

EDGE PoS[®]

Retail 2017



Cutting EDGE Technology

EDGE PoS[®]

Contents

- Welcome
- Key Features
- EDGE PoS Security
- EDGE PoS Operational Efficiency
- EDGE PoS Business Development
- EDGE PoS Third Party Integration
- EDGE PoS Fuel Integration
- EDGE PoS Analytics
- EDGE PoS Demographics & Loyalty
- EDGE PoS Head Office
- EDGE PoS Café
- Contact Information





Welcome

Cutting EDGE Technology

The EDGEPoS journey began with retail software originally created and designed by a third party for The Henderson Group.

The Henderson Group found that the software did not meet retailers needs. Therefore, the decision to develop a retail focused EPOS solution designed for retailers, by retailers was made.

EDGEPoS is a fully scalable solution supporting businesses from one to one hundred lanes. The system delivers across all of our business needs, whilst carefully addressing the key areas of; security, efficiency and business development. This solution not only suited the SPAR model in Northern Ireland, but has been implemented in many sites in Australia.

EDGEPoS has provided The Henderson Group NI with the opportunity to develop a more interactive working partnership with retailers. Allowing their businesses to thrive, generating substantial growth and award winning success.

EDGEPoS is currently installed in over 450 sites in Northern Ireland, 70 sites in Australia & more recently EDGEPoS have gained a partnership with Aspen Payments, the first EDGEPoS reseller for the United Kingdom.

EDGEPOS®

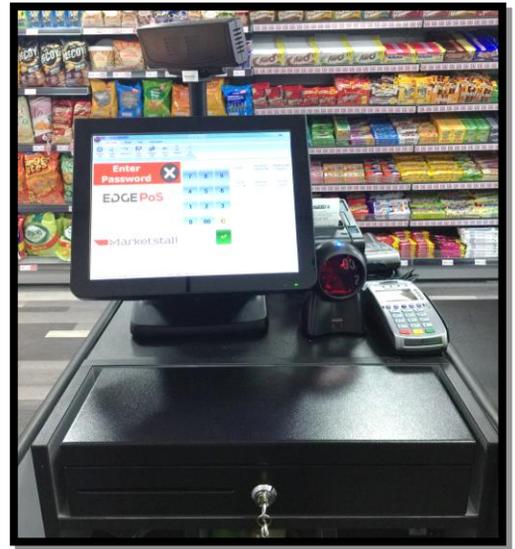
Key Features

Security

- ✓ Live system
- ✓ Age Check
- ✓ PayPoint Integration
- ✓ Warehouse Link Integration
- ✓ Contactless payments
- ✓ Transactions
- ✓ Age restrictions
- ✓ Fuel fraud prevention
- ✓ Payment Options
- ✓ Safe drops
- ✓ Audit Trails
- ✓ Authorisation
- ✓ Authorising fuel
- ✓ Drive off prevention

Business Development

- ✓ Upselling Messages
- ✓ Customer accounts
- ✓ Customer loyalty scheme
- ✓ Multi buys
- ✓ Deals & Promotions
- ✓ Instore Coupons



Operational Efficiency

- ✓ Self populating PLUs
- ✓ Automatic end of day reports
- ✓ Supplier database
- ✓ Multi-Currency payments
- ✓ Receipt resolution
- ✓ Fuel Cards Integration

Version 4.0

- ✓ Advanced Age Checking
- ✓ FIFO Per Department
- ✓ Card based staff discount
- ✓ Auto logout
- ✓ Refund breakdown
- ✓ Upselling messages
- ✓ Internal stock transfers
- ✓ Report scheduler

EDGEPOS & Security

EDGEPOS is a real time system enabling our retailers to be proactive in developing the potential of their business.

Transactions

All transaction data is seamlessly recorded to the back office, allowing our retailers to carefully monitor all areas of the business from customer spending to employee performance.

EDGEPOS. Fuel Sales by Tank
12345 Test Shop

Report Date: 15/12/2016 to 15/12/2016

Created By: 0001 cover User
Created At: 17/01/17 11:25:46

| TANK | | FUEL | | | | | | |
|------|--------------|--------------|-----------|-------------|------------|------------|--------------|-------|
| No. | Description | Qty Sold (L) | Avg Price | Sales Value | Cost Value | Disc Value | Profit Value | GP % |
| 1 | ULTIMATE OSL | 302.99 | 1.209 | 465.24 | 322.81 | 0.00 | 142.43 | 13.75 |
| 3 | UNLEADED | 2,022.03 | 1.139 | 2,307.68 | 1,539.47 | 0.00 | 408.70 | 20.98 |
| 4 | DIESEL | 6,525.07 | 1.149 | 7,496.73 | 5,415.81 | 0.02 | 831.47 | 13.31 |
| 5 | DIESEL | 5,270.75 | 1.149 | 6,055.13 | 4,374.75 | 0.00 | 872.03 | 13.22 |
| 6 | UNT UNLEADED | 212.76 | 1.209 | 257.22 | 189.00 | 0.00 | 48.28 | 20.91 |
| | | 14,484.04 | | 16,635.00 | 11,848.90 | 0.02 | 2,913.60 | 14.53 |

