data from the EasyRetail database. Use it to create your own debtor, reminder and mails-hot letters.
- **Service and Repairs Module (optional)** – manages your chargeable and non-chargeable in-house service, repair and installation services
- **eCommerce (optional)** – a fully integrated and secure online trading incorporating an Actinic e-commerce website. EasyRetail product data and images are automatically uploaded to the website and new web orders are automatically downloaded and imported into the EasyRetail Web Orders module.
- **TicketWriter Link (optional)** – lets you merge EasyRetail product data into TicketWriter price and shelf-edge display labels.
- **Rentals (optional)** – manages your rental agreements

EasyRetail EPOS

Sales Transaction Entry

Salesperson: John Donohoe VAT Code: STANDARD **TOTAL €263.96**

Customer: Amt O/S: Source: Walk-in Memo: Ref: Del. Cost: Trade In: Add Stock: SHORTCUTS

Delivery: On A/c: Ref: Del. Cost: Trade In: Add Stock: SHORTCUTS

Enquiry: Bal. due: Ref: Del. Cost: Trade In: Add Stock: SHORTCUTS

Product: Lookup Main Total items: 5

Bar code: Lookup Sundry

Serial no.: Lookup Sold

Description: Price each: Recycle cost: 0.00

Item	Qty/Taken	Price	Recy.	Total
AIPTEK-MCD10 MOBILE CINEMA DVD	1	179.99	1.00	180.99
ACC 256 MB Memory Stick	1	24.99	0.00	24.99
CL-5000 SHARP CALCULATOR	1	15.00	0.00	15.00
EWIRED-10/100 GIGABIT DESKTOP NETWORK	1	25.99	0.00	25.99
RFMK-10 FERRARI MODEL KIT	1	16.99	0.00	16.99

Buttons: Raise Order, On Hold, RETURN, PRODUCT, DESC, SER NO, LOCATION, QUANTITY, TAKEN, PRICE, DISCOUNT, RECYCLE, TAKE/LEAVE, STOCK, IMAGE, ADD MISC, ADD DISC, RELATED, ZERO PRICE, DISCOUNT, Other Payments, CASH, CREDIT CARD, Remove, Clear, OK, CANCEL, Deposit/Invoice, LASER, OTHER

- **Fast Cash Sales entry: only 4 Key/Touch strokes to complete a cash sale**
- Enter sales and payments using touch-screen or keyboard & mouse
- Cash sale entry
- Deposit sale entry
- Quotations entry
- Sales order entry
- Credit Note entry
- Deposit sale entry and payments
- Gift Voucher & Gift Card sale, top-up and redemption
- Club account set up and club a/c payments
- Repair job entry with deposit payment
- Lab job entry with deposit payment
- Payment entry for chargeable repair and lab work

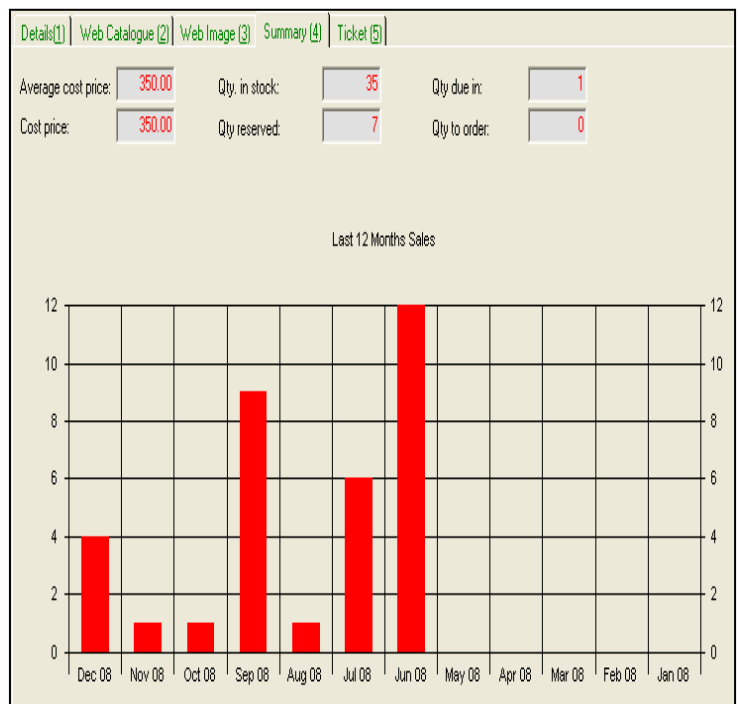
- Customer/Loyalty Card swiping for instant retrieval of customer record
- Gift Card swiping for instant retrieval of stored card credit when paying a transaction
- Retrieve an existing customer's account by part/full a/c no., name, address & phone no.
- Retrieve a customer's name and address via their postcode (Northern Ireland)
- Instant retrieval of products onto sale transaction using bar code scanning
- Product search & selection by all major fields found on stock record
- Stock item look-ups show in-stock levels in all locations
- Product image display
- Option to reserve stock to customer and to track reserved stock for delivery or collection
- Option to sell an item not in stock and do a back-to-back purchase order with the relevant supplier
- Automatic triggering of "low stock" and "out-of-stock" warning messages
- Record the serial number of the sold item for tracking and reporting purposes
- Option to enter a trade-in against the sale of a new item and add it to trade-in stock
- Auto-prompting of related items, package deals (camera and case) and special promotions
- Log a repair or lab job, take a deposit and print a job receipt and job label
- Recall completed repair and lab jobs and enter final payment
- Print options include receipts, trade and retail invoices and delivery/installation dockets
- Option to print on payment cards
- Allocate a special price or discount band to a regular or trade customer
- Handles sales in euro and sterling
- Comprehensive analysis reporting on payments, sales, profits, margins and commissions for any period in time.

