

RetailStore

The retail management platform for customer-obsessed retailers



Delighting customers

It's what keeps the spring in our step.

Our retail management software is developed for those that use it. Our customers give us the drive, passion, and plain old gumption to question the status quo, and build lasting retail solutions that focus on what matters to you and your customers.



16 years in business



100% Equity financed



Satisfied users

In retail, change is constant.

Can your systems handle that?

Why Cybertill

We've been working with retailers for nearly two decades to hone our EPoS and retail management software to meet unique needs across many retail verticals. Way back in 2001 we basically invented Cloud EPoS – meaning we were first to connect retail stores together and online in real-time. Whilst we might be super old in tech years, we'll never stop maturing. Change is constant in our business, just as it is in yours. That's why we relish in the fact that our retail customers influence our product roadmap. When you invest in Cybertill's RetailStore platform, you're investing in your future.

Our customers trust us, heck, even love us. We've helped thousands of retailers globally increase profits, automate processes, and most importantly give their customers great shopping experiences.

"The only thing that should **never change** is putting your customer first. That's what we're about."

The everchanging consumer

Before ecommerce shopping became prevalent, customer expectations were very different. Click and collect didn't exist, and consumers relied heavily on the knowledge of shop staff. Now, consumers are more educated than ever before, and often know more about products and availability than shop staff. This calls into question the role of the store. So, what do consumers want from retailers?

Well, we asked, they answered.

Accurate stock



want real-time **stock levels**, by store, available online

of customers want **access** to a full range of products from a retailer's store



want accurate **stock data** available in-store



of consumers want a **dedicated till** or area to collect their order



of consumers want real-time order updates



Click & collect

Customers prefer click and collect and next day delivery over any other method. They want order update notifications by email (**78%**) or text message (**56%**) in real-time. of consumers want to **try on or examine** products when they collect them



see the **browsing experience** as enjoyable



get **frustrated queuing** for checkout, and 89% for fitting rooms

The joy of the store



of consumers like to be able to **see products in real life**



like **not having to wait** for delivery

With each new development, consumer demands change.





Technology built for change

Cybertill's RetailStore platform is flexible and often accommodates complex business processes off-the-shelf, offering valuable features as standard that you would not expect, even from our larger competitors.

Need something new? We're agile enough to prioritise and implement change quickly.

That's what keeps us (and you) one step ahead.

Powerful. Flexible. Agile.

Cybertill's RetailStore platform benefits, at-a-glance:

- Outstanding point of sale software with user-tested and easy-to-use touch screen GUI
- Real-time, secure stock, sales, and customer data visibility
- Omnichannel sales and returns processing including click and collect, drop ship, faulty item management, and inter-store transfers
- Enhanced customer experience with touch screen mobile PoS, shop floor payments, and e-receipt options
- Advanced real-time reporting including accounting, budgeting and forecasting

- Modules for booking workshop services, bespoke projects, and repairs
- 7. Order management from point of sale
- Integrated loyalty module to encourage repeat purchases, and give you valuable data
- Ability to integrate into other systems or work as a standalone solution (including stock replenishment) or a combination of the two depending on requirements
- **10. Product information management** including descriptions, photos and unlimited attributes

We provide retailers with a low risk path to enable digital transformation.

Cybertill gives us as a business the information we need as well as doing some of the laborious tasks for us. For us, Cybertill is a complete solution.

Sports Retailer2 stores





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We specialise in specialists

Our retail customers benefit from innovations across multiple sectors and retail size.

Cybertill's RetailStore platform serves a range of business types – from independent retailers, to franchises, to retail groups with multiple brands Customisations made to the platform to benefit one sector are packaged up by our expert analysts to benefit cross- sector, and for no additional cost.





Easy-to-use EPoS

Your EPoS needs to be able to handle any type of customer engagement, whether that's on the shop floor or at the till.

Cybertill's RetailStore platform includes a robust EPoS interface as standard. It gives your retail staff what they need, when they need it to serve customers more efficiently in-store, online, or over the phone.

