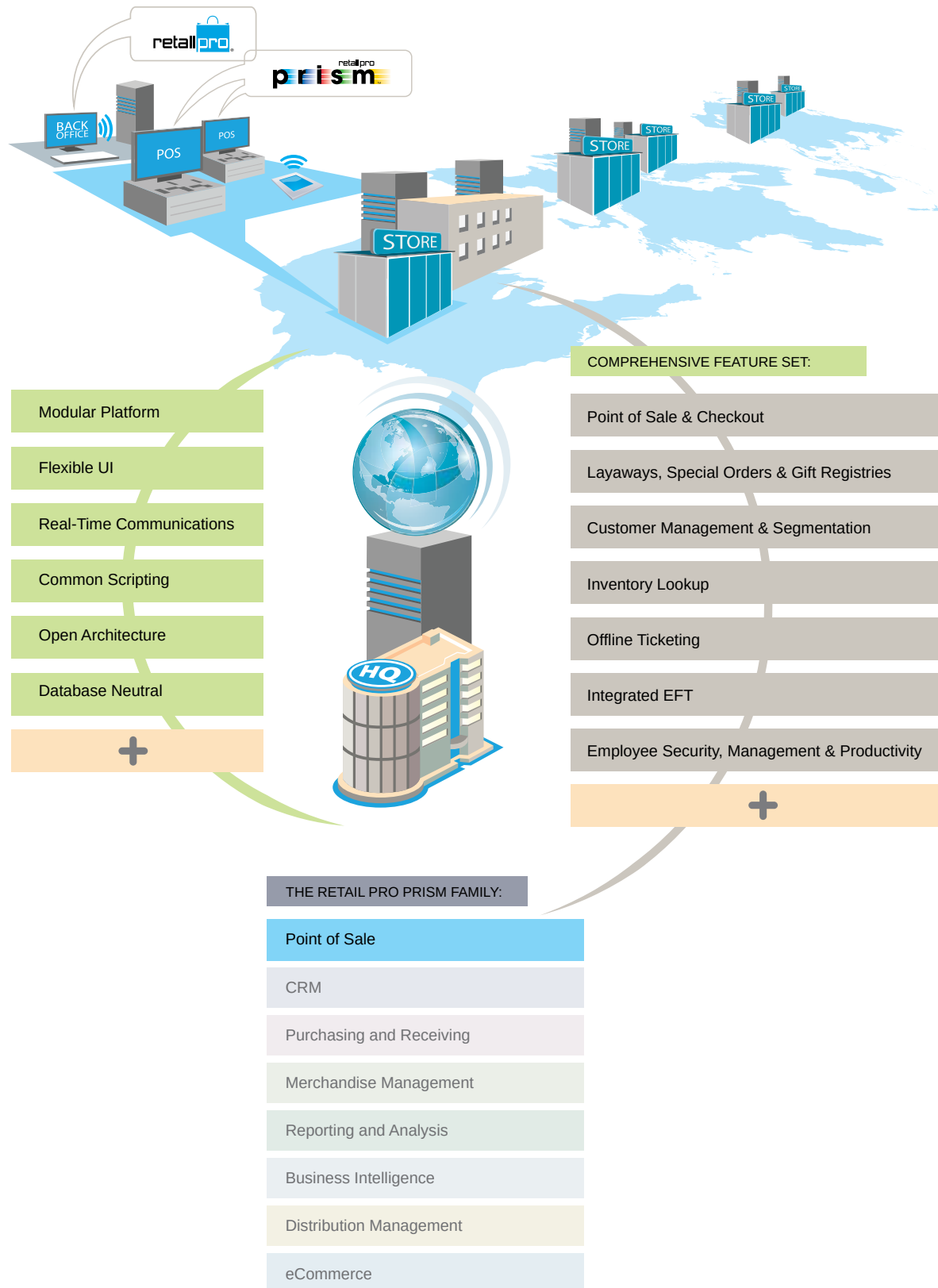




Serious Software For Serious Retailers  
 Empowering You To Retail Your Way™

# Retail Pro Prism™ Today and Tomorrow



Modular Platform  
Agile Interface  
Thin-client Architecture  
Real-time Data Access  
True International Solution



## A Modern Platform For Point Of Sale

Retail is all about creativity, and creativity demands flexible, agile technologies that offer a solid platform for better business your way.

Building on more than 20 years of retail technology expertise, Retail Pro Prism™ is a fresh take on marrying the proven features of world-class retail management software with the technology that fits today's demanding retail environments. Retail Pro Prism molds to your business needs ensuring you can focus on the business matters that are most important to you.