Bunkering Sales

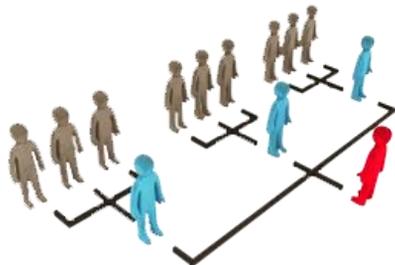
| TANK | | FUEL | | | | | | |
|------|--------------|--------------|-----------|-------------|------------|------------|--------------|-------|
| No. | Description | Qty Sold (L) | Avg Price | Sales Value | Cost Value | Disc Value | Profit Value | GP % |
| 1 | ULTIMATE OSL | 0.00 | 0.000 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 3 | UNLEADED | 0.00 | 0.000 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 4 | DIESEL | 0.00 | 0.000 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 5 | DIESEL | 118.00 | 1.149 | 135.58 | 97.94 | 0.00 | 15.04 | 13.31 |
| 6 | UNT UNLEADED | 0.00 | 0.000 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | | 118.00 | | 135.58 | 97.94 | 0.00 | 15.04 | 13.31 |
| | | 14,582.04 | | 16,770.58 | 11,946.84 | 0.02 | 2,828.64 | 14.52 |

The Back Office

The EDGEPOS back office provides the necessary tools and information to enable our retail outlets to grow and diversify. It integrates the entire business from ordering and payments, to loyalty and security.

Secure Mode

Secure mode allows retailers to restrict access to authorised personnel only.



Audit Trails

The EDGEPOS system utilises a range of business intelligence tools, and offers a full suite of reports for analysis. Retailers can access reports across a wide range of criteria; sales, promotions, wastage and much more.

All activity on the EDGEPOS system has an audit trail, ensuring full transparency throughout the system.

EDGEPoS & Efficiency

Payments

EDGEPoS enables retailers to reduce customer waiting times by offering customers the convenience of integrated payment services on every EDGEPoS till. It offers a range of payment services including; fuel card payment, unlimited credit accounts, and multi currency cash payments.

With over 86.5 million active contactless cards in the UK, and a significant rise in smart phone technology, the integration of contactless EFT options was the next obvious step for EDGEPoS.

Our EDGEPoS software allows for contactless Bank payments, Apple Pay and Android Pay to be used in store.



Product Searching Functionality

The EDGEPoS system has been designed for speed and accuracy in the processing of transactions. Picture PLU's ensure no non scan items are tendered through the tills. Lookup features are readily available to quickly find any store product and its price.

Custom Reporting

The real time transaction journal records all transactions instantly to the back office. A wide range of real time reports means that our retailers can be proactive in their decision making.



EDGEPOS & Business Development

Analytics

EDGEPOS Analytics is a real time graphical interface that enables our retailers to keep track of their business remotely. Retailers can access any data at any time with this live reporting feature.



EDGEPOS Analytics provides key information and alerts in an easy to read format at the touch of a button.

Head Office

EDGEPOS Head Office can help to reduce administration overheads by controlling areas such as; pricing, product maintenance and offers across all sites from a central location.

Select Shops For Price Update

All Shops

Single Shop

Multiple Shops

| Unselected | | Selected | |
|------------|-----------|----------|-----------|
| Shop No | Shop Name | Shop No | Shop Name |
| 65859 | B01 | | |
| 67616 | B02 | | |

cntrl, shift or drag to multiselect

OK Cancel

Third Party Integration

We continue to research the marketplace to ensure the products and services we provide are at the leading edge of convenience retail. If we believe that other solutions compliment or enhance our solution we will integrate them into our system.



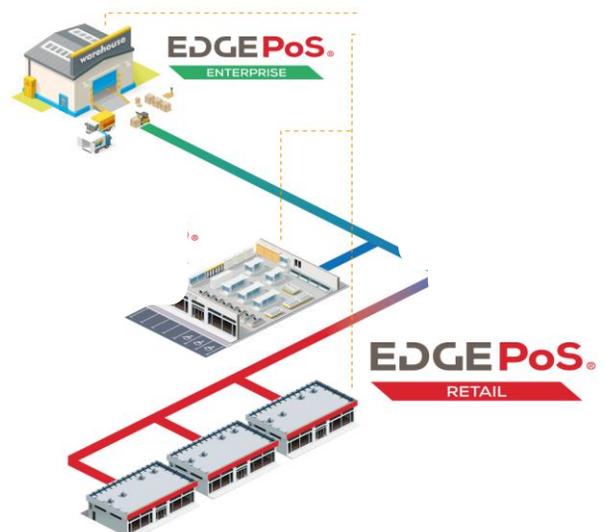
Warehouse Link

The EDGEPOS software has an integration facility to connect to warehouse facilities. Currently linked with The Henderson Group Northern Ireland, this allows our retailers to reap the benefits of a direct link to an extensive warehouse facility.



