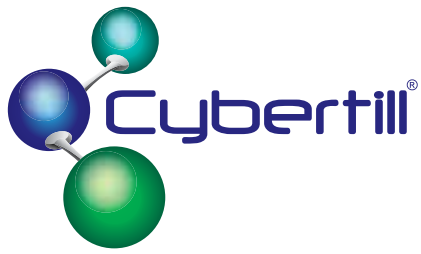


The evolution of retailing

[www.cybertill.co.uk](http://www.cybertill.co.uk)



The evolution of retailing

## An integrated world demands integrated systems

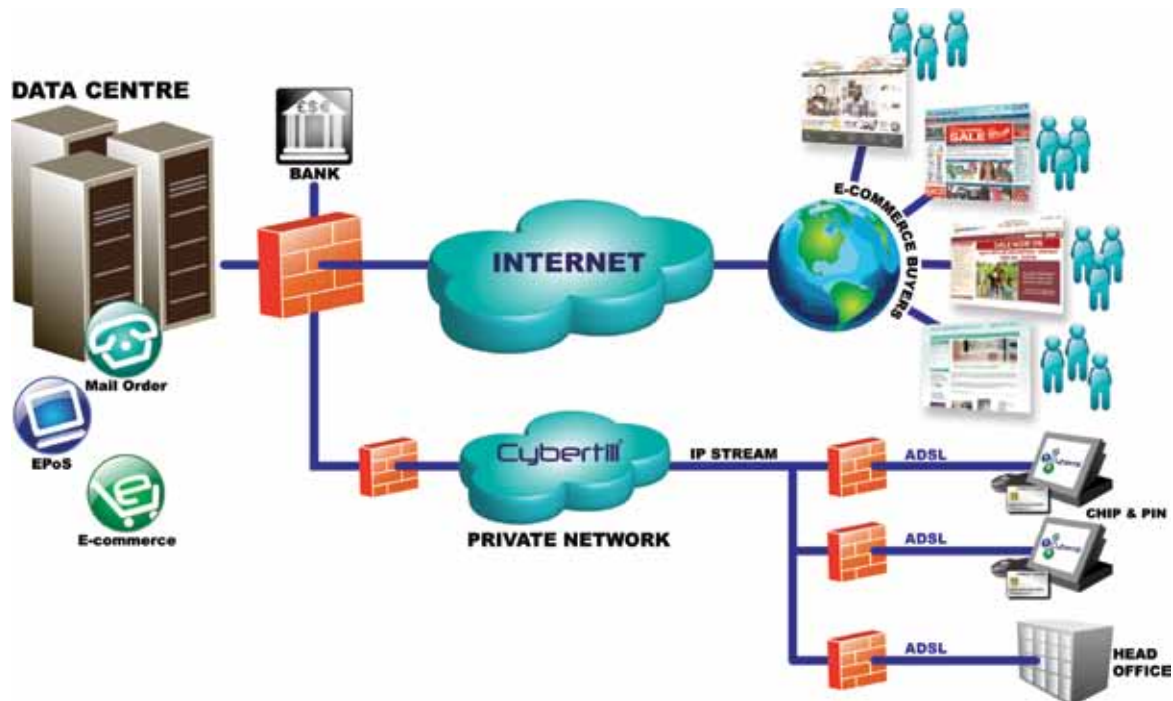
Cybertill<sup>®</sup> is an innovative yet totally proven way of delivering EPoS and E-commerce technology to both the traditional and online retailer. It resolves most of the problems and the costs associated with the usage of such systems. Cybertill replaces the server hardware and its management by utilising its unique Application Service Provider (ASP) platform.



## Why is Cybertill different?

### Cybertill<sup>®</sup> the platform

The Cybertill ASP system works by delivering the software through browsers over an Intranet, a Virtual Private Network (VPN). The system uses the latest Internet Protocols (IP) to take advantage of Broadband ADSL connectivity to deliver real-time access to all data. The mission critical EPoS data is stored in a highly secure data centre with all the latest security devices and advanced multiple firewall protection, yet Cybertill still provides offline sales in-store if connectivity is disrupted.



### Benefits of an ASP platform

- Continuous access to the latest technology
- Continual implementation of upgrades and new features every month
- Removes the risks and costs of having extensive internal IT infrastructures for EPoS
- Easy application scalability from 1 to 2000 stores
- 24/7 access to security backup and support services
- Reduces the cost of owning and running EPoS and E-commerce applications
- Multi-branch retailers link stores together using the VPN for real-time stock and sales information without the need of nightly polling of stores
- Virtual Head Office allows data to be accessed anywhere, anytime and in real-time
- The Cybertill system gives the retailer an integrated E-commerce and mail order application with real-time stock availability
- The E-commerce site's product data is generated simply by maintaining the EPoS application yet is stored on separate customer facing web servers
- Integrated CRM (Customer Relationship Management) with real-time back to back customer orders and data harvesting for marketing, loyalty and enhanced customer service

## EPOS

Easy to use Point of Sale (PoS) using an intuitive "skinable" touch screen interface, running on industry standard hardware.



