



pcAMERICA WEB PORTAL

managed solutions for chains of retail stores

The pcAmerica Web Portal provides you with the information and tools you need to centrally manage your chain of stores. Our web-based solution is comprised of centralized inventory management, purchase order generation, employee tracking with labor schedules, and detailed reporting by store, region or chain-wide. Accessible anywhere, these essential tools help you make smarter business decisions.

ANYTIME, ANYWHERE

- Access information through a secure web browser, 24x7x365
- Login with your user name and password
- Assign managers their own limited user accounts

INCREASED VISIBILITY

- View sales figures for your stores in near real-time
- Data is available remotely without visiting the stores

CENTRALIZED CONTROL

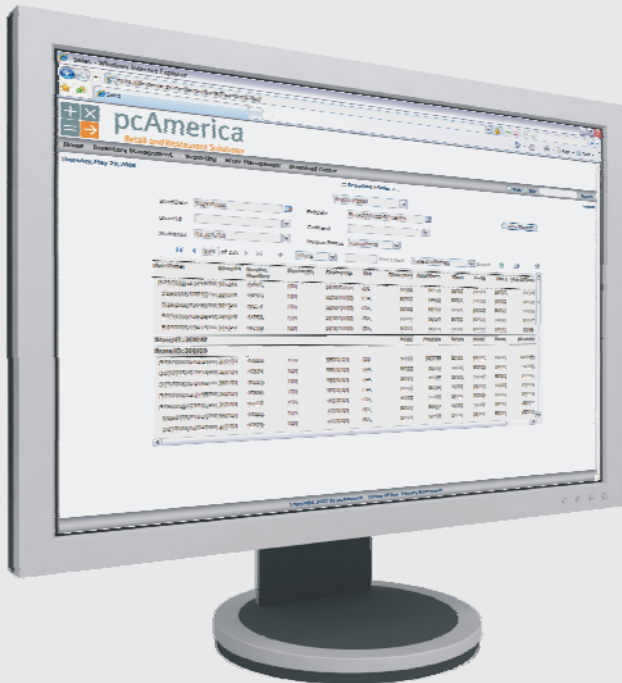
- Manage inventory, add new items, change prices
- Changes can be applied to single sites, multiple sites or chain-wide

INCREASE SALES, LOYALTY

- Implement a chain-wide gift card program to drive new revenue
- Multi-site loyalty rewards plans encourage repeat business
- Utilize customer and sales history data to launch effective marketing campaigns

ZERO MAINTENANCE

pcAmerica can host and manage your enterprise data, eliminating the need for you to manage your own expensive servers and network



BENEFITS OF THE WEB-BASED PORTAL SOLUTION

The pcAmerica Web Portal is a web-based suite of reporting, inventory, employee, labor and management tools that is accessible from any computer in the world with internet access. It is a hosted ASP solution, meaning that pcAmerica hosts the technology for you and you don't need to worry about the expense and effort involved with owning and maintaining expensive servers and software. The secure standards and modern technology employed by the pcAmerica Web portal introduce the following benefits to your business:

- Web-based interface allowing you to access your store's information from anywhere at anytime
- Scalable for retail businesses of any size and location
- Automated, off-site backup of your retail store's crucial data
- No expensive servers and software to maintain. Enterprise system management performed 100% by pcAmerica
- Software upgrades are automatically distributed to and installed at your retail stores via the web portal
- Works with any internet connection — but the stores function 100% even if the connection is down

Retail stores can optionally choose to host their own pcAmerica web portal



CUSTOMER LOYALTY

Loyalty and rewards programs are a proven way to encourage repeat business in your retail store. Cash Register Express allows you to configure a variety of rewards programs and tracks everything electronically for you.

