



First Data[®] Retail Solution



Challenge: POS Limitations

- Not enough functionality
- Expensive Support Plans
- Limited salability to about 20% of retail market
- No complex products or tracking of rental businesses
- No Matrix inventory or Layaway
- No Electronic check entitlements



Our Solution

First Data's Newly Redesigned FD POS Retail Solution provides:

Cash Register Express Software by pcAmerica

Posiflex Hardware

First Data's payment processing platform

Combined to provide our merchants with the BEST in class POS solution for the Retail Marketplace.

4 X the Retail Market Opportunities of our Previous Offering

Will satisfy 3 out of 4 Retailers Needs

Expanded Features and Functionality

**Installation Training and Software Support Direct from the Manufacturer
And MORE...**

How does it work?

- The newly redesigned First Data POS Retail Solution consists of three retail designed components:
- A personal computer at the point-of-sale powered by an 1.5 GHZ Dothan Processor (Celeron M) with a 40 GIG Hard Drive SATA interface.
- A software package leveraging pcAmerica technology that handles inventory and customer management.
- A First Data system that will allow processing of various payment types including credit, debit, gift, EBT, and check.



What's Included?

- Bar Code Scanner (Symbol)
- Posiflex Monitor w/built in Hard drive and Mag Reader
- Cash Drawer
- Keyboard
- Pc America CRE software
- Thermal Receipt Printer
- VeriFone 1000 SE PIN pad (PIN debit entitled)



Pole display and other accessories sold separately



Optional Peripherals

- Bar Code Express Printer (Zebra)
- TPG Check Reader/Printer
- Pole Display Unit (purchased separately)
- Employee Swipe Cards (available through pcAmerica)
- Back office software (purchased separately)





Partnering with pcAmerica

- Computerizing retail stores since 1985. Founders wrote and sold one of the first accounting packages to run on a PC computer. In 1994, released the first Windows point-of-sale program.
- Tens of thousands of users, around the world, using software and systems from pcAmerica.
 - Goodwill Industries, Corinthian Colleges, Airport Wireless / PalmOne, and various US Embassies and Consulates.
- Staff consists of educated, POS experts who know everything about our products and the point of sale industry. Support staff assists customers from around the world.
- Cash Register Express, retail POS software, was built using the industry input and feedback of thousands of users.



First Data[®] POS Retail Solution Feature Strengths

- CRE software is PA-DSS compliant
- Up to 4 units can be connected without a Server.
- Hard wired IP required
- Expanded Retail applications
- Enhanced entitlement offering
- Nashville platform



Value Proposition: Yes, you can...

- Clothing Matrix—easily manage all of your styles, each with several size and color combinations
- Employee Commissions—automatically generate commission reports for each of your staff members based on what they sold
- Layaway—simple feature offers selling higher priced merchandise that customers can't afford all at once.
- Rental Support—track who has the product and when it is due to be returned



Value Proposition: Yes, you can...

- Flexible Pricing—boost pricing and sales option to help sell old product and boost sales
- Gift Receipts—Print separate gift receipts for some or all of the items on a transaction, can be printed after the transaction, scan a gift receipt for returns
- Gift Registry—Print outs of the registry available for shoppers, deducts quantities from the registry automatically when purchases are made.
- Kitting—parent/child inventory-maintain knowledge and PO status of case and carton inventory items(carton vs. pack) Removes multiple items from stock by selling one SKU i.e; Gift Basket



Enhanced Vertical Opportunities

- Convenience Store*
- Grocery Store
- Clothing/Apparel
- Liquor Stores
- Dollar Store
- Cellular/Electronics
- Florist*
- Gift Shop
- Cosmetics
- Chain Stores
- Rental Stores



Convenience Stores

- Speed is a major factor for a convenience store and First Data® POS Retail Solution is the solution.
- Fast checkout with bar code scanning
- Touch screen invoicing for items without a bar code
- Unit to Case Breakdown
- Detailed, itemized sales reporting
- Flexible sale pricing such as bulk pricing, mix and match
- Automatically create purchase orders for low stock items
- Pole display so customers can see price on each item that is scanned (optional item)
- Detailed cash tracking and safe drop enforcement to prevent theft
- Place transactions on hold, recall at any time