1. Integrated payment – Process cash, card, contactless, gift card, multi-currency, loyalty points, deposits on account, whole and part payments securely

2. State of the art hardware – Fully tested top range hardware options including mobile POS, wireless receipt printers, fully managed installation, and desktop management **3. Mobile** – Offer tablets for assisted sales on the shop floor with all of the capabilities of a fixed till. Take payments, check stock, transfer stock between stores, sell products directly from suppliers

4. E-receipts – Offer paper and/or e-receipt options to your customer, perfect for offering warranty reminders or assigning sales to customer accounts **5.** Customer accounts – Access all customer details from the till including past purchases for cross sell and up sell, customer preferences, loyalty data

6. Real-time messaging – Shop staff can add notes to customer accounts to display when they next arrive at the store, can be integrated with a clienteling system

7. Quick keys – Configure keys on the till interface, perfect for fast moving items

8. Custom till themes – Incorporate your logo and brand colours to ensure that your point of sale look and feel is aligned with your brand guidelines

9. Secure login – PIN or barcode scan protected till as standard, optional biometric fingerprint login. Customise log off settings or remain logged in for quicker check out service

10. Always online – Process purchases at the till or mobile POS even when there is no internet connection, with our Seamless Till functionality

11. 365-day support – Easy access to help, tutorials, videos, and the Cybertill Service Desk, all easily accessible from the point of sale interface

12. Real-time internal messaging

 to inform stores and shop staff about promotions or personalisation



Basically, Cybertill runs the whole she-bang. It's really easy to use!

Senior Sales Assistant, Neal's Yard Remedies

- ♥ 50 own stores
- 16 franchise stores
 - Health & Beauty Retailer

See the full case study cybertill.com/nyr-video



Superb stock control

With Cybertill's RetailStore platform, advanced stock control is included as standard. Including a powerful automated replenishment solution.

- Out-of-the box complete stock control system fully integrated with the entire RetailStore platform. Can also be integrated with external systems
- Real-time, 100% accurate view of stock across all locations, and even stock in-transit
- Automated purchase ordering, automated min and max levels
- Sell stock in part-units and automatically update the system

- Shop staff can take orders for items in-transit, in other shops, in the warehouse, or even drop ship directly from suppliers
- Configure stock into 'kit' or grouped products easily
- Advanced reports including matrix reports, in-transit reports, and a complete and detailed stock audit
- Stock take easily in-store and manage loss prevention effectively

- Accurate stock control of low quantity and high value items
- Automatically suggest inter-branch transfers of stock based on sales and min/max
- Fully customisable rules for online, store, and warehouse stock
- Share stock levels and transfer easily between different brands within a franchise or retail group

For the first time, we have accurate, real-time data on our stock holding. Now we can see where the stock is, what's selling and what isn't. We have the facilities to easily transfer goods from one shop to another, and to order new stock from the warehouse, and all out-of-the-box.





Omnichannel for the many.

As technology advances, it's shocking how many retailers still haven't got basic omnichannel services working.

With RetailStore – it's easy. But no fuss means no excuses.

Are you ready?

- Real-time single view of stock, sales, and customer data – not only for your shop staff, for your systems as well! No longer will your EPoS be the barrier, it will facilitate your omnichannel initiatives
- Show in-store stock levels for each store location on your website, updated in real-time. Drive footfall to store with click and collect
- Sell gift cards online or in-store, and (gasp!) redeem them online or in-store. Gift Cards can also be sold and redeemed globally
- Offer real-time click and collect, pick from store, transfer between stores and offer customers a pick-up time. Customers will just love, love, love you

- Accept and process returns from online orders in-store complete with faulty item management. Coupled with kick ass stock control, you've got yourself a well-oiled omnichannel machine
- Take orders over the phone even when the card holder isn't present, great for helping customer service finish an ecommerce order, or taking payment for a purchase for delivery from store
- Offer a loyalty programme or membership scheme, use RetailStore's dynamic reporting and optimise your programmes to deliver value, to you and to your customers

Drop ship & Endless aisle

Broaden the range of products you offer to your customers by only ordering a product from a supplier when it's been bought by a customer.