Stock Control



- Multi-location and multi-branch stock management
- Controls serial numbered items
- Allows multiple bar codes for a single product
- Product classification by Group, Sub-group, Make and Supplier
- Integrated with the EasyRetail wireless Stores Control module
- Prints barcoded price/stock labels
- Allows 5 selling prices per product

- Warranty descriptions
- Option to link a product to specific sales and purchase nominal ledger codes on the Sage Line50 profit and loss report
- Option to set a minimum stock level against a product which will auto-trigger low stock warnings in the sales modules and stock re-order reports
- Option to flag an item as discontinued and archive its history
- Maintains full sale and warranty history on every sold item.
- **“Summary[4]”** tab on product record (next image) shows current stock position and last 12 months sales in graph form; very useful information to have when calculating how much stock to order
- **“Web Image”** tab on product record allows you to store an image of the product which can be displayed in EPOS module and uploaded to your website
- **“Ticket”** tab lets you set up extra price and description fields that can be merged into a shelf-edge label created via TicketWriter XP
- **“Web Catalogue”** tab holds additional fields of information about the product that can be uploaded to your website
- Gross margin calculator on cost price to auto-calc selling price
- Option to allocate serial numbers at goods-in or goods-out stage
- Selling and cost price update routines (batch or individual)
- Stock adjustment routines
- Stock transfer routines
- Full movement history ledger attached to each product shows all movement types with drill down
- Full library of detailed and summary sales, valuation, movement, re-order, stock take and price list reports.



Stock Ordering and Returns

The EasyRetail Supplier Module has all the features you require to help you manage your stock purchasing and goods returns procedures. Purchase order transactions can be created for stock replenishment or to fulfil customer back orders. Purchase orders can be printed and posted/faxed or emailed directly to the supplier. The supplier's part number can also be printed on the PO where this is a requirement. When the goods arrive into your stores they can be booked against the PO manually or electronically using a Unitech wireless scanner.

Goods that are returned to a supplier for credit or replacement can also be recorded and processed allowing you to track your credit note and replacement entitlements.



- Full Purchase Order Processing for stock and non-stock orders
 - Raise purchase orders for customer back orders.
 - Order stock for delivery to any branch or location in the chain
 - Options to specify a required delivery date for order and individual items
 - Unlimited free type text area on purchase order for special notes or instructions
 - Purchase Orders can be printed or e-mailed
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- Option to show or suppress cost prices on printed purchase order
 - Optional allocation of serial numbers to items when receiving from a purchase order
 - Book in all goods from a purchase order as default and un-tick items not delivered
 - Option to print stock/price/barcode labels for stock received from a purchase order
 - Facility to reconcile supplier's invoice to received purchase order and post reconciled invoice to the appropriate supplier's ledger account in Sage Line 50
 - Option to create a return transaction to supplier for faulty or damaged goods. Repaired or replaced items can be returned to stock when they arrive. Credit notes received for returned items can be posted to the supplier's account in Sage Line 50.