Clothing Apparel

Additional features include:

- Integrated size/color matrix to track apparel items
- Layaway payment option for customers who pay over time
- Print bar codes on clothing tags (with optional Zebra Bar code printer)
- Detailed, itemized sales reporting
- Fast, easy checkout process
- Gift Card Processing
- Inventory tracking with discrepancies
- Track employee hours and wages with integrated time clock

The screenshot shows the 'Styles Matrix' software interface. At the top, it says 'Enter the information for this style and touch 'Save' to save the style'. Below this are tabs for 'General Info', 'On Order Matrix', 'In Stock Matrix', and 'Sales Matrix'. The 'General Info' tab is active. It contains a 'Template for all of the items in this style' section with fields for Department (MODS), Item Number (Sweaters), Prefix (Sweaters), Description (Sweaters), Vendor, X-Dimension (Large), and Y-Dimension (Brown). There are also fields for Cost (\$4.19) and Price you charge (\$23.99). Checkboxes for Tax 1, Tax 2, Tax 3, and Auto-Generate Item Numbers are present. At the bottom, there is a 'Select Style' dropdown, a 'Save' button, and other buttons like 'Save Changes', 'Add Large', 'Add Brown', 'Previous', 'Next', 'Help', 'Delete', 'Cancel', and 'Cancel'.



Cellular/Electronics

One of the major features an electric equipment store owner looks for in a POS system is ***serial number tracking***. When selling devices with warranties, merchants must track the person who is purchasing the device. The FD Retail POS System offers ***serial number tracking*** to provide these merchants with the tools they need to track owners and warranties.

- Serial number tracking (incoming and outgoing)
- Easily recall the history of any item by serial number
- Kit and package pricing
- Fast, easy checkout process
- Detailed, itemized sales reporting
- Inventory tracking with discrepancies
- Track employees hours and wages with integrated time clock





Rental, Video Stores

Customer Tracking and tight inventory control is the main focus of a rental store. It is critical to know who has your products and where they are located. The FD Retail Solution system can help your merchant do just that with its extensive rental capabilities, you can rent with all the flexibility you need and track where it is and who has it.

- Built in rental tracking, rent items by the day
- Track late charges
- Flag customers who have not returned old rentals
- Track several different versions or copies of the same item
- Rent or sell your items
- Customer loyalty program to reward frequent customers
- Easy checkout process
- Scan customer membership cards
- Track employee hours and wages with integrated time clock





Management and Back office Functionality

- 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
- 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



Competitor/Legacy Information

- Quickbooks Point of Sale
- Microsoft Point of Sale
- Retailix Point of Sale
- ComCash Point of Sale



Who is **not** a Potential Customer?

- Merchants requiring recurring billing functionality
- Table service and/or kitchen based establishments
- Retailers taking special/customer orders
- Merchants initially requiring Contactless
- Merchants who require FSA/HRA card Acceptance
- Merchants who require integration into a Web store (i.e. Yahoo store)
- Merchant requiring calendar/scheduling requirements (future enhancement)
- No Retail Tips

Entitlements

Supported:

- MasterCard and VISA
- AMEX (Full Service or Pass Thru)
- DISCOVER
- First Data Gift Cards (Value Link)
- Pin Secured Debit
- TeleCheck (ECA and Paper Warranty)
- EBT (pin pad required)

Not supported:

- Recurring Billing
- HRA/FSA Cards
- Contactless (initial release)
- No Petroleum



Merchant Training

pcAmerica will provide:

- Merchant Training 2 hours
- Level I and II Software Support for merchants (3 years included) **800-342-5729**
- Hours of Operation: 24X7X365

Software Licensing

The software license is transferable if a merchant sells his/her retail business. New owner would need to obtain:

- a new merchant account
- contact pcAmerica for installation of new merchant account information into current system
- sign up for a one year support agreement from pcAmerica (support services are NOT transferrable)