Utilising drop shipping in addition to a successful in-store or ecommerce business, retailers can sell more varied stock to their customers, but not pay for storing it before it's sold.

- Up-sell from the till or on the shop floor using mobile point of sale, shop staff can sell items to customers even when the retailer doesn't hold stock of an item
- Take orders for items that are already in-transit or part of an existing purchase order

- Trial product lines from new or existing suppliers with little to no risk
- Raise purchase orders automatically via a sale at the till
- Extend your services by letting suppliers close the loop on a sale, for example, offering installation of a product in a customer's home
- Display a full product catalogue on the shop floor, including in stock items and items available for drop shipping



Supplier management

A lot happens behind the scenes at a retail shop. We want to help you sell more and stock less.

That's where our integrated supplier management feature is so useful to retailers large, small or even trade. The feature handles purchase order processing and even automated replenishment based on customisable rules.

- Process and manage purchase orders from within the RetailStore system, either manually or via import or both
- Manage trade account by supplier, perfect for wholesale brands or B2B retailers
- Create purchase orders automatically from other parts of the RetailStore system, based on customisable rules

- Manage supplier invoices, discounts, rebates, and VAT
- Take an order directly from a supplier to be delivered in-store for click and collect or to a customer's chosen address
- Purchase orders can be generated in store and sent directly from store, or via a set approval process from the head office

- Split purchase orders between branches, reduce dependency on your warehouse by using your shops to store stock
- See and raise purchase orders from point of sale, you can even allocate items from a PO to a customer at the till and give a delivery time
- Detailed reporting on all supplier activity including in-transit purchase orders

The investment in Cybertill has allowed us to integrate our ecommerce platform with our stores. We now have live sales and product data feeding across the business. This makes decision making more accurate.



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Product information management (PIM)

When you're selling items online or in-store, on marketplaces or even at a vintage market you need a centralised database of your product information.

- RetailStore can act as a Product Information Management (PIM) system and either be a master for product data or get data from an external system
- Product information such as pricing, details, photos and attributes can be easily entered or imported including product names, descriptions, category, brand, season, supplier and more and create rules based on this data for your stores and systems
- Unlimited custom fields, meaning you can create an unlimited number of product attributes, which can tie into product matrices
 - Create bundles or products to sell as one, or 'kits'

- Upload multiple images per product for display online or at point of sale, creating an 'endless aisle' for your shop staff to use on the shop floor
- Sell gift card products online or in-store, redeemable online or in-store
- System supports matrix, or configurable products as well as simple products
- ✓ Use a data import to bulk manage product information
- Set specific rules around pricing, promotions, personalisation, and display by sales channel

Promotion management

Making your promotions ultra targeted can be challenging if you don't use a real-time omnichannel platform to manage them.

Cybertill's RetailStore platform has a built in promotional management suite that gives you a flexible and comprehensive set of discounting, bundling and incentive tools that can be used across any of your sales channels online and in-store, to drive sales and increase footfall to your shops.

Promotion types include: X% discount, £X discount, buy one get one free, any # for £X, buy A get B half price, spend over £X and get Y% off selected items, 'ladder' deals (i.e. the more units you buy of something, the more discount you get), and 'kit' discounts for grouped products

- Promotions can be set to only work within a specified date range and work across the entire business, or only apply to select shops or online
- Promotions can be set to apply in store, or on a website, or both, to particular customer types (such as Retail, Staff and Trade) or be to configurable for more than one
- Promotions can apply to a specific item, a list of handpicked items, or entire categories
- Set a promotion up, use it and then simply change the date range to run it again with no need to repeat the task
- Preset promotions to run on specific occasions, such as a rainy day

Franchise management

Managing a network of franchise stores has unique challenges.

Yet consumers expect a chain of franchise stores to have unified systems and offer them omnichannel retail options they are used to from any high street chain, such as click and collect, shared promotions, gift cards, loyalty and real-time stock data.

