E2K RETAIL ©

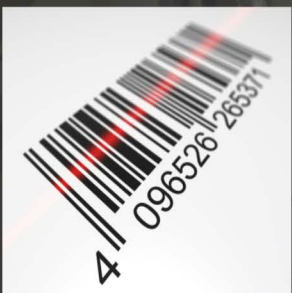# Solutions
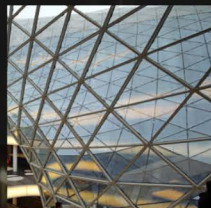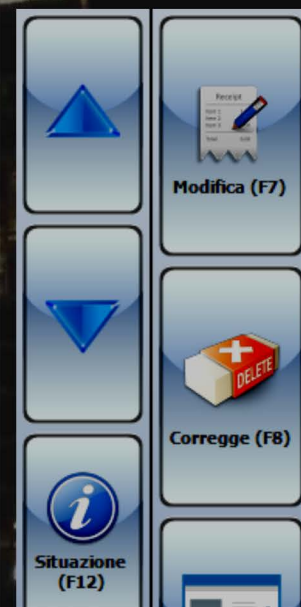## for chain stores and counter sales

STORM OPEN SOLUTIONS
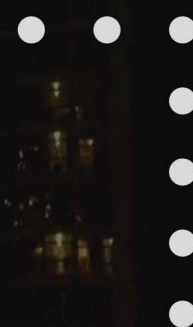
One platform,
many opportunities

E2K Retail is an integrated platform for managing the sales chain of companies in the retail field; its modularity fits several typical scenarios, ranging from simple independent chain stores, that require software tools on-par with market requirements, to structured selling networks, partly owned and partly affiliated.

Years of experience on the field, together with the know-how of Pluriservice (the Italian leader in the auto-id field), are the best guarantee to get a product focused on your needs, complete, easy to use and always updated with the latest technology.
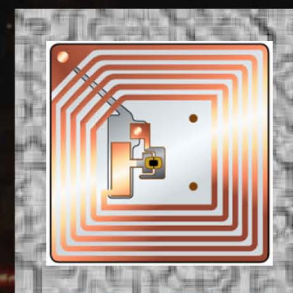
Always online
or only when you need it

E2K Retail can be used online or offline, depending on the needs of the customer. In offline mode, all the points of sale can operate independently and synchronize data with the main office through standard protocols (FTP); information travel in encrypted mode, for maximum security.

The scalable design of the system leads to two main areas:

- the back office, for doing system-wide operations, such as promotions, price lists, reports and so on (E2K Server and E2K Client);
- the front-office, for point of sale needs (E2K POS).

One for all..
(our server module)

E2K Server is the heart of our system; it is designed as an object-oriented, three-tier architecture, completely masked by E2K client, the management interface used by the operators.

Data are stored on Microsoft SQL Server, which provides extensive guarantees in terms of performance, efficiency and uptime.

The separation into different components eases the implementation of new features and improves the robustness and scalability of the system; moreover, in this way E2K Client becomes a software very lightweight and flexible, rarely subject to updates.

E2K Server manages all entities exchanged with points of sale, including:

- articles (with support for barcode, line, size and color);
- price lists and promotions (with many variations);
- customers (with information about purchases and loyalty data, including optional RF-tag associated to the fidelity card and points accumulated so far for each promotion);
- sales reports;
- inventories and documents (invoices, delivery notes, but also questionnaires to be filled at the point of sale, useful for marketing).

..and all for one
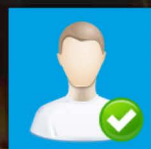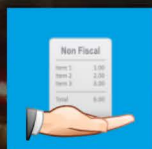## (our sales module)

E2K POS is the module in our Retail system which deals with all point of sale requirements; its interface is designed to be used with a mouse and a keyboard or directly with your fingers (touch screen). A sale is simply performed by scanning barcodes and confirming the transaction with a click/touch; for additional needs, it is possible to perform advanced searches to identify the article or the customer to which assign the sale (invoicing or customer-oriented promotions). Sale functions include returns, gifts, allowances and advances: operator profiles can allow or deny access to certain features.

Among E2K POS features let's mention: displaying inventory of other stores; issuing invoices and tax-refund forms; creating delivery notes to transfer goods.

Goods' shipments coming from the main warehouse or transfers coming from other shops can be confirmed and articles directly loaded (and optionally labels printed, when needed).

The loyalty module allows you to identify customers (barcodes and/or RF tags are supported) and keep track of the points earned in the chain stores, as well as to submit questionnaires at the time of sale that can target marketing operations (E2K POS Extended).

A series of reports can be used to track sales trends, get the inventory, the status of claims and see the issued receipts.

Several models of cash registers are supported, as well as receipt printers, barcode scanners, external displays; the interface of the program is available in several languages, besides Italian (English, German, French, Chinese, Spanish).

A platform
constantly evolving

E2K Retail offers a lot more:

- inventories can be greatly simplified using our E2K Collect software, which allows to check stocks and enter quantities using mobile computers;

- for the collection of supplier orders at events, E2K Showroom is available: it is a cut-down version of E2K client that allows to maintain adequate visibility of purchases, providing real-time information useful to take informed and timely decisions;

- E2K Tools is an utility to monitor and update prices in real time, as well as providing reports and statistics, and some useful parametric queries for practical data analysis;

- do you need more advanced promotions and complete customer loyalty management? Then our module E2K Promo will give you what you need, with dozens of different promotions and new reports to evaluate your campaign effectiveness;

- would you like to have an independent workstation for label printing and goods receiving at the point of sale (e.g. large outlet)? E2K Label POS satisfies this need at a cost much lower than a complete workstation;

- to simplify goods receiving and price (re)labeling we created E2K Goods, a "mobile" version of E2K POS, which communicates in real time with the point of sale;

- by using the optional E2K TrayPOS module, you can speed up the electronic payment process by avoiding the need to type the amount; this also eliminates the risk of exchanging digits, forgetting the decimals, etc. Moreover, the receipt is emitted only after the payment, when you are certain that the transaction was successful;

- the optional E2K Display module can be integrated with E2K Food to supply the customer with information such as goods being bought, total amount to be paid and change. When no bill is open, E2K Display can be programmed to display adverts (slides and video).

E2K

E2K ShowRoom

E2K PROMO

E2K C

E2K GOODS

E2K Display

E2K Tray POS

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