



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 scanners, 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.



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
- Accounts Receivable
- Sell by cases and individuals
- QuickBooks Accounting interface
- Customer tracking and loyalty promotions
- Equipment and video rentals
- Handles multiple clerks
- 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
- Handles multiple cash drawers
- 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 and paper mailers
- Customer loyalty cards
- Scan customer license to auto-populate customer record



Target Industries

Cash Register Express is scalable for many types of retail stores, single, 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.

Retailers need to know when to reorder stock, and how long items are sitting on the shelf. Cash Register Express is equipped with a robust inventory tracking system, enabling you to monitor the stock levels and activity of items in your store. Stock can be counted or received away from the register using Pocket Inventory.



- 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.

It’s crucial to monitor the cash and inventory inside of your retail store. Employee theft is one of the leading causes of shrinkage, caused by a combination of theft of cash and inventory, as well as unwarranted discounts. Cash Register Express helps curb this by limiting functionality within the system based on an employee’s unique login, as well as having strict cash control features to identify cash discrepancies down to the shift or the cashier.

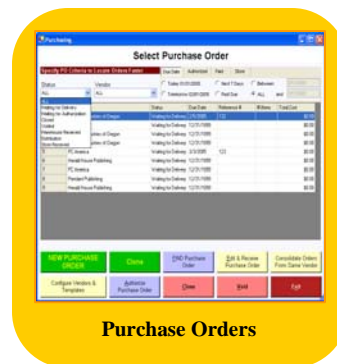
- Employee security with unique IDs, password protection
- Secure login cards
- Job codes and security roles
- Labor scheduler
- Salesperson tracking
- Exception tracking to spot suspicious activity
- Cash control features to force cash drops throughout the day
- Time clock with breaks
- Hours & Wages reports
- Management reports
- Commissions reports
- Increased accountability



Invoice Screen



Inventory Screen



Purchase Orders

Steps to ring up a transaction



1. Login cashier with unique ID



2. Scan in items to add them to the check



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

REPORTING AND BACK OFFICE

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

BACK OFFICE FUNCTIONS

- Cash management with discrepancy reports
- Menu management
- Configure specials and promotions
- Inventory and ingredient 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

- Breakdown by payment method (cash, credit, etc)
- Detailed reports with flexible criteria such as date and time range, employee and register #
- Extensive sales reports summarize cost, sales and profits
- Itemized check listing
- Menu mix reports show your best and worst selling menu items
- Exceptions reporting
- Comp and void summary
- Employee activity reports summarize performance & time clock information
- Ingredient 'Theoretical Usage' shopping list
- Create your own reports using built-in report writer
- Daily financial summaries
- Labor percentage versus sales reports
- Employee tip summary
- # of checks, # of guests
- 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
				\$84.50

EMPLOYEE MANAGEMENT AND LABOR SCHEDULING

It's crucial to monitor the cash and employee activity inside of your restaurant. Employee theft is one of the leading causes of shrinkage, caused by a combination of theft of cash as well as unwarranted discounts or freebies. Cash Register Express helps curb this by limiting functionality within the system based on an employee's unique login, as well as having strict cash control features to identify cash discrepancies down to the shift or the staff member.

- Cash management process records starting cash, cash tips and ending cash, helps ensure all money is accounted for
- Assign system permissions and restrictions to each of your employees
- View exceptions reporting to monitor suspicious activity of employees and managers
- Create & print labor schedules including hours, breaks and job code being worked, restrict clock-in to scheduled employees



pcAmerica
Retail and Restaurant Solutions

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