- Run both company-owned and franchise stores across multiple countries, currencies, and VAT and tax requirements, all on a single system
- Manage permissions by store group and location
- Roll out promotions across an entire franchise network in seconds

- Restrict access to sensitive information. Use Cybertill's RetailStore EPoS to manage permissions across the entire store estate
- Real-time stock control for reporting and integration
- Unified gift cards Sell and accept branded gift cards at brand-owned or franchise shops

- Back office reporting provides the franchisees with clarity of their own business including stock holding and sales
- Real-time visibility of sales without having to wait for each individual shop to provide data
- Easily forecast trends keeping your business competitive
- EPoS interface easy for staff to use allows a franchisee to work on their business while accessing live data remotely

Cybertill has helped us see what franchises are doing from a sales perspective. We are able to support them better and they are now able to take part in larger systems and solutions we have as a company.





Ecommerce

Cybertill offers a range of ecommerce solutions for retailers. The most important thing about an ecommerce solution is that it allows you to sell on more channels than just a website.

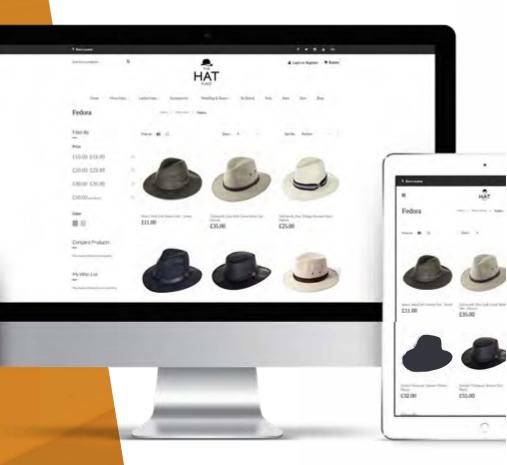
- Ecommerce and POS integration We'll provide an open real time link from your RetailStore platform to an existing ecommerce website. (Don't have a website? We can help you build one!)
- Real-time stock Show in-store and warehouse stock levels accurately and in real-time on your ecommerce website
- Single view of customer Merge online and in-store customer accounts and centralise your customer data
- Merchandising Integrate your ecommerce website into your retail merchandising workflow, or set separate rules for ecommerce

- Products Full control over product images, descriptions and product attributes, driven by the RetailStore platform's in-built PIM
- Custom web design Work with experienced user experience experts and web designers to create a website that drives online sales
- Stock management A plethora of options to help you manage stock, including out of stocks, across stores and online channels, in real-time
- Omnichannel delivery options Offer buy online, collect in-store; reserve online, pay in-store; drop ship









In-store services / Workshop

The workshop module can manage your workshop and repair process from booking in, taking photos of items, allocating staff time, logging and charging for parts used as well as notifying the customer when the item is ready to collect.

All customer information, job status, notes, photos, are co-ordinated in one place and instantly available from any device that has a web browser, whether that's in the store, in the workshop, or on the go.

- Save photos directly to the CRM from the office or the till, giving you complete damage protection
- Manage scheduling and job tracking with full customer histories

- Book in workshop work from the back office or the point of sale
- Allocate jobs to a specific technician
- Save job estimates within the CRM for purchase at a later date

- Record labour, parts used costs.
 Allocate parts needed for the job from stock or order from suppliers
- Automatically notify customers when jobs are ready for collection
- Manage part payments & deposits
- Implement and manage Quality
 Assurance workflows
- Produce workshop reports from the EPoS or back office

CRM

Our Customer Relationship Management module gives your staff and systems real-time access to customer profiles including data from any sales channel.

The system can be easily configured with your internal processes or even integrate with your own CRM or clienteling system.

