



pcAmerica  
Retail and Restaurant Solutions



SMARTER  
BUSINESS  
DECISIONS

# CASH REGISTER EXPRESS

*point of sale solutions for retail stores*

**Cash Register Express**, the award-winning retail point of sale system from pcAmerica, is the latest advancement in computerized cash register technology helping businesses everywhere decrease check-out time, track inventory and consumer preferences, produce detailed reports, diminish employee theft and operate a more efficient back office. **CRE** is easy to use yet offers a wide variety of useful tools to help save time and money. The robust features and comprehensive reports provide the tools you need to make **smarter business decisions**.



## COMPLETE POINT OF SALE

- Fast, easy and accurate check-out with bar code scanning capability, designed for minimal button touches
- Touch screen invoicing to enhance speed, sell items with no bar code
- Accepts payments by multiple tenders including credit, debit, EBT and gift card

## BACK OFFICE SOLUTION

- Detailed reporting with key performance statistics
- Labor scheduler, integration with accounting, purchase order system,
- Complete inventory tracking and purchase order interface

## INCREASE SALES, LOYALTY

- Integrated gift card processing helps drive new revenue
- Record customer information with itemized purchase history
- Loyalty rewards plans encourage repeat business
- Utilize customer and sales history data to launch effective marketing campaigns by e-mail or paper mailing

## SUPPORT 24x7x365

Live technical support is provided to retail stores 24x7x365. Call at any time for help with your point of sale system. A variety of installation and training service are available.



Cash Register *express*  
Point of Sale Solution for Retail

## Ring up sales. Fast. Easy.

The intuitive check-out interface requires minimal button touches, enabling cashiers to ring up sales fast and keep the lines short. Ringing up an item is as simple as scanning its bar code, or touching its button on a touch screen if it does not have a bar code. CRE is designed to require the least amount of touches necessary to ring up a customer. Quick tender keys make cash transactions fast, and closing out a sale to credit, gift or debit card is as simple as swiping the card—no buttons required.



- Fast, accurate checkout
- Touch screen invoicing
- Scan items quickly with bar code scanners
- Place a transaction on hold while it's in progress, recall at any future time
- Salesperson commissions tracking
- Item lookup by description
- Discounts, coupons with detailed reporting
- ID scanning, verification for liquor/tobacco
- Multi-user/multi-site ready
- Gift cards and store credits with no transaction fees
- Print gift receipts, track gift registry
- Weight scale NTEP certified
- Easy, train cashiers in as little as 60 seconds
- Sale pricing calculates automatically
- Time clock with breaks
- Electronic check conversion (ECC) deposits checks from the register with Epson TM-H6000\TransScan
- Accounts Receivable
- Sell by cases and individuals
- QuickBooks Accounting interface
- Customer tracking and loyalty promotions
- Equipment and video rentals
- Handles multiple clerks, multiple cash drawers
- Multiple tax rates and tax exempt status
- SQL Server database
- Process credit and debit cards over the internet in as little as 2-3 seconds
- Layaways
- Electronic signature capture with a signature pad, no need to file and retain signed credit card receipts
- Coin changer for faster transactions
- Clothing matrix for tracking sizes and colors
- Unlimited transactions, inventory items and customers
- Kits and item grouping
- EBT and food stamps
- Automatically calculates sale pricing
- Mix & Match pricing, bulk pricing
- Scan license bar code for age verification

## New customers. Repeat customers.

Good service and quality products are key components of generating new and repeat business, however, those two elements alone will not ensure success. Cash Register Express helps you answer the question of 'What next?' after selling to a customer. Solid marketing and a loyalty rewards program are proven methods of attracting new and existing customers into your store. The system puts several tools in your hands to help you accomplish this including automated tracking of loyalty plans and tools to market directly to your customers.

- Built-in customer tracking
- Record birthday and anniversary dates
- Record itemized purchase details of each customer
- Automatically tracks and gives rewards
- Birthday bonuses
- Ability to send informational newsletters, coupons, sales and new product announcements
- Print customer mailing labels with optional bar code
- Fast customer lookup with membership cards, last name, phone number
- Flexible customer loyalty plans to generate repeat business
- Accounts Receivable
- Frequent visitor discounts
- Ability to send mass e-mails
- Customer loyalty cards tie to customer accounts that track loyalty activity
- Scan customer license to auto-populate customer record



## Target Industries

Cash Register Express is scalable for many types of retail stores, single or multi-site.

- Convenience stores
- Apparel \ clothing
- Video game & music stores
- Video & equipment rental
- Grocery & Supermarket
- Cellular & Electronics
- Liquor stores
- Book stores
- Gift shops & museum shops
- Restaurants & Delis
- Tobacco stores
- Dollar & Discount stores
- Car washes
- Florists
- Chains or independents
- **Any store requiring a cash register**

## Track inventory, reduce theft.

Accurate and robust inventory control is a key component of a retail store's profit margins and overall success. The inventory tracking capabilities within Cash Register Express detail which products are selling, what needs to be reordered and identifies items that have been stolen or are otherwise missing. The integrated purchasing functionality is used to track vendor lists, manage item costs and generate and receive purchase orders. Stock can be counted or received away from the register using the integrated Pocket Inventory software on a handheld computer.



