

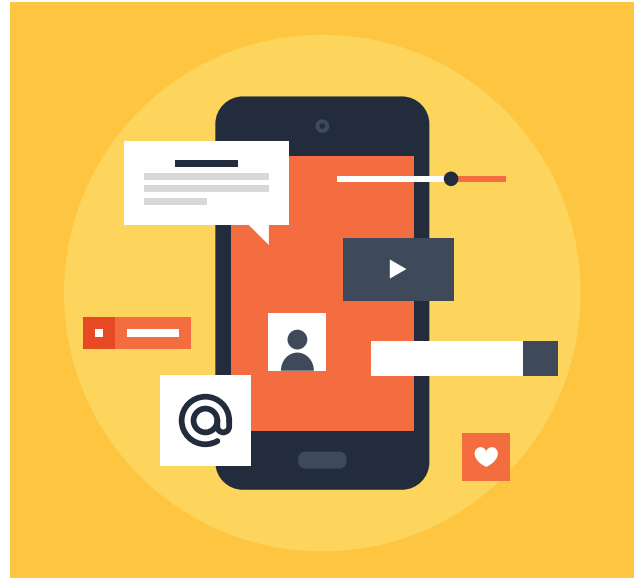
6

BUSINESS FUNCTIONS YOU NEVER KNEW COULD BE PERFORMED ON AN IPAD



A POWERFUL TOOL

The iPad

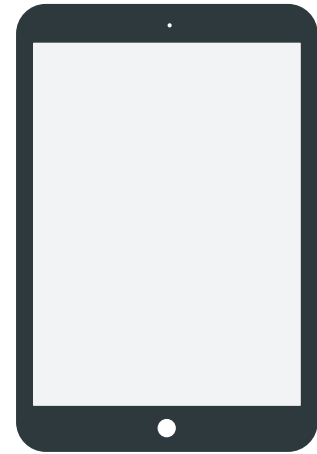


Is **DRASTICALLY** changing how businesses are tracking:

- Sales Metrics
- Payroll & Labor
- Inventory
- Promotions & Marketing
- Loyalty Programs
- Customer Behavior

IT'S A REVOLUTION

- Businesses are *ditching* clunky cash registers and credit card machines.
- Getting iPads
- And *downloading* POS apps, transforming their iPads into robust point of sale systems.



#1

SALES DATA AND BUSINESS INTELLIGENCE

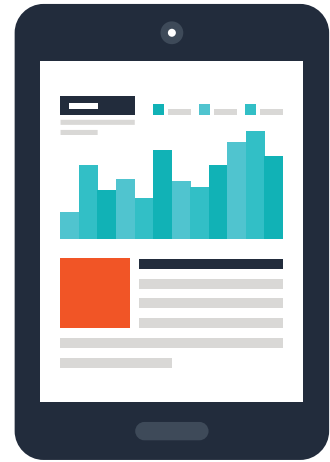


RICH SALES DATA

Businesses are gaining better insight for higher profitability.

What is selling the most?

Understanding what customers value is helping businesses to provide more of the same.



What is selling the least?

Understanding what isn't working, saving valuable time and money.

What are peak sales times or seasons?

iPad POS systems are helping to hone in on high traffic times and launch promotions to drive traffic during slower times.



#2

PAYROLL AND LABOR COORDINATION



NO MORE TIMESHEETS

Employees are clocking in and out straight from an iPad, reducing time spent managing timesheets and helping get a closer look at employee interactions.



Are Employees On Time?

Businesses are better tracking employee timeliness without being on location.

Giving Employee Permissions

POS apps allow managers to control which employees can offer refunds, void items etc...

Multiple Locations?

Managers are also able to follow activities at multiple locations, logging in from a back end computer or iPad.



#3 INVENTORY MANAGEMENT



MAKING INVENTORY EASIER

These apps track product sales and have the ability to use bar code scanners to count inventory behind the scenes.

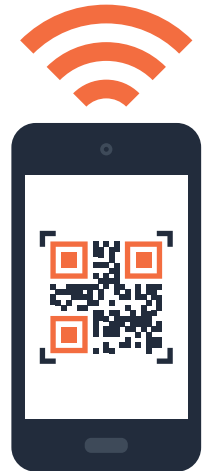


Spending Money on Inventory Labor?

iPad POS apps are tracking inventory, doing the work that was once left to employees and spreadsheets.

Need to re-stock?