Wireless Stores Control



“We have to do a full stock check this weekend”. An easy enough sentence to say you will agree, but conducting a full paper-based stock check followed by manual stock adjustments is certainly no easy task!

Make your Stock Checking and Goods-in procedures easier and quicker with our EasyRetail wireless Stores Control Solution

Retailers must perform stock checks to satisfy themselves that they aren't losing money through pilferage; they need to know that their stock isn't literally “walking out the door”. The majority of shop owners would like to perform regular stock takes to stay on top of things but in the majority of cases only one gets done at the end of the financial year for the purposes of valuing the stock on-hand.

Of course the biggest problem that all retailers encounter when attempting to do regular stock checks is logistics i.e. time and manpower. The dilemma has always been how to go about conducting a stock take that is both quick and painless so that the business doesn't grind to a complete standstill whilst it is in progress. But here is the good news you have been waiting for: EuroSoft has solved that dilemma. Our **Stores Control** solution, which is based around the rugged and versatile **Unitech HT-630** portable data terminal (PDT), is the answer to your prayers.

Delightfully easy to operate, the **HT-630**, with built-in laser bar code scanner and mobile phone type keypad, alleviates the drudgery and hassle of doing a stock-take. The HT-630 is designed to capture physical stock information quickly by scanning the product's bar code label. The EasyRetail stores control software allows multiple HT-630s to be used to perform a stock check exercise, however the majority of checks can be done using a single PDT, as one HT-630 can store literally thousands of scans in its large memory.

When all the physical stock has been scanned, the counts in the PDT's are uploaded into EasyRetail and “posted” to adjust the live stock balances. The system prints a variance report before the adjustments are posted and the posting procedure prints a list of the adjustments it makes. After the adjustments are posted you can print a stock valuation report to obtain an accurate value of your physical stock holding and e-mail a copy of the report to your accountant using your EasyRetail e-mail system.

The EasyRetail Stores Control Module has another very useful string to its bow: a **Goods-In program**. This additional module lets you use your HT-630 to book in new stock received from suppliers. The Goods-In Module, like the Stock Check Module, is designed to take the drudgery out of booking in stock that has just arrived into your shop or store. The Goods-In Module will update your in-stock balances and any matching EasyRetail purchase order transactions.

Repairs & Lab Services

The Service and Repairs Module looks after the logging and maintenance of all job types including chargeable and warranty repairs, third-party work and lab services. Deposits can be taken at the job entry stage. Jobs entered in the EPOS module at the sales counter are instantly accessible on the workshop and lab PCs .

Full integration between this module and the customer, sales and stock modules enables information relating to customers, products sold and job history to be selected and retrieved at the job entry stage. A full record of materials and parts used, labour inputs and work descriptions can be logged against each job. Spare parts can be taken from the EasyRetail stock system at the lower rate of vat.

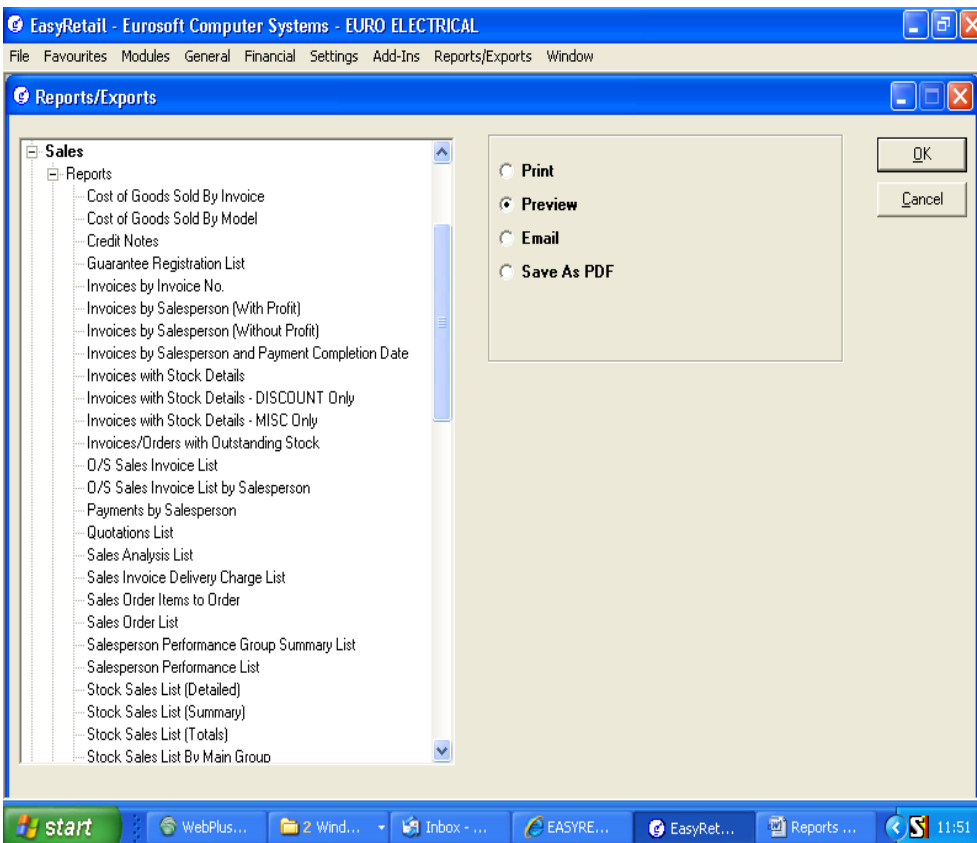
Different work statuses can be assigned to a job as it passes through each stage of the process so that sales staff can interrogate the status of a job. When a chargeable job is completed, a job invoice or a job receipt can be printed. Payments for completed jobs can be entered in the EPOS module or in the Service and Repairs Module.