- Integrated EFTPoS accredited for Chip and PIN
- Void entire sales or individual products
- Discount individual products or entire sales
- Ability to suspend till transactions and go to a new sale
- Staff Time and Attendance integral to PoS
- Instant Messaging to any or all staff or groups of staff
- Interactive Help Facility

- Users can choose different skins and incorporate company logos and colours
- Display product pictures and long descriptions at the Point of Sale
- Rolling receipt displayed during transaction
- Live stock visibility to other branches & warehouse
- Create customer orders and transfers against real-time stock
- Complete Mail Order functions from the Point of Sale
- Interrogate customers accounts from the till program including deposits, layaways, notes, actions and alerts
- Instant issue of loyalty cards and points redemption
- Gift vouchers or gift cards managed in real-time at PoS
- Postcode database lookup for address capture
- Customer Specific Promotions including Mix & Match & Link Save



## Head Office / Back Office

With the **Cybertill**<sup>®</sup> ASP platform, data is available in real-time at any location. All functionality is available dependent on the user access rather than the location.

### Head Office/Back Office Functionality

This sheer flexibility allows for a system that offers all the traditional benefits without any of the drawbacks of server management and employee location. Literally the warehouse can be running delivery management, whilst the Head Office are taking financial reports and the buying departments are producing Purchase Orders all at the same time in different locations. It is even possible for real-time sales data to be available to a regional manager in his car utilising the latest 3G datacard technology.

#### Complete Stock Control:-

- Multiple Stock Locations
- Warehouse-Branch and Branch-Branch replenishment with in-transit functionality. Stock can be held by individual item or by size and colour (full fashion matrix)
- Stock taking/delivery by Handheld Terminal.
- In-depth stock reporting across the entire estate

#### Purchase Order Processing:-

- Recommended purchase ordering from single store to multi-store and warehouse
- Multiple Suppliers per product
- Sales based or stock based ordering
- Integration to Accounts

#### Sales Analysis:-

- Standard management reports plus an integrated report generator
- Detailed product hierarchy with unlimited categories, sub categories, seasons, brands etc
- Customer definable export routines for data integration or migration

#### Product Management:-

- Single product file across all sales channels
- Ability to set up multiple selling prices – retail, web, trade or staff by branch
- Creation of multiple parts from one product master
- Barcode label designer by individual price tickets or shelf edge labels
- Date effective promotion engine, BOGOF, Link Save, Mix & Match plus many others

#### Customer Relationship Management:-

- Customer tracking of all sales via postcode lookup
- Interrogation of the customer database for promotions with direct e-mail or data export
- Customer Accounts, Loyalty Management, Gift Card and Gift Voucher
- Customer orders with delivery calculation for PoS, Web and Mail Order



## E-commerce



Integrated E-commerce engine utilising EPoS product data with live stock control and a single customer database.

- Use one of the Cybertill templates, design your own or integrate your existing sites
- Complete content management system with or without HTML skills
- HTML management or import also available
- Live stock visibility by size and colour
- Customer orders are against real-time stock
- Customer management with reporting and integration to EPoS
- Promotions with online vouchers (date effective)
- Multiple Websites to the same database
- Gift vouchers, gift cards and gift accounts redeemable at PoS or Web



- Postcode database lookup for address capture
- Integration to a number of credit card processing systems including Sagepay (Protx) and Paypal
- Order online and collect in-store (again live stock reservation)
- Fully integrated to the Cybertill back office/head office to give:-
  - Comprehensive Purchase Ordering
  - Complete Stock Control
  - In-depth customer management and reporting
  - Delivery Calculation and management using weight, value and volume
  - Award winning support and backup 24/7

## Mail Order & Sales Order Processing

For many multi-channel retailers it is the mail order transaction that can cost as much to process as a 'bricks and mortar' sale because the order has to be routed to a dedicated mail order department. This is quite often off-site, in a call centre or at a head office and usually there is no visibility of actual stock. With Cybertill SOP a mail order transaction can be taken at the till, at a call centre, at the head office or indeed anywhere and all with real-time transparency of stock.



### Cybertill<sup>®</sup> SOP Functionality

- Dedicated SOP Screen for standard PC usage
- EPoS order screen also available for Shop usage
- Users can choose where the order is being placed (retail, web, warehouse)
- Live stock visibility to other branches and warehouse
- Create customer orders and transfers against real-time stock
- Customer accounts with notes, actions and alerts
- Multiple Account types including Trade, Staff and Retail
- Interrogate customer's accounts from SOP including account balances
- Gift vouchers or gift cards managed in real-time at SOP
- Postcode database look up for address capture
- Customer Specific Promotions including Mix & Match & Link Save
- Integrated EFT Card processing with Address Verification
- Void whole sales or individual products
- Discount individual products or entire sales
- Ability to suspend SOP transactions and go to a new sale
- Instant Messaging to any or all staff or groups of staff
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