PayPoint

With an option for a fully integrated PayPoint system, you never need to turn your back on a customer again. PayPoint integration with EDGEPOS ensures a safer and more secure transaction process, with fast and seamless transactions.



Fuel Integration

Fuel integration is an immediate benefit when installing the EDGEPOS system, with over 90% of EDGEPOS customers opting to integrate. Fuel integration allows retailers to accept a wide range of fuel cards, reduce fraudulent activity with such things as; prepay, and provide additional services such as outside payment terminals (OPT).



Fuel Cards

EDGEPOS accommodates a wide range of fuel payment cards including; BP, All Star, DCI and much more.

Fuel Bunkering

EDGEPOS facilitates more accurate reporting in terms of fuel bunkering. Fuel bunkering sales can be excluded from reports to provide for more accurate stock counting, with separate reports offering a breakdown of bunkered fuel.



EDGEPOS[®]

Analytics



EDGEPOS Analytics is a real time graphical interface that enables our retailers to keep track of their business remotely.

EDGEPOS Analytics provides key information and alerts in an easy to read format at the touch of a button with real time reporting.

EDGE PoS[®]

Demographics & Loyalty

A tool allowing retailers to gain insights into the statistical composition of customer groups through in store facial analysis.



Live data streams continuous content of customers information
Versatility in the targeting of your promotions and offers
Greater insight into customer purchasing patterns



Partnership with EDGEPoS

EDGEPoS offers the ability to operate a successful loyalty scheme through the Azpiral authorised partnership. With over 2.5million customers using the Azpiral system, customer loyalty warrants store success. Azpiral & EDGEPoS realise that if you understand your customers and their current needs, you can predict future needs and personalise engagement.



Powering Digital Customer Engagement

Azpiral, a Limerick based company, specialise in Digital Customer Engagement software. The AzpiralPRO is Azpiral's cloud-based platform with multiple features that power all aspects of digital customer engagement, from CRM to loyalty marketing automation to business and customer analytics.

Today, AzpiralPRO is used by 2,000+ stores with a database of more than 2.5 million customers. Azpiral's clients vary across sectors ranging from retail, convenience, pharmacy and B2B enterprises. Despite the variation across sectors, Azpiral's clients have one common goal, to understand and retain their customers.

After all,

"acquiring a new customer is anywhere from 5 to 25 times more expensive than retaining an existing one."

Azpiral is partnered with over 80 ePOS and technology companies across the globe. This ensures that Azpiral's software integrates effortlessly with authorised third-party connections through their suite of APIs (application programming interfaces). Making is simple to connect your digital customer engagement software to existing software.

The AzpiralPRO continues to evolve to ensure Azpiral's clients are equipped with the tools to truly engage their target audiences, boost customer retention and sales through innovative loyalty software.

Some key features on the AzpiralPRO include a comprehensive CRM, Customer segmentation, Loyalty marketing automation, SMS, email and in-app messaging tool, Rewards and Promotions engine, Gift card and a full suite of Business and loyalty customer analytics.

If you are interested in a demo of the AzpiralPRO, want to talk to somebody from our sales department or you would like to read more please contact Azpiral on the following details.



EDGE PoS®

Head Office

Multi-site operations require enhanced control and reporting to enable retailers to be proactive in decision making, aiding store success.

EDGE PoS Head Office can help to reduce administration overheads by controlling areas such as; pricing, product maintenance and offers across all sites from a central location.



Pre order now:

Head Office is now available on the EDGE PoS Rental Program. Please note that the lead time for installation is 4-6 months from confirmed order.

Order with our Sales Team now:

Contact: 028 9094 1900

Enquiries@Marketstall.com

EDGE PoS[®]

Café

The versatility of EDGE PoS allows retailers to link to Deli/ Hot Food Counters and Scales in store.

EDGE PoS Café

EDGE PoS Café means that we can provide a solution for Café environments. The system allows for sit in and take away service with separation for kitchen printing.

Employees can add additional lines of information for each order; salt / vinegar on chips, sit in / takeaway, facilitating more accurate transaction detail and reporting.

Scales

Our partnership with ADC means that EDGE PoS has the ability to link to any brand of scale in store, allowing for flexibility on scale provision.



Receipt Resolution

The receipt resolution function on our scales allows multiple items to be selected within one transaction, thus allowing for more accurate reporting and stock management.

Receipt resolution ensures all food items are accounted for, reducing the risk of fraudulent activity.

Retail

EDGEPOS Event 2017



EDGEPOS®



@EDGEPOS

@MarketstallSolutions

Enquires@Marketstall.com

Tel: 028 9094 1900