

sage



Point of Sale for  
Fashion Retailers

# Why InfoPOS

InfoPOS delivers a proven solution for Fashion Retailers guaranteed to increase Repeat Sales, increase customer loyalty, and streamline your stock control.







# About **INFOPOS**

## Retail Software specialists, over 30 years experience

InfoPOS Software is a Canadian Based Point of Sale company, with over 30 years commercial Retail experience. InfoPOS is a leading Point of Sale and Retail Solution that is used across a large variety of industries.

InfoPOS is developed from over 200 years of cumulative knowledge gathered by our experienced staff, and customer input, which has provided comprehensive insight into the retail industry; with a focus on ease of deployment and user friendliness.

By continuing to stay abreast of technology, our customers benefit from our ever growing solutions such as:

Promotions & Multi-buys

Suggested Orders

Loyalty & Charge Customers

Multi Redemption Gift Cards

Integrated eCommerce

Membership Programs & Cards

Quotes, Sales Orders & Deliveries

Purchase Order Receipting

Inventory Transactions & Transfers

Serialization & Lot Tracking

InfoPOS has a vision to be recognized as a valuable supporter of retailers in North America by developing highly competitive and technically robust solutions. We will continue to achieve this by creating and improving our seamless integrations with Sage, a world leading ERP system, and by working closely with the respective reseller communities to deliver superior solutions in tune with the needs and requirements of the end users.



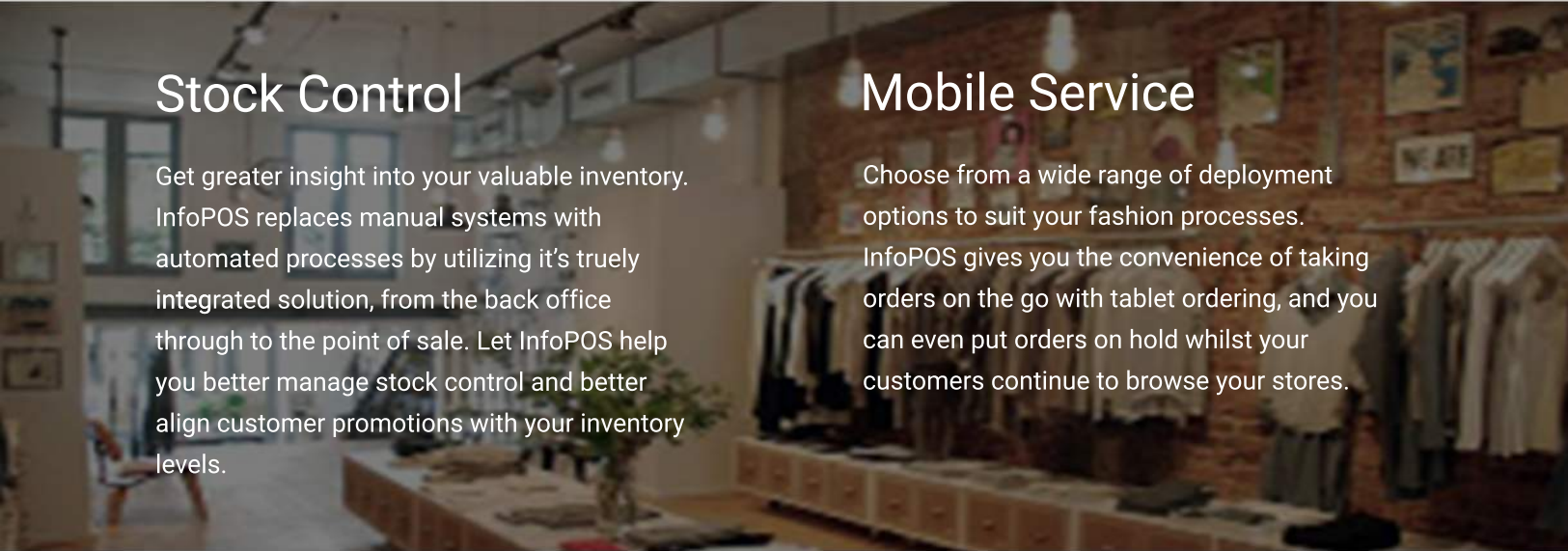
# Fashion

## Color, Size, Style Matrix

Featuring an intelligent colour, size and style matrix; fashion retailers and industries with similar requirements can benefit from InfoPOS. Combined with a wide range of features, InfoPOS is an affordable and competitive solution.