- GDPR-compliant CRM system, complete with marketing opt-in tools
- Automatically avoid duplicate customer records
- Record or access customer data in-store, easy postcode lookup
- Provide all customers' details and transaction histories to all stores and websites, in real time

- Configure custom fields unique to your CRM strategy such as shoe size or birthday
- Create custom promotions for customer segments
- Easy import and export to other systems via CSV or bespoke integration
- Take deposits or part-payments by customer, or set credit limits at point of sale

- Fully integrated with the RetailStore Loyalty module, create a single view of customer
- Create notes on a customer record or create alerts that display when that customer record is accessed
- Option to make gathering customer data mandatory at point of sale, perfect for warranties or product recalls
- Enrich marketing up sell and cross sell based on past purchase history online or in-store



65% of UK shoppers consider themselves to be loyal shoppers reinforcing the power of one-to-one connections with customers via personalisation.

PwC Total Retail 2017

Loyalty

- Offer omnichannel loyalty incentives, no transaction fees
- Keep all of your loyalty customer data, fully GDPR compliant
- Offer customers a 'membership card' or a loyalty card, or both
- Fully omnichannel loyalty scheme, use programme online or in-store
- Apply promotions for Loyalty club members, even on a 1:1 basis

Cybertill's RetailStore platform makes creating an effective loyalty programme a breeze.

Connected out-of-the-box to the RetailStore CRM module, and fully configurable, Cybertill's Loyalty module can help you really make sense of your customer data and optimise your programme to deliver real value to your customers.

- Customer-specific loyalty data is available in real-time across all channels, including ecommerce
- Create custom loyalty card designs (design service available)
- Offer discounts and/or point accumulation on loyalty card, accept loyalty credit as payment or part payment
- Offer exclusive access to VIP events, fully integrated with the RetailStore Event Manager module

- Integrate your RetailStore loyalty scheme into your own CRM, if necessary
- In-store operators can alert customers to credit available on a loyalty account
- Fully customisable rules around rewards – points, discounts, credit
- Exclude certain products from earning the customer loyalty points

Retailers need to offer consumers real and instant value.

According to our research with YouGov, when it comes to loyalty schemes, 69% of customers want discounts and 62% want cash back.

Ticket sales management

The RetailStore Event Manager module is powerful enough to manage ticketing for destinations and visitor attractions such as museums and galleries, or sports clubs and stadiums.

Perfect for event-driven businesses with a strong retail focus, or retail shops that run ticketed events. Use events in-store to really make your shop a destination, or simply add another revenue stream to your retail business.

- See what's on and real-time ticket availability right from the till or mobile point of sale
- Speedy real-time online and in-store ticket availability and event searches

- Sell tickets for local attractions and earn commission with affiliate integration
- Automated and reliable event organiser that integrates with your CRM

- Provide your customer with accurate proof of purchase, and tickets
- Mobile app for easy event entry management
- Sell memberships and issue membership/loyalty cards at the till
- Sell tickets in-store directly from the till and online
- Tickets can be linked to loyalty cards that can be scanned at events

International

- Sell online and in-store in multiple currencies, meet many international payment demands
- Sell a product in different countries and automatically calculate VAT or sales tax
- Create multiple tax codes to allow for products to have different tax treatment in different countries
- Set unique prices for each country to allow for different tax rates and operating costs for each country

- View real-time stock across the entire store estate, even cross-border
- Purchase order entry dashboard to manage international trade accounts and orders
- Localise your inventory and enable product groups by country or location

Cybertill has helped many retailers expand into new markets with low risk, and can help support an existing global retail operation out-of-the-box.

The RetailStore platform is fully PCI and GDPR compliant and can support international trading including global tax requirements, local supply chains, and localised promotions.

- Enable inter-branch transfers and international click and collect
- Out-of-the-box in-transit stock reservations help keep a lean international operation, reducing dependency on warehousing and utilising stores to spread stock holding



Managing pop up stores in eleven ports around the globe, it was a complex challenge. This involved getting fully operable point of sale systems that can accept multiple currencies with integrated chip and PIN devices in every location.

Sportswear brand12 stores

Reporting is live and simple to understand. You can monitor sales, stock, costs, margins so you can get a real handle on how the business is doing.





Retail analytics & reporting

Access your sales, stock, and customer data, anywhere, anytime, from any device.