Thin-client architecture, reduced maintenance and acquisition costs, real-time data access, and improved administration efficiency; Retail Pro Prism provides a total solution for retail management needs the world over, while leveraging Retail Pro's hallmark agility, data security and accuracy. Retail Pro's next generation retail management software demonstrates our commitment to delivering a software solution that meets the dynamic needs of today's technology savvy retailers.

Serious software for serious retailers - find out how Retail Pro Prism empowers you to retail your way™.



Front-end Point of Sale  
Kiosks Environment  
Integrate to your ERP  
Store-in Store  
Mobility



## Your Business, Your Way

One size fits all - the simplicity associated with this concept is the software panacea for most business owners. But not for a Retailer. A precise fit to the brand, workflow dynamics and business model is required for an efficient retail operation. Retailers strive for the day-to-day tools that fit the way we want to do things without being bound by someone else's ideas and restrictions.

Are you a franchise retailer? Do you have outlets in addition to your main retail locations? Maybe you find lighter-weight kiosks fit your business model, or the use of a tablet form factor is what best suits the way you do retail in your stores. Retail Pro Prism's flexibility to accommodate a variety of business models and access points embodies the realization of the need for a perfect fit. It is the one size fits all modality, your way!

We understand the importance of delivering software that addresses all the big ticket requirements demanded by retail management systems and POS software. Retail Pro Prism's ability to be molded to the way you get things done is unparalleled in this respect. It is the tool you need to run your business with increased profits and controlled costs, while still being able to retail your way.



- Thin-client application minimizes the need for heavy hardware requirements
- REST Architecture balances the load on your servers and network
- Modularized application suite provides a more efficient deployment methodology



## Efficiency Begins With Architecture

Built upon a thin-client architecture, Retail Pro Prism™ can depend on a centralized, organizational structure. Easily deployable with low demands on hardware and infrastructure, Retail Pro Prism can be seamlessly integrated with existing Retail Pro software.

Retail Pro Prism implements a Representational State Transfer (REST) architecture that keeps server resource usage light for each request from the user interface, and allows the server to reclaim resources between requests, keeping overall memory usage low. Pooled resources and industry standard cross-node caching translate into faster performance, scalability, and straightforward load balancing.

The N-tier system architecture provides a more adaptable deployment platform by separating the presentation, logic, and data tiers into distinct divisions. This design allows retailers to distribute their system to their unique specifications one module at a time, with minimal deployment impact to the others, ultimately providing a more stable and scalable application.

Retail Pro architecture allows for a multitude of deployment options. The system can be installed in traditional standalone form, typical client-server topology, or in a distributed fashion. And with our robust communications module, all your Retail Pro Prism installations will maintain a balanced data transfer load and real-time communication.



Freedom to:

- Choose your database
- Meet your budget needs
- Customize your database

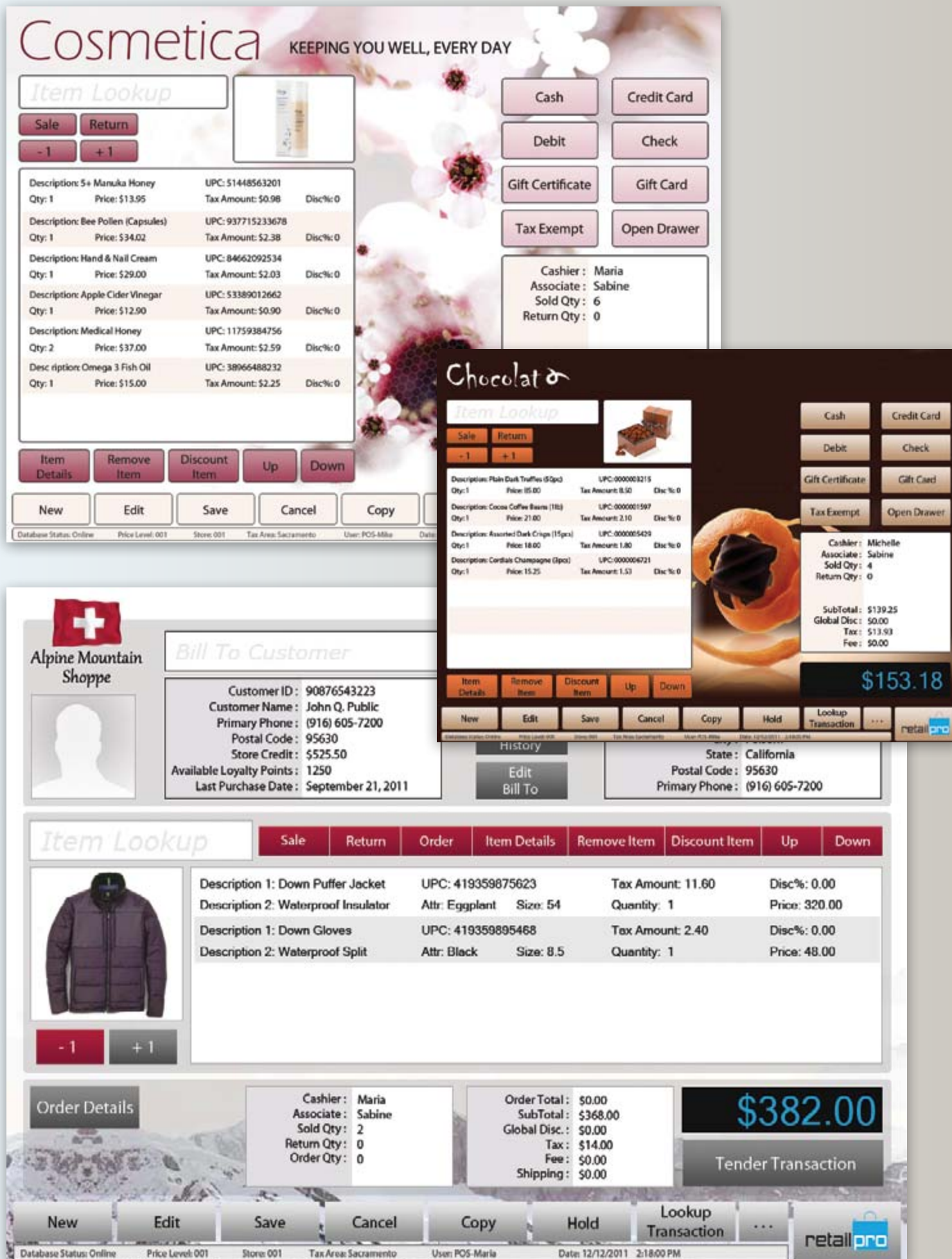


## Power To Make The Choice

If there is one thing that is a constant in our world, it is the desire of choice and an opportunity to exercise that option. This is especially important for the IT staff where technology is concerned. Passions on what technology to select for your retail management and operational needs are ardent.

One of the driving goals behind Retail Pro Prism is to provide the ultimate flexibility with regard to how your retail data is housed and managed.

We have developed Retail Pro Prism to harness the power of three leading industry database platforms – Oracle, Microsoft SQL Server, and MySQL, giving you the choice to select the database technology that best fits your environment and budget. Further delivering on the promise of ultimate flexibility, Retail Pro Prism also allows for customization of your database to suit integrations and customizations. With Prism, you have the control over how your retail data is stored and used. Always!



- Extend your branding to all your customer touch points
- Control team member experience of your brand
- Tailor workflows



## Tell Your Brand Story Through Every Detail

For over two decades Retail Pro products have been known for their agility. A fully customizable User Interface (UI) that is intuitive, easy-to-use, and adaptable to any specialty business is a hallmark of Retail Pro. Through years of research and development, we have designed the UI to be flexible and work with your business process, helping you maximize each user's efficiency and productivity while increasing customer satisfaction. With Retail Pro Prism™ we took it one step further. Retail Pro Prism utilizes a scriptable XML/CSS user interface giving you more control and flexibility over tailoring the product to fit your unique business needs, processes, and brand.

The application also boasts a highly adaptable API which allows the retailer to mold the retail management solution to their exact needs. The XML, CSS and scripting capabilities in the user interface carry on the tradition of Retail Pro's highly customizable and flexible foundation allowing the application to transform based on the user's processes, requirements and preferences.



## Workflow The Way You Want It

- Define efficient workflows to suit your business needs
  - Easily generate sales and orders from the same transaction
  - Manage your customers locally or globally across your business
  - Keep your customer's sensitive payment information secure

Offering a dynamic POS solution, Retail Pro Prism™ provides features that reduce human error and improve efficiency at the store level from sales, to customer management, to security.

Retail Pro Prism contains opening and closing processes for registers that help the retail day start and end smoothly. The software allows users to easily define beginning drawer amounts, currency, and denomination counting. Retail Pro Prism has functions to effortlessly perform X-Outs, Z-Outs, blind closes, and consolidate Z-Outs for either a single workstation or storewide, and to reconcile the drawer or till. Users also have access to both structured data, such as transactions, prices, and inventory, and unstructured data, such as reports, documents, and other communications – right on the POS screen.