- Log a job quickly at the point-of-sale using the “Condensed Job Entry” feature
- Automatic fill-in of customer and item details when a job is logged against an existing customer, or an historical sale or job record
- Option to take a deposit payment and print a deposit receipt with job reference
- Job label, job estimate, job card and job invoice printing and e-mailing

- User-defined fields for job types, job descriptions, repair types, job status, engineers, conditions, labour types etc.
- Multiple free type text areas on job record to record special notes or instructions
- Use specific notepad fields to make a detailed note of the condition of the item, as well as accessories and loan items.
- Option exists to record details of a return if item sent back to the supplier for repair
- Facility to add parts and service items to job and deduct parts from stock at the lower rate of VAT
- Parts and service items can be quickly scanned onto a job using bar code scanners
- Facility to add both chargeable and non-chargeable labour items to job
- Facility to specify work done, testing procedures and results
- Option to record details of any “Third Party” involvement
- Use **COMM** function on job task bar to dynamically create mail merge letters and e-mail communications to keep customer informed of job progress
- Facility exists to print or e-mail a job-specific parts purchase order to supplier and book in parts against the job when they are received
- Flag lab service or repaired item as “collected” when customer takes it away
- Reporting options for WIP, engineer times, completions, un-paid jobs etc.

Reports



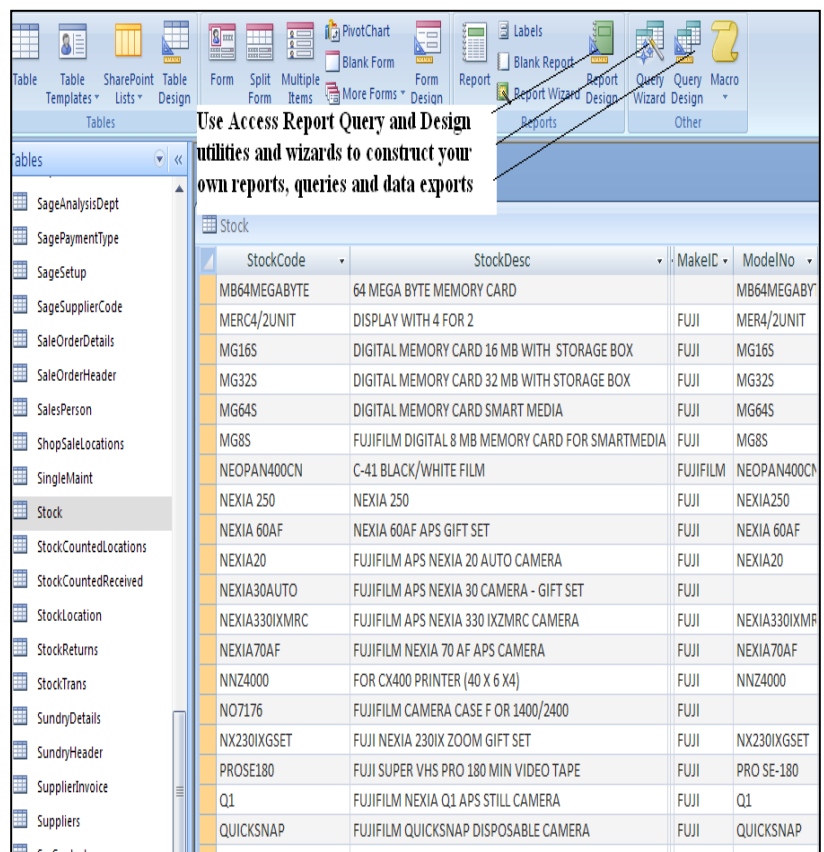
- EasyRetail has literally hundreds of standard reports to cover every management reporting requirement that might arise.
- The standard reporting library has its own security system to prevent unauthorised access to confidential information.
- Reports can be previewed, printed, emailed and saved as PDF files.
- Most sales and stock reports can also be exported to EXCEL.