- Access business-wide reporting on a mobile device, perfect for executives on the go
- Manage personnel access and restrictions across different reports
- Access ready-made reporting templates for stock control, purchase order processing, sales analysis, product management
- To the second, real-time reporting on stock visibility, sales data, customer data, returns and faulty management, audit trail for loss prevention

- Enterprise Reporting Suite or MS SQL Server
 Reporting Services for bespoke reporting
- Centralised business data for staff across multiple offices, stores and locations
- User-definable Data Export module for exporting data from the RetailStore system
- ODBC cloud-based server available for data mining, to analyse your data your way
- Cybertill also offers a dedicated Business
 Intelligence team to help run custom
 reports

Merchandising

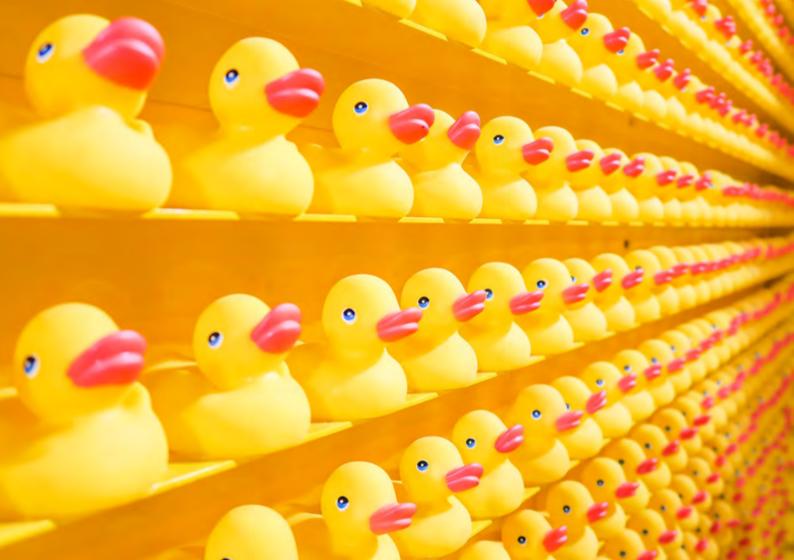
RetailStore's one platform, cloud approach to supply chain and warehouse management helps omnichannel retailers get goods to the right location, at the right time to maximise revenue and cut costs.

- Advanced assortment management including store profiles, locations and product groups
- Complete management for automated replenishment including out of stock occurrences
- Run suggested order calculation automatically based on custom criteria

- Set minimum and maximum options for all products in an assortment to ensure consistent stock levels
- Keep tabs on competitor pricing and product reports. Monitor on a local or regional basis
- Set pricing across an entire store estate, set different prices by location

- Order in products from other locations for customer collection or delivery
- Intelligent container management for purchase orders from suppliers
- Forecasting tools for products, stores, and any date range
- Trial new products in certain locations before buying across the business
- Manage and report on sales and margin by product category, time period, location

cybertill.com



Warehouse management

Automated warehousing is essential to maintaining a profitable retail operation, and getting the right product to the right place at the right time.

- Optimise inventory: tracking, bin locations, picking stock, dispatch planning and vehicle capacity
- Save container preferences by supplier, and record volume and weight of products for automatic container management
- Structure your warehouse efficiently

- Stock take quickly in the warehouse or in-store with handheld devices
- Automate quality assurance and set quality assurance processes by product, perfect for factory warehouses
- Improve stock picking, particularly during busy trading periods

- Stores and ecommerce can see the stock available in the warehouse
- Integrated merchandising capabilities to optimise stock holding based on demand



API & Integration

The Cybertill RetailStore platform can integrate with external systems with ease. We spend a lot of our time integrating with external systems and can re-use tools to keep your costs down.