Retail Pro Prism helps stores operate efficiently and effectively by allowing your employees to easily complete sales, returns, and exchanges in a variety of transaction scenarios. Special or customer order items can be placed in their own transaction or included in a normal sale. Transactions can be completed as single tender, split tender or even using multiple currencies for those locations which receive an influx of tourism-based traffic.

With excellent employee control options, Retail Pro Prism allows for the creation and management of employee information, permissions, and security. Users can administer shifts, drawer assignments, and commissions and spiffs.

Retail Pro Prism also offers a wide range of options for tracking and retaining consumers. Our customer management features give retailers the ability to create and manage customer details, view customer history, and lookup customers.

In addition, to general customer management you will be able to assure your customers that their payment details are safe and secure. Retail Pro Prism features the latest in electronic funds transfer (EFT) security. End-to-end encryption takes advantage of the EFT hardware which encapsulates the sensitive payment information and encrypts these details before transmitting them from the lane, keeping the customer's sensitive payment information protected.



Fully translatable user interface

Support for region-specific  
currencies and tax structures

Local support for your global  
retail centers



## Globally Local, Down To The Last Bit

Retail Pro's success as an international solution has been part of our DNA from the start. Retail Pro Prism carries this torch proudly. As with all of our product lines, Retail Pro Prism has been designed from its basic architecture all the way to its user interface to be used on a global scale, meeting a variety of international requirements.

Our software's rich legacy as a leading global product is marked by native support for regional language translations of the user interface, multi-currency transactions, and region-specific tax structures.

In addition to the rich feature set which operates across borders, Retail Pro Prism is supported locally by a business network across 47 countries allowing retailers to leverage not only our technology, but also regional retail expertise to assist with their retail operations. It is part of our core belief to operate retail without restrictions, with localized support, allowing you to move freely from market to market knowing that local experts are always on hand to assist when needed.

# Key Retail Pro Prism™ Features



## General System

- Native offline capabilities allow you to sell, maintain customer data, and do price and quantity checks

- Minimize your PCI security risk with Retail Pro Prism’s tokenized EFT support, ensuring your customers’ sensitive payment details never touch your Retail Pro Prism system

- Retail Pro Prism allows you to choose your database, Oracle, MS SQL, or MySQL, to meet the technology demands of your IT staff

- Configure your systems workflow to best suit your business needs

- Designed with touch-screen in mind, Retail Pro Prism’s user interface matches the aesthetics demanded by today’s retail environments

- All of Retail Pro Prism’s user interface can be easily modified by anyone with XML and CSS skills, ensuring your system is intuitive, relevant to your business needs, and carries your branding across all systems

- Create custom workflows with ease utilizing industry standard scripting capabilities, giving you the flexibility to address any of your specific business needs without the investment in custom development

- All printed documents (Sales Transactions, Gift Receipts, Customer Sales Orders, etc.) can be fully customized and designed to adhere to your brand standards

- Every label, description and message in Retail Pro Prism can be fully translated into any language or modified to fit your specific needs



## Point of Sale

- Eliminate the need for multiple transactions by selling, returning, and ordering customer purchased items through a single document

- Generate “send-sale” transactions for goods sold in one store but stocked within another and have those items directly shipped to your customers

- Intuitive touch-based Point of Sale with hierarchical product selection, enhancing speed of sale to your customers

- Display as much or as little item and customer information as required on screen

- Issue and track fully-integrated gift cards, gift certificates and store credit across multiple store locations in real-time

- Centralized processing of merchandise returns and exchanges with built-in verification help to reduce fraudulent returns

- Native promotions functionality to support BOGO, BTGT, BOOM, coupon tracking and more

- Automatic discount and price adjustments at point of sale based on customer type (VIP, Retail, Wholesale, Employees)

- Quick and flexible item entry using barcodes, product SKU or optional touch screen item buttons

- Speed up POS transactions with user-defined touch screen cash buttons and quantity (multiplier) buttons

- Accept an unlimited number of foreign currencies at Point of Sale without any need for looking up exchange rates

- Place sales transactions on hold as needed, and un-hold them from any POS terminal

- Perform quick price checks (including tax) and stock inquiries directly from Point of Sale without creating a new sales receipt

- Discreetly track specific suspicious activities like sale cancellations and system reboots occurring at Point of Sale that may require further investigation

- Quickly and discreetly track miscellaneous marketing and demographic information at Point of Sale to use later to better understand your customers and track your marketing ROI

- Easily track non-sale cash added or removed from the cash register, such as petty cash used to buy office supplies for the store

- Generate customer orders, back orders, and special orders directly within sales transactions and optionally require specific deposit amounts



## Customer Management

- Maintain an unlimited number of customers within your database which can be shared or kept local to each installation

- Track key demographics about your customers via an unlimited number of user-defined fields to track miscellaneous customer details, i.e., size, favorite color, favorite brand, birthday, etc.