The reordering process has been streamlined, giving businesses the ability to create and email purchase orders to suppliers, straight from the POS.



Items Collecting Dust?

With easy inventory tracking, business owners are learning about stagnant inventory before they see the dust collecting!

#4 MARKETING AND PROMOTIONS



MARKETING & PROMOTIONS

Using sales data, these apps give businesses actionable recommendations on marketing & promotions.

Time for a Sale

Businesses are using the collected data to run promotions on popular items, or stagnant inventory.



Connecting With Email

The technology is integrating email marketing, giving instant access to customers and keeping them privy on exciting new promos.

Keeping Traffic High

With the ability to see when things are slow, running specials during the lulls is keeping business traffic steady.

#5 LOYALTY PROGRAMS FOR HAPPIER CUSTOMERS



LOYALTY PROGRAMS

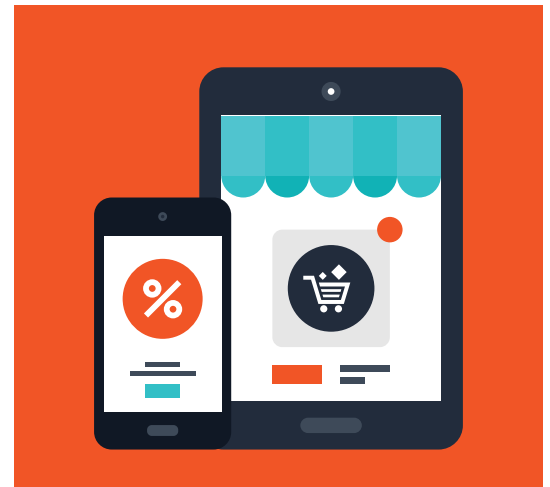
These systems give businesses the ability to institute customer loyalty programs, capturing better data on customer behavior.

Saying Bye To Punch Cards

Automated customer loyalty programs, run straight from the POS apps, are eliminating the need for messy punch cards.

Attracting New Customers

Well advertised loyalty programs, with valuable rewards not only have existing customers coming back, but are also attracting new business.



Delighting Existing Customers

With the information captured by the POS, businesses have the opportunity to give returning customers the VIP treatment.

#6 CUSTOMER BEHAVIOR INTERPRETATION



KNOWING THY CUSTOMER

With data captured from loyalty programs and integrated email marketing – businesses understand customers better than ever.

Who Are My Customers?

Automated loyalty programs are capturing useful data about customers.



What Do Customers Want?

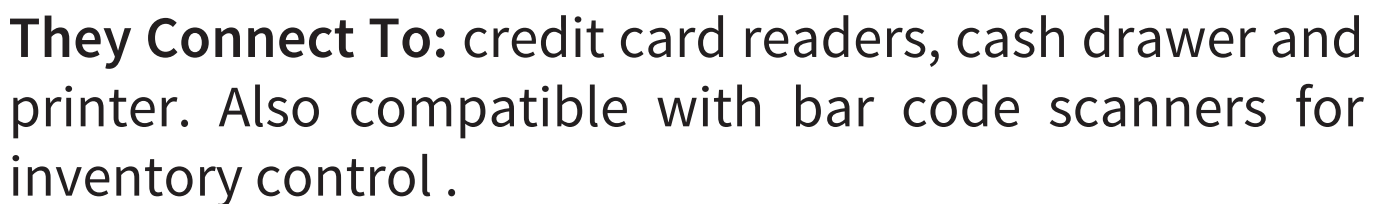
The ability to reach out to customers via email, directly from the POS, gives on demand access to quality interaction with customers and prospects.



Democratization of Data

The robust technology of these systems identify patterns and insight, offering actionable recommendations to help businesses.

And can be used as full fledged business management tools!



A Publication of NTC Texas

LEVELING THE PLAYING FIELD



Traditionally retail shops, restaurants, salons and other service providers haven't been able to afford the costly investments associated with integrated POS systems.

These New iPad POS systems are a game changer for these businesses.

INTERESTED

INTERESTED IN LEARNING MORE about our iPad POS?

Read our blogs:

- How to Choose the Best iPad POS/ Register System
- Three Systems Retail Businesses Should Start Automating Today
- iPad & Tablet Point of Sales: Letting Systems Do the Work for You
- 5 Ways iPads Can Help Your Business
- Why More Businesses are Switching to iPad and Tablet Point of Sale Systems



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