Hardware Warranty and Software Support

- Warranty for hardware is 3 years includes all hardware
- 3 years of phone software support included
- 3 years of software upgrades included
- Additional bundled software support can be purchased by merchant through pcAmerica



Support

- Level I: 800-342-5729 **24X7X365**
- Status on Installs/Training: 800-722-6374 ext. 277
M-F 9-6pm Eastern
- To order Zebra Bar Code Labels or Inventory import service: 800-722-6374 (X225 or X280)
- Paper for Thermal Printer available through www.merchantinsider.com as well as the FD Customer Service line.

Demo Software Installation

AE and Merchant Site:

[http://www.pcamerica.com/pos_support/download
_other.html](http://www.pcamerica.com/pos_support/download_other.html)

Login cashier with unique ID


Cash Register Express

File


Please enter your ID or swipe your card

Manager Help Exit

		←
7	8	9
4	5	6
1	2	3
Delete	0	Enter



Corner Liquor
Station: 01
1/31/2008
4:13:17 PM



Order Entry Screen

Cash Register Express -- Station: 01 -- Cashier: 01 -- 1/8/2008 05:01 PM

File Tools Invoice Help

Scan Barcode Now... Quantity 1 Search

#	Item Info	Quantity	Price
1	147822699583 @ 1 pc/\$2.99 Butter Four Stick	1	\$2.99
2	159938997125 @ 1 pc/\$2.80 Quart 2% Milk	1	\$2.80
3	189977568332 @ 1 pc/\$3.29 Dozen Cage-Free Eggs	1	\$3.29

Sub Total \$9.08
Tax \$0.64
Grand Total \$9.72

PAY

VOID INVOICE Ctrl + V HOLD Ctrl + H TS Lookup Options

CASH CHECK CREDIT ACCOUNT

DELETE DISCOUNT Ctrl + L QUAN CHANGE PRICE CHANGE

FIND QUICK FIND

Customer Info
101 -- Cash Customer

F1 - Help	F2 - Inventory	F3 - Clock In/Out	F4 - Customers	F5 - Price Check	F6 - Cash Sale
F7 - Check Sale	F8 - CC Sale	F9 - On Account	F10 - Cashier Fxns	F11 - Invoice Info	F12 - Item Options

Tender Screen

Type Tender Amount & Select Tender Type

Clear

\$4.75

7

8

9

4

5

6

1

2

3

00

0

+/-

Cash

Credit Card

Check

Gift Card

On Account

Debit

Amount Remaining

\$4.75

Paid So Far

Type	Amount	Details
------	--------	---------

Cancel

\$ 1.00

\$ 5.00

\$ 10.00

\$ 20.00

\$ 50.00

\$5.00

Sample Receipts

W

Corner Liquor
POS for your Liquor Store
www.pcAmerica.com
Sales:800-PC-AMERICA(722-6374)

INVOICE #1
Credit Card Purchase --

DATE/TIME: 2/9/2009 9:28:39 PM
CASHIER: 01
STATION: 01

Item Count: 2

1 PEPSI 20OZ*	\$1.29	
1 SANTERO ASTI SPUMONTE*	\$9.99	

SUBTOTAL	\$11.28	
Tax1	\$0.79	
GRAND TOTAL	\$12.07	

Credit Amount \$12.07

x

Thank you for visiting

W

x

I1001-1

W

Invoice: I1001-1

P

GIFT RECEIPT

Downtown Deli
www.pcAmerica.com
1-800-722-6374

Item Count: 1

Original Purchase Date
1/16/2007
Invoice # 36

Sweater

GR #: GR-1001-36-1



Connection Instructions



1. The thermal receipt printer goes in COM3
2. The Barcode Scanner goes in USB0
3. The PIN pad goes in USB1
4. The TPG (Check Reader / Printer) goes in USB2
5. The Zebra Barcode Printer goes in COM4
6. The optional Pole Display goes in COM2
7. The 2GB Flash Drive goes in USB3 - this is for database back up purposes.