- Specify exactly what customer details are required to ensure that employees are entering all relevant information for your marketing efforts

- Flexible customer lookup using name, phone, company or miscellaneous information like store card or driver’s license

- Directly access your customer’s purchase history from the POS module allowing your sales reps to provide personalized service and meaningful recommendations to customers

- Use Customer Security Levels to control exactly what Personally Identifiable Information (PII) about your customers can be viewed and/or edited by employees and vary this by location to account for regional legal requirements

- Leverage our built-in customer loyalty program to reward your valued customers through multiple metrics, including customer spending, visits, profitability and more

- Allow your customers to make purchases effortlessly through our centralized customer credit database

- Establish customer specific pricing based on customer type, such as VIP, Retail or Wholesale Consumer, etc.



## Employee Management

- In addition to the predefined security groups within Retail Pro Prism, you can create an unlimited number of user-defined security groups that control user access to specific areas, functions, and processes



- Ensure your employee's are using the appropriate security roles through biometric interfaces for login practices.
- Retail Pro Prism's flexible commission tracking system offers a robust means of ensuring the correct commission levels are assigned and rewarded appropriately for each completed sale
- Easily split a single commission between multiple employees involved in the same sale
- Accurately track employee sales performance by tracking specific employee details for each sales transaction by optionally requiring users to logon between each transaction
- Control your bottom line by limiting the amount of discounts your employees are able to give at Point of Sale

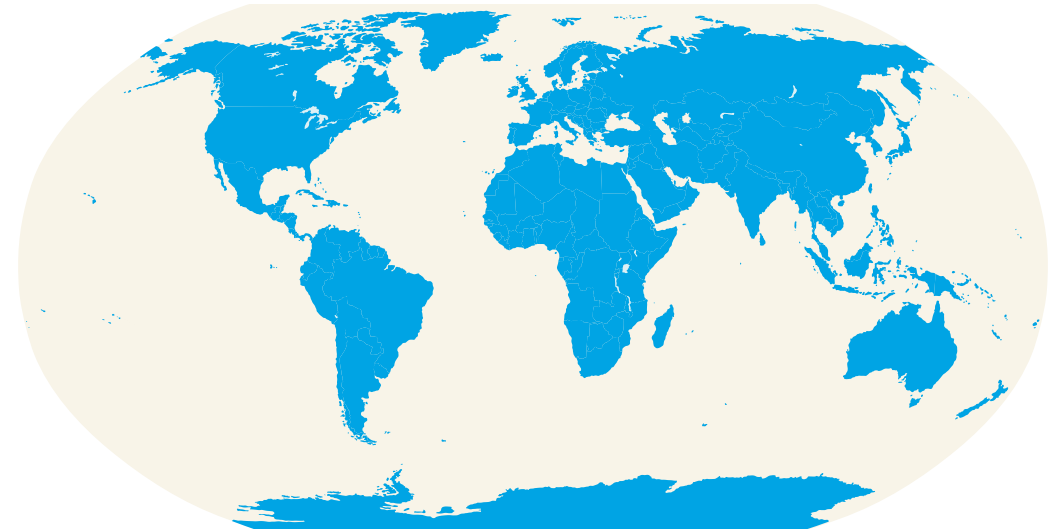


#### Data and Store Communication

- Near real-time communication is accomplished through Retail Pro Prism's publish and subscribe communication system ensuring your retail systems are up-to-date with the right data as often as your business demands
- Publish and subscribe topology allows for easier system maintenance allowing you to provide software updates to your stores without the need to visit on-site
- Inherited Preferences functionality gives you the power to lock down critical preferences across stores while still allowing your stores to modify their key details
- Maintain a "point of authority" for the creation of key data, like regional tax details, to ensure data integrity across your stores and communicate these details efficiently and quickly
- Manage and configure any store from a single location through the Management Console requiring fewer on-site visits to handle simple configuration changes



## The World in Retail Pro Blue - Borderless



Customers in 84 countries  
Over 90 partner offices across the globe  
Serving 52,000+ locations  
1000+ Personnel  
320+ Certified Technicians

**We deliver freedom to retail anywhere**

Contact us today to learn  
what is possible with Retail Pro

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