## User Friendly

A Point of Sale that is easy to use and requires very little training, this is the ideal POS solution for the Fashion industry. InfoPOS ensures new operators can get up to speed with minimal amount of training thanks to a transparent design and user friendly interface.



## Stock Control

Get greater insight into your valuable inventory. InfoPOS replaces manual systems with automated processes by utilizing its truly integrated solution, from the back office through to the point of sale. Let InfoPOS help you better manage stock control and better align customer promotions with your inventory levels.

## Mobile Service

Choose from a wide range of deployment options to suit your fashion processes. InfoPOS gives you the convenience of taking orders on the go with tablet ordering, and you can even put orders on hold whilst your customers continue to browse your stores.

## Customer Promotions

InfoPOS collects and collates customer sales data that enables Fashion Retailers to create robust loyalty programs that can be linked to particular promotions, loyalty points and pricing. With InfoPOS, retailers can create engaging promotions to further incentivize your most profitable customers to spend more!

## Communications

Continue selling without the need for a reliable internet connection. InfoPOS works offline and online and can be configured to suit your daily operations, enabling you to sell throughout the day without an internet connection, with your sales data uploaded to your back office when you are connected again.



# Integration

## SAGE

Sage communicates with POS Back Office



## POS Back Office

Communicates with Sage and extends the Sage functionality to offer retail specific features



## POINT OF SALE

Flow of information between the Retail Locations and the POS Back Office



## eCommerce (eInfoPOS)

eCommerce stores communicate with the POS Back Office





# Promotions

## Promotions

InfoPOS has an extremely powerful Promotions and Multi-buys module allowing versatile and complex promotions and discounts to be managed. The flexibility around the design of promotions means that you hold the freedom to define what, where, when and how the promotion is used. If a promotion exists an operator can be prompted to ask the customer if they wish to participate. Promotions can be applied automatically or require manual intervention, for example on presentation of a student card.

### Promotions can work in a variety of ways:

- Individual products, groups of products, categories of products or a random selection of products can be assigned to a promotion.
- The promotion can be defined to work within a date range or on specified days of the week.
- Promotions can be assigned to all customers, individually selected customers, customer groups or customer categories.
- Promotions can be assigned to all locations or specific locations.
- Create automatic promotional messages that prompt the POS operators during a sale.
- Show promotions as a separate line at POS and include promotional description on the docket.

### Benefits include, but are not limited to, the following:

- All promotions can be analyzed to determine how they are being used and by who.
- Target Loyalty customers.
- Expensed to General Ledger accounts.
- Serialize the Promotion to allow once off use.
- Multiple Promotions can be used in one transaction.

### Promotional Examples with InfoPOS:

- Buy one get one free.
- Buy Product 1 together with Product 2 and charge a fixed or discounted price.
- When the customer purchases X number of Product 1, discount all of Product 1.
- When the customer purchases from a Group of Products the operator can ask the customer if they wish to purchase from a selection of other Products at a discounted price.
- When the customer buys a Product from Group A and a Product from Group B discount both (or charge fixed price) and give them Product C for free or at discount.
- When the customer presents their student card, or belongs to a pre-defined demographic group, they may receive a discount off all applicable products.
- System acknowledges that the customer is a Loyalty customer and offers the customer the applicable promotions.
- When the customer spends X or more they are entitled to the promotion.
- Value off the whole sale.



*“Customer service isn’t stationary.  
Go where your customers are”*

# Loyalty

## Loyalty and Promotions

Improve customer retention using the flexible, yet powerful, Loyalty module. The InfoPOS Customer Loyalty module allows you to keep a complete profile of your customers buying habits, trends and preferences. Align your Loyalty Programs with your customers buying habits and reward your customers for their on-going patronage. Features include:

- Tiered Loyalty Programs.
- Loyalty points based on dollars spent.
- Loyalty points based on quantities purchased.
- Track, trace and report on customer buying habits.
- Customer Loyalty levels with integration into Multi-buys, Discounts, Promotions and Multi-Redemption and Top-up Gift Cards.