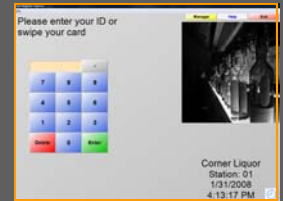
- Purchase orders
- Actual versus Theoretical Inventory Counts
- Discrepancy reports
- Track serial numbers
- Detailed inventory reports
- Late, rented videos, videos in store
- Track item costs and profit margins
- Low stock alerts
- Add items "on-the-fly," even during a sale
- Size/color apparel matrix
- Group pricing, mix & match
- Track by case or individual
- Fast Lookups by Barcode, description
- Detailed sales history of each product

## Control your employees and secure your business.

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. Various reports can be generated on this activity to identify potential theft or wrongdoing. Strict cash control features can be used to identify cash discrepancies down to the shift or the cashier. A camera security system can be connected to your point of sale system to further enhance the accountability of your employees and security of your store.

- Employee security with unique IDs, password protection and option secure login card
- Configure Job Codes for different roles in the store
- Job codes and security roles
- Labor scheduler
- Salesperson tracking
- Exception tracking to spot suspicious activity
- Integration with security camera DVR systems, shows transactions live on camera screen
- Cash control features to force cash drops throughout the day
- Time clock with breaks
- Hours & Wages reports
- Management reports
- Commissions reports
- Increased accountability
- Sales, voids, no-sales and other activity displayed on security monitors

## Steps to ring up a transaction



1. Login cashier with unique ID



2. Scan in items to add them to the order



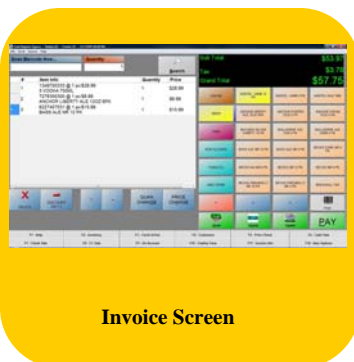
3. Touch in items that have no bar code



4. Touch pay button, enter amount tendered or swipe card



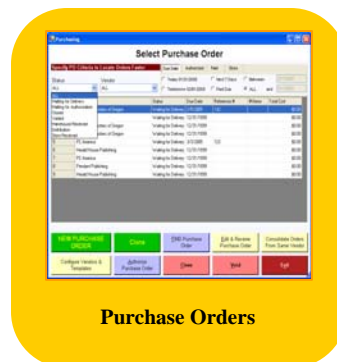
5. Receipt prints, change displayed, POS ready for next transaction



Invoice Screen



Inventory Screen



Purchase Orders



Customer Maintenance

## REPORTING AND BACK OFFICE

Retailers spend countless hours calculating profits, expenses and payroll and performing a variety of manual tasks in order to run their business. Cash Register Express contains dozens of built-in tools to help retailers streamline administrative tasks and manage their retail stores more efficiently.

### BACK OFFICE FUNCTIONS

- Cash management with discrepancy reports
- Inventory price lists
- Configure specials and promotions
- Inventory tracking
- Create coupon items
- Generate purchase orders
- Create vendor list with inventory costs
- Global price changes
- Employee job code and role assignments
- Multi-store capable
- Integrate with QuickBooks Accounting
- Vendor payouts
- Accounts receivable, record payments, print statements
- Gift card manager
- Use back office functions from any terminal
- Marketing tools
- Employee time clock
- Labor scheduler
- Bar code printing
- Optionally view reports online through web site

### VARIETY OF REPORTS

- Extensive sales reports summarize cost, sales, profits and performance
- Detailed reports with flexible criteria such as date and time range, employee and register #
- Breakdown by payment method (cash, credit, etc)
- Receipt listing
- Product mix reports show your best and worst selling products
- Exceptions reporting
- Discount and void summary
- Employee activity reports summarize performance & time clock information
- Department breakdowns
- Create your own reports using built-in report writer
- Daily financial summaries
- Labor percentage versus sales reports
- Employee performance summary
- # of customers, average transaction amount
- Over 75 flexible reports

Line #	Quantity	Item #	Item Description	Price
	0.00			28.99
	0.00			24.99
	0.00			25.99
				\$0.00
				\$78.97
				\$5.53
				<b>\$84.50</b>

count	Amount	Price
1719	0.00	28.99
	0.00	24.99
	0.00	33.98
		\$0.00
		\$87.96
		\$6.16
		<b>\$94.12</b>

count	Amount	Price
1164	0.00	3.99
	0.00	19.00
	0.00	34.50
		\$0.00

## EMPLOYEE MANAGEMENT AND LABOR SCHEDULING

Labor is typically the largest expense in a retail store outside the cost of the products being sold. Cash Register Express has integrated time-clock and labor scheduling functionality to help you manage staffing and reduce labor costs.

- All store employees can clock in and clock out, as well as check out and in for paid or unpaid breaks
- Hours and Wages reports summarize employee earnings and commissions
- Integrated labor scheduler makes it easier to manage shifts and ensure a sufficient but not excessive amount of labor is on hand
- Create & 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



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