Bespoke Report Design using ACCESS & EXCEL

Because the EasyRetail database is stored within Microsoft ACCESS tables, that makes it extremely easy for anyone familiar with ACCESS or EXCEL to create their own reports or exports.

Training on Access and Excel is widely available either from training houses or books and CDs, so users with an interest in this area won't have any difficulty obtaining the necessary knowledge and expertise.

- Open any EasyRetail file table in Access and export it to an Excel spreadsheet.
- Use the report creation wizards and query features of Access to create your own management reports (see image on right)
- ACCESS report generators such as Gladstone can be purchased cheaply on the Internet



Customers and Debtors



- Customer/debtor account records can be created manually within the Customer Module or on-the-fly in the EPOS and invoicing modules
- Manual or auto-generation of new customer account numbers
- Customer “**Type**” classification for filtering and reporting
- Assign loyalty card numbers to account record to be picked up by sales modules
- Maintains turnover and sales points on master account and individual loyalty card
- “**Mail Shot**” flag on customer record links

- customers to the Mail Shot Production Module (see next leaflet)
- Customer Label printing
- “**On stop**” customers are blocked from getting additional credit in all transaction entry modules
- Option to set up a “Club” customer and enter payments on their account to build up a credit fund
- Club account credit can be used in all the sales modules to part or fully pay a transaction
- Set up a “Gift Voucher/Gift Card” account and enter gift voucher credit amount
- Gift Voucher/Gift Card credit can be used in all the sales modules to part/full pay a transaction
- **Memo** tab on customer record stores unlimited free-type text
- **History** tab holds customer’s transaction history with drill-down to detail on each transaction
- **Extd** tab allows you to store personal details on customer such as birth date, martial status, number of children, occupation landlord, employer, bank account numbers, insurer etc.
- **Search** button lets you locate a customer record by all the major lookup filter fields
- **Comm** button displays a history of all previous e-mail, phone, letter and mail shot communications to the customer (see screen image on right)
- E-mail, letter and direct mail communications are automatically logged in customer’s “Comm” history
- Details of conversations can be manually logged in the Comm history
- Use the “**Documents**” feature of Comm to dynamically create, print and log an e-mail or a letter to the selected customer
- Statement Printing for debtor accounts
- Aged Debtors reporting (summary and detailed) by customer and sales person.
- Sales analysis reporting by customer

Contact Details						
Add Item		Remove Item				
Date	Time	Salesperson/Type	Contact/Mailshot	Doc Type	Doc. No.	Comments
30/10/2008	09:45	EMAIL	Sales Order	Order	1/46	
24/07/2008	20:49	REPORTS	Reminder Letter	Rental	1/13	
08/07/2008	17:37	QUOTATION	FOR HOUSE FIT OUT	Customer	1/13	
22/12/2008	14:03	MAIL SHOT	IPOD Special Offer	Customer		Introductory o
22/12/2008	14:12	PHONE CALL	New Plasma TV is in	Customer		

E-commerce

Sell all day, every day, using EasyRetail's e-Commerce solution

Advertise your company and products to a much wider market and expand your business in a serious way by opening your own online store courtesy of our superb eCommerce solution. Setting up your own Internet shopping site is a highly effective way of increasing sales and is considerably less costly to set up than it would be to open another shop. An on-line store will net you more pocketable profit because it doesn't get eaten away by the traditional "brick and mortar" overheads.

We can provide your company with an inexpensive but highly effective information only brochure type web catalogue and website or a full-blown eCommerce solution which includes a detailed web catalogue, a shopping cart website, server hosting, certification, web engine updating etc. If you already have a website then we can integrate it to EasyRetail.

The screenshot shows the PARKCameras.com website interface. The header includes the logo, tagline "KEEPING YOU IN THE PICTURE", and navigation links like "Home", "Digital Cameras", "Digital SLR", "SLR Lenses", "Memory Cards", "Printers", "Other", "Corporate", "Technical Support", "Training", and "Clear". A search bar is present. The main content area features a "Welcome to the online store for Park Cameras" message and a prominent red banner for "Canon LEGRIA FS and HF Camcorder Cashback". Below the banner, there is a detailed description of the cashback offer: "When you purchase a LEGRIA camcorder this summer between 25th June and 31st August 2009, you can claim £30 cashback on Canon's FS models or £50 on Canon's HF models." It also mentions a "double your cashback" promotion for purchases before 30th June. Images of the camcorders and lenses are shown with "£30 Cashback on LEGRIA FS Models" and "£50 Cashback on LEGRIA HF Models" labels. A "NEW!! Olympus E-P1 - NOW IN STOCK!!" banner is visible at the bottom. The right sidebar contains a "News" section with a "FREE Newsletter!" offer and a "Training Course" link.

One of the more important components of the brochure website and the eCommerce solution is the **Web Catalogue**, which allows you to maintain additional text fields, descriptions, bullet points, special prices, discounts, navigation controls and images for the products that you sell online.

The **Import/Export module** is another important feature of the eCommerce solution and this crucial bit of software carries out two very important tasks: 1) it uploads the product data to the website and 2) it downloads any new sales to the EasyRetail sales orders module.

With the e-commerce solution in place, product sales generated by your website are automatically imported into EasyRetail on web sales orders so that they can be verified, picked, packaged, and shipped to the customer.

Mail Shots

The EasyRetail Mail shot module provides you with a set of easy to use software tools to create a targeted mailing list from your customer database. You can merge your mailing list with a letter created by the EasyRetail Letter Writer Module and either print or email it directly from the system or export the mailing list as a Comma Separated Variable (CSV) file. Most third-party software applications, including Microsoft WORD, will let you mail-merge from a CSV file. Direct mail service companies will also accept a CSV file containing a list of target customers.



- Select target customers by single or multiple criteria including e-mail address, customer type, turnover value, single purchase value, date account opened, town, county, postcode, country, etc.
 - Filter target customers by their purchase history including date of sale, product group, product sub-group, item make and model number
 - Refine selection using “and”, “or”, “include” and “exclude” expressions
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- When the filtering procedure is complete the selected target customers are displayed on-screen in a grid for visual validation.
 - Individual customers can be deleted from the grid thereby excluding them from the final mailing list
 - The details of the customers in the final mailing list can be merged into a direct mail letter created within the **Letter Writer Module** and then bulk printed and/or e-mailed directly from EasyRetail.
 - Mailing labels can also be printed for the target customers
 - The mailing list can be exported as a WORD compatible (CSV) mail-merge file
 - Details of any direct mail communication to a customer are automatically logged in the customer’s COMM history.

Shelf-edge Labels

Ticketwriter XP Prelude, Ticketwriter XP and Alphasign make it easy to produce display tickets quickly and cost-effectively on any in-store PC... and respond to changing market conditions at a moment's notice. Tailor-made ticketing packages are available to retailers in the food, fashion, furniture, electrical, homewares, DIY, garden centre and motor sectors - and more are on the way.

TicketWriter XP Prelude can be integrated with **EasyRetail**, allowing selected data fields from stock records such as model number, make, description and price, to be merged into your price display tickets as they are being printed. Allied to your EasyRetail system and a standard inkjet or laser printer, TicketWriter offers you a straightforward and highly cost-effective integrated solution for designing and printing your own in-store shelf edge labels, tickets, in-store promotions, ad-hoc signs or any other in-store printing requirement.



Laser Ticketing is the smart solution to producing display tickets in-store.

Established world leaders in point-of-sale ticketing and the only company dedicated exclusively to retail ticketing, Laser leads the way in developing PC based software and systems for large multiples and small independents alike... from department store groups and national chains to single shops.