## Membership Cards

The Multi-Redemption and Top-up Gift Cards allow you to further enhance the customer experience by offering a simple cashless method for your customers to buy.

Your customers can top up their balance in-store, over the phone, or online via the optional embedded eStore. You can even link multiple cards to the one balance.

To further enhance the customer experience and reward your best customers, Retailers can link the Gift Cards module to the Loyalty module, delivering a complete membership program that is proven to increase customer patronage.





# Features



## Gift Cards

Give your customers, and their family and friends, a reason to return with Gift Cards that keep on giving.

### Features including:

- Multi Redemption and Top-up Gift Cards.
- Inter-company purchase and redemption.
- Real time balances.
- Link multiple cards to a single balance.
- Transfer balances between accounts.
- Purchase, top-up and redeem online via eInfoPOS.
- Optional added security of a PIN.
- Link multiple promotions to one, or a group of, Gift Cards.
- Link an existing Charge Customer and/or Loyalty Customer to Gift Card/s.
- Live customer information for superior customer service.
- Compatible with InfoPOS tablet.
- Add customers to a sale with a single swipe.
- Cancel and re-issue lost/stolen cards.

## Communications

Effective, efficient, robust communication and certainty of data flow is required between the Point of Sale, Back Office and Sage. Not only does InfoPOS provide this but, furthermore, the customer has the choice of when the data should communicate with the Back Office and Sage.

### These choices include:

- All data scheduled to update at a specified time interval, for example every 24 hours or every 6 hours.
- All data to update as soon as it is posted at the Point of Sale – allows for near real time processing.
- Certain data is considered critical and must do an immediate update but the remainder can update as per your defined schedule.



# Features

## eCommerce ( eInfoPOS )

Use the rules that are set up in the InfoPOS Back Office to expand your customer's experience to include eCommerce and online purchasing. eInfoPOS is an embedded online store where Retailers can benefit from an omni-channel retail solution. There is no need to recreate items, customers, promotions or the fundamental rules and integration with eInfoPOS - all the hard work has already been done. Your customers can experience the joy of both online and bricks and mortar shopping with the powerful, yet easy to use, eInfoPOS.

- Integrated Top-up Gift Cards.
- Buy online, pickup in-store.
- Immediate transparency.
- Use the same Loyalty Programs, Promotions and Discounts that are available at the POS.
- Easy validating and updating by the customer of their own information and shopping preferences.
- Shopping cart options are flexible and robust.
- Credit card validation with SecurePay.
- Visually pleasing.
- Delivery methods and charges.
- Customer specific pricing honoured when customer logs in.
- Customer is able to see purchase history.
- Allows the use of Multi Redemption and Top-up Gift Cards.
- Integrated into Sales Orders and Loyalty modules.





# Features

## Home Deliveries

Give your customers the option to Home Deliver any purchase made at the POS. By simply activating the service and adding the specified delivery methods in the Back Office, your customers can select a specific date, time and method for their home deliveries, even if on different days - all from InfoPOS.

### Some features include:

- Status on delivery line items.
- Print reports and delivery run sheets.
- Automatic freight calculation.
- Integrated into Quotes & Sales Orders.

## Layby / Layaways

Another extended module of InfoPOS is Laybys/Layaways.

### Features include:

- Record or update customer Layby/Layaway details - even if they are not an existing customer.
- Make Layby/Layaway payments at any location.
- Record Layby/Layaway terms and expiry details/information on the docket.
- Set a minimum deposit amount.
- Review a full history of payments made on all Laybys/Layaways.
- Ability to cancel the Layby/Layaway and retain or return payments made.
- Allocate specific tenders.

## Sales Orders & Quotes

InfoPOS gives users the ability to generate Sales Orders at the POS or from the Back Office.

### Features include:

- Converting a normal sale into a Sales Order or Quote with a click of a button.
- Sales Order deposits, payments or part payments, that can be made at any stage.
- Order lines can be edited in the Sales Order.
- Sales Orders can be partially dispatched.
- Sales Orders carry an expiry date.
- Sales Order payments can be refunded if an order is cancelled.
- Version control with near real time processing into Sage.
- Create Sales Orders for another location.
- Integrated with Loyalty Program and Home Deliveries.





## InfoPOS Software

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