- Integrate Cybertill's RetailStore to an existing ecommerce website using SOAP protocols enabling your website to use the same product and customer databases as your shops
- Single view of everything Sync your order management, stock, sales, and customer accounts and integrate with accounting, marketplaces and ERP systems
- Use the platform to centralise your order management, stock control, and customer data across all of your sales channels and systems, custom functions can be developed to integrate with APIs

The Cybertill RetailStore platform has support for integrations with the UDDI feature and SOAP:





Getting started

When you invest in Cybertill software, we've got you covered. Our software includes on-boarding, free introduction training, free updates, account management and 365-day support.

- Fully-managed roll-out of software and hardware, with one point of contact so you know you're in good hands
- Fast installation with minimal disruption to trading
- Seamless migration for data, and imports, optional consultancy service available

- Organise training for your head office and retail shop staff
- Help to map your business processes to Cybertill's software with ease
- Every customer gets a dedicated account manager, plus unlimited access to our friendly support desk 365 days a year, just a phone call or email away 24/7



Cybertill's Client Services Director, Ed Micklewright, talks about starting your Cybertill journey and Project Management. **View the video here: cybertill.com/onboarding**

- Extensive hardware setup and system configuration, we also offer a desktop management service
- Regular check-in meetings to review progress, needs, and strategic plans
- Bi-annual customer user groups where you can influence the future of Cybertill's software and services

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The Cybertill retail EPoS system has helped the business grow and the simplicity of rolling the system out across stores makes it ideal for expanding retailers.





Professional services

Your success is our success. That's why we offer various services to help you hit the ground running and to keep your business running efficiently.

- Consultancy We help customers streamline processes and use our powerful retail management software to its fullest
- On-boarding We work with you to match your processes with our systems, and arrange training and installations
- Service Delivery We analyse your service desk requests to help Head Office manage the shops more efficiently, reducing in-store IT issues
- Hardware Installation We manage the installation of all of your hardware and software in all of your locations, plus we offer hardware cover which gives next day maintenance or replacement hardware

- Project Management Technology-focused PRINCE2 certified project managers manage systems migration and roll-out
- 365-Day Support Each retail customer has a personal Account Manager to help them succeed with the Cybertill software. Also, our Service Desk is on hand all year round to handle IT queries from your shop staff or head office
- Training From one-on-one system training to businesswide training programmes, distance learning and multimedia learning tools, our training team can help
- Bespoke Development We can deliver bespoke software development, from applications to integration to personalised functionality
- Ecommerce Development Need an ecommerce website?
 Our dedicated web team can deliver SEO-optimised and mobile commerce-ready ecommerce websites



Cybertill are great people to work with.

Jewellery retailer128 Stores

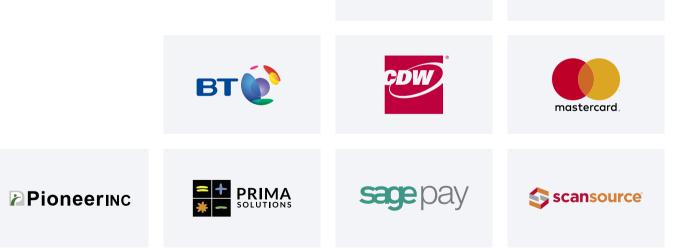
Partners

Cybertill is a pioneer within the retail technology market and work with other forward thinking technology companies, to help provide seamless retail solutions.



brother

at your side



ALRES

TOUCH THE DIFFERENCE

Awards and credentials

Cybertill holds many awards for its innovative software solutions, and retains accreditations for security and service.







Retail Systems **awards**





As seen in





RetailWeek[®]



About Cybertill

Cybertill provides complete retail management solutions for multi-store retailers and brands committed to improving customer experience.

Its dedicated cloud point of sale platforms, RetailStore and CharityStore enable a real-time single view of stock, sales, and customers across all customer touch points including branded and pop up retail shops, mobile point of sale, click and collect points, franchises, concessions, and ecommerce. Retailers large and small can benefit from the Cybertill platforms. Cybertill's RetailStore and CharityStore platforms serve over 700 general retail, charity, and visitor attractions globally and help process over 64 million transactions a year.

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Cybertill

Cybertill is loved by **over 700** retailers and helps process over **64 million** transactions a year.

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