



Retail



Trusted by 30,000+ businesses



easyGroup

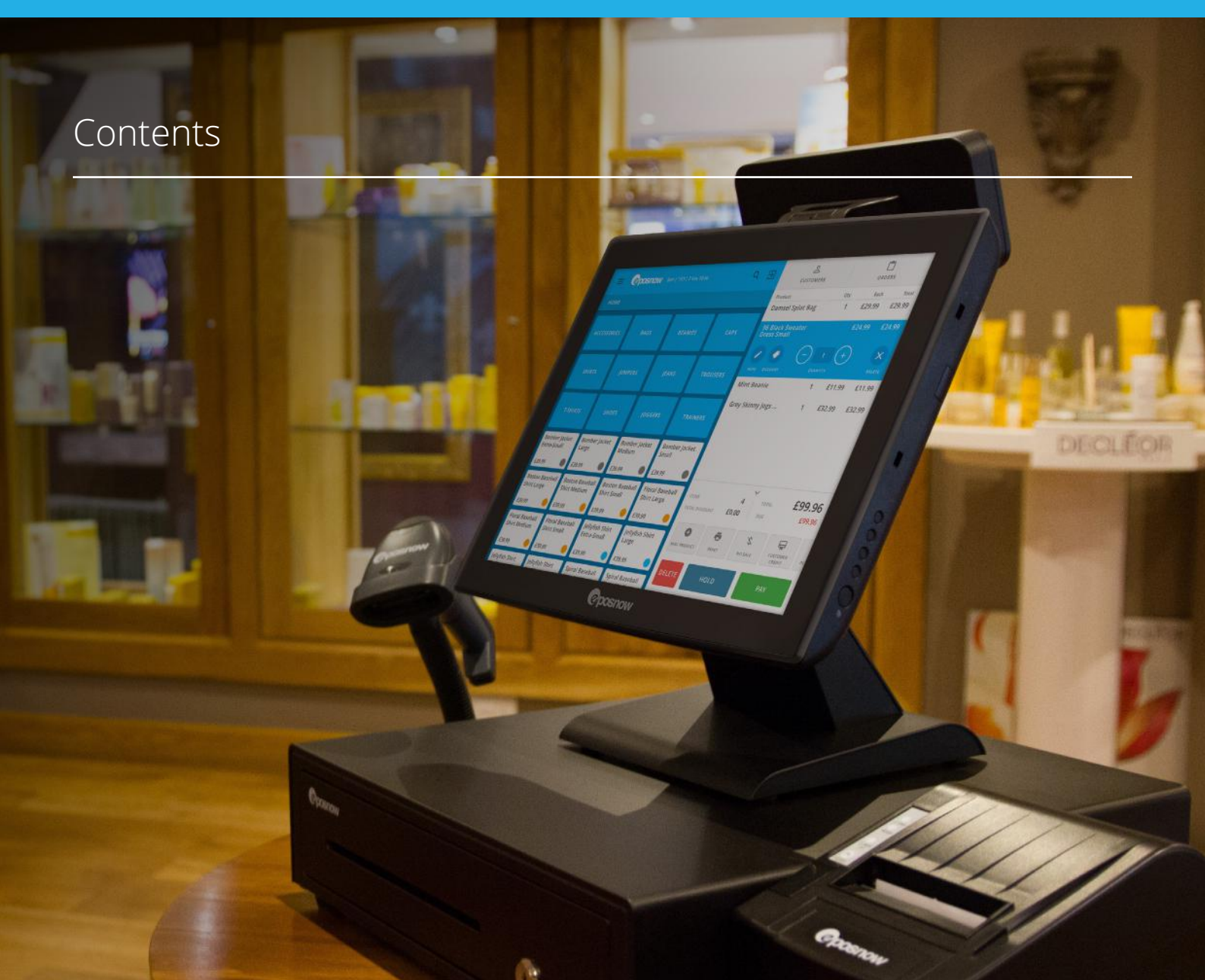


THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
INNOVATION 2016





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# About Us

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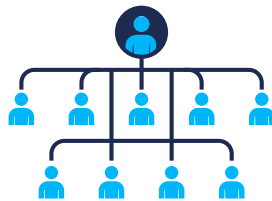
Over £9,500,000,000+  
transactions processed



150% average  
company growth year on year



Trusted  
by over 30,000 businesses



250+  
employees



103 Countries  
using our system



We are  
Number 1



Highest rated  
POS company online

## Our Awards

---



Awarded by  
Her Majesty The Queen



13th Fastest Growing Tech Company 2015  
32nd Fastest Growing Tech Company 2016



Most Innovative Company  
in Europe - 2016



UK National Champion,  
Customer Focus



Best Experience  
And Design Innovation



EPOS Innovator of the Year



"I started Epos Now because I was a frustrated business owner. It's just not enough for EPOS systems to accept transactions, deliver receipts, create reports and be ludicrously expensive. They should be affordable, make life easier, make your customers happier and be accessible from anywhere."

Jacyn Heavens, Founder



# The Complete Solution

## Complete systems for just £1199 or £10 a week

Pay up front or spread the cost monthly. We provide everything you need to trade with no hidden costs. Perfect for shops, fashion boutiques, trade desks, cash and carries, and service businesses such as jewellers.

### Included:

- 2017 Dual core touch screen
- Award winning retail software
- 80mm receipt printer
- High quality all metal cash drawer
- 12 month warranty
- Configuration & Installation

European  
Business  
Awards™

Retail Systems  
awards  
2015  
WINNER

TRUSTPILOT  
★★★★★  
Customers rate us  
EXCELLENT



THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
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# The Epos Now Complete Solution

## What's Included?



- The most up to date technology
- Free Installation & Setup
- 24/7 UK Dedicated Support
- Next Day Replacement Under Warranty
- Industry Award Winning
- Used by 30,000+ Customers

# Fast and Simple To Use Till

## Serve customers in seconds, not minutes

Transactions can be processed by staff in seconds using a barcode scanner or touch screen hot keys. This also ensures that customer queue times are kept to an absolute minimum. Additionally, staff members can quickly put transactions on hold and serve other customers if, for example, a customer has forgotten their wallet or needs to quickly grab a few extra items from the store.

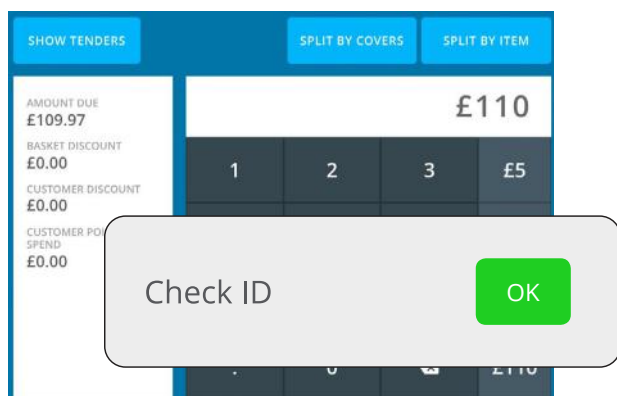
Refunds and exchanges can be carried out in seconds due to the fact that the system both produces bar-coded receipts for the customer and has a transaction lookup functionality. This will not only smooth out the exchange process for the customer but also reduce money lost from returns, theft and shrinkage.

Our system is so intuitive that a staff member can be fully trained on the till within 15 minutes. The system even prompts staff to upsell and cross sell through the use of popup notes.



Automatic pop-up messages

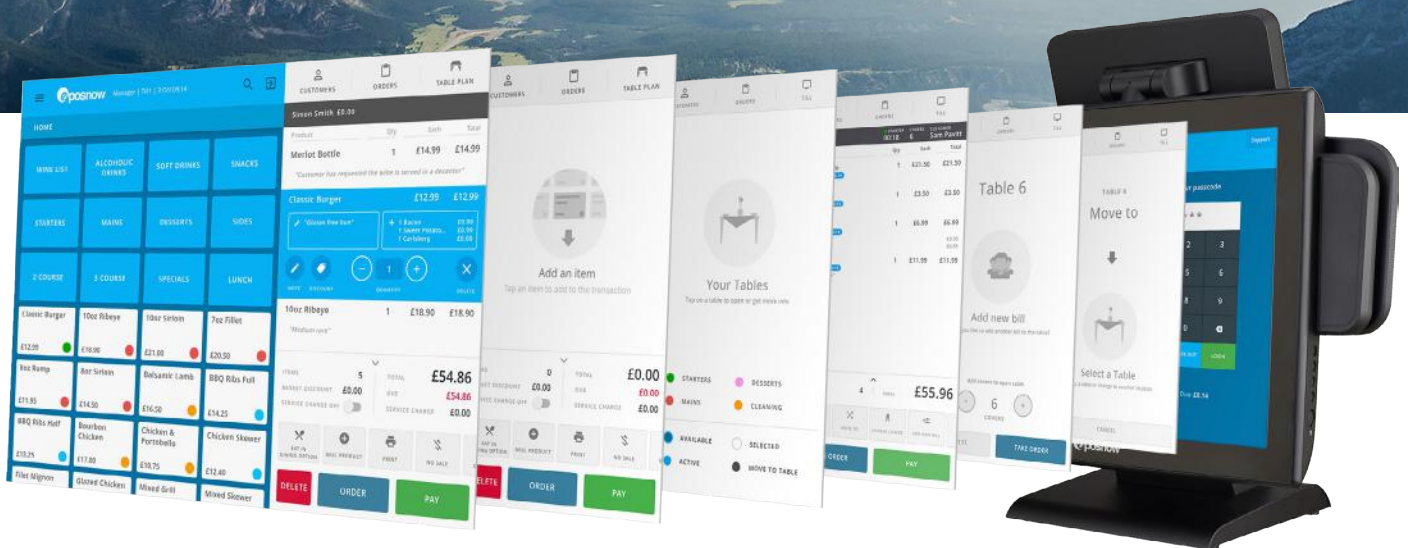
Customisable Receipts





# ATHENA

Athena has arrived



## Explore the future of your business

Athena is the latest version of the Epos Now POS software. Engineered to be intuitive and reduce transaction time, it's our most significant software release ever.



"Athena is the culmination of two years of research and development. We've analysed over 100 million customer interactions with our platform to ensure that Athena cuts the average transaction time in half."

Jacyn Heavens, Founder



# Customisable Dashboard

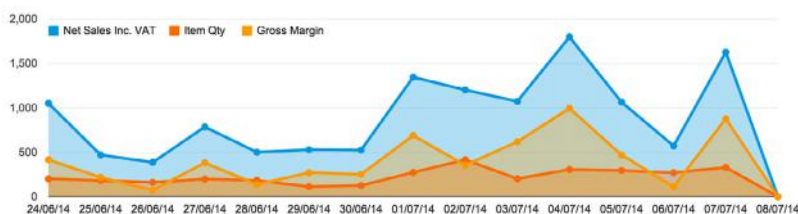
## Get an instant snapshot of your sales and stock

Access and create customisable dashboards to get an instant overview of your entire business and receive real time product, sales and employee information on any device. Dashboard options include profitability, revenue, staff or product analysis by individual location, staff or the whole business.

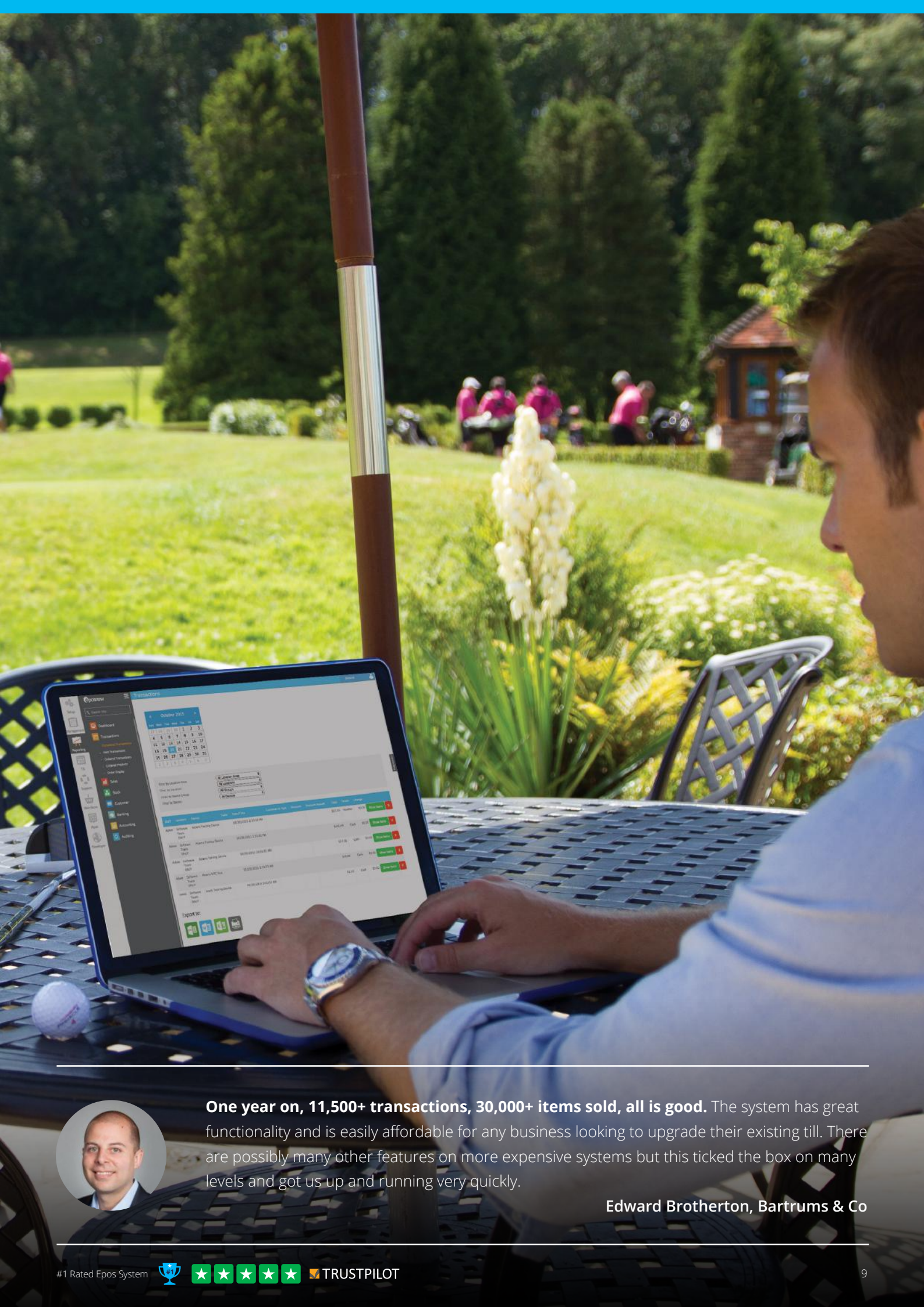


Accessible from any device anywhere in the world

Instant access to sales data