- Professional cards customized with your logo
- Configure plans to reward points by dollar value or a specific number of points per item
- Give rewards based on customer's birthdays or frequent visits
- Configure multiple rewards tiers, apply them to purchase when reward is earned
- Integrates with processing companies to electronically share the monetary value of the rewards amongst your retail store locations.
- Capture customer information such as address, and e-mail address and generate customer history reports to send targeted marketing



GIFT CARDS FOR YOUR RETAIL CHAIN

- Introduction of gift cards to your retail store is a proven way to drive revenue and repeat business
- Gift cards can be purchased at one location and be redeemed at any other location
- Sell, redeem and add value to gift cards directly through the Cash Register Express POS
- Funds are transferred via ACH between stores by processing partners



pcAMERICA WEB PORTAL ACCESS

Different levels of user access can be defined to allow or restrict access to specific functions or stores within the pcAmerica Web Portal.

USER ACCESS

- Configure access for corporate staff, regional managers, franchisors, franchisees, store managers
- Allow or restrict specific functions such as inventory management, store employee configuration and reporting

STORE ACCESS

- Assign lists of one or more stores or regions to each Web Portal user ID
- Users can only view reports and modify data for stores in their own list
- Ideal for chains with regional managers or franchisees

CENTRALIZED MENU MANAGEMENT

The pcAmerica Web Portal allows you to remotely manage your inventory, pricing and promotions for all locations, specific regions or individual stores.

INVENTORY MANAGEMENT

- Add new items, and delete items you no longer sell
- Maintain lists of vendors and inventory pricing
- Generate and report on purchase orders
- Change tax rates for your items

PRICING AND PROMOTIONS

- Configure special pricing for sales, bulk deals and time sensitive promotions
- Create mix and match groups for flexible discounts involving multiple items

ENTERPRISE REPORTING

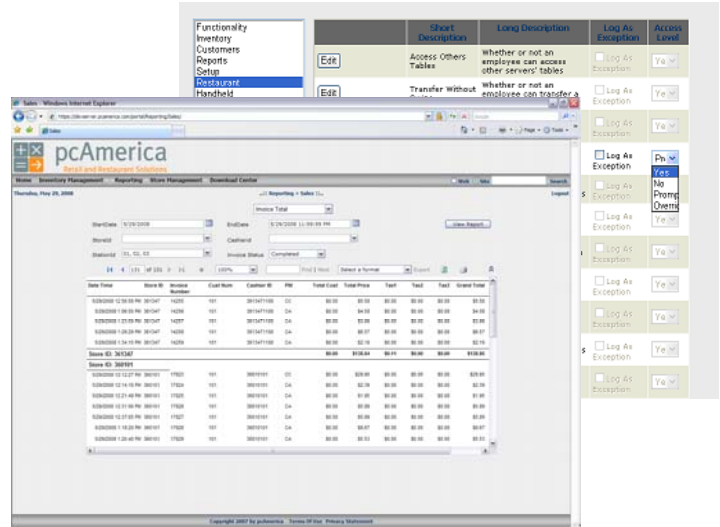
Web-based reports delivers crucial numbers and data that you need to efficiently run your retail stores no matter where you are. The pcAmerica Web Portal delivers the information you need in **near real-time** to make **smarter business decisions**.

VARIETY OF REPORTS

- Numerous sales and profits reports can be generated with criteria such as date range, cashier, and terminal
- Product mix reports to see how well each of your inventory items is performing
- 'Inventory Activity' reports display audit trail of your stock
- Employee performance, labor statistics, key performance reports

FLEXIBILITY OF INFORMATION

- Run reports all stores, specific regions or individual stores
- Users can only view reports for stores assigned to their login ID
- Data can be exported to Excel, PDF, CSV and other formats



EMPLOYEE MANAGEMENT AND LABOR SCHEDULING

Store employee records and labor schedules can be created and modified away from the store through the pcAmerica Web Portal. This information can be modified anytime, anywhere to ensure the most efficient return on your labor.

- Add and modify store employees
- Associate each employee to the locations they are allowed to work in
- Create labor schedules including hours, breaks and job code being worked
- Print labor schedule reports
- Configure your POS to allow only scheduled workers to clock in



pcAmerica
Retail and Restaurant Solutions



Cash Register *express*
Point of Sale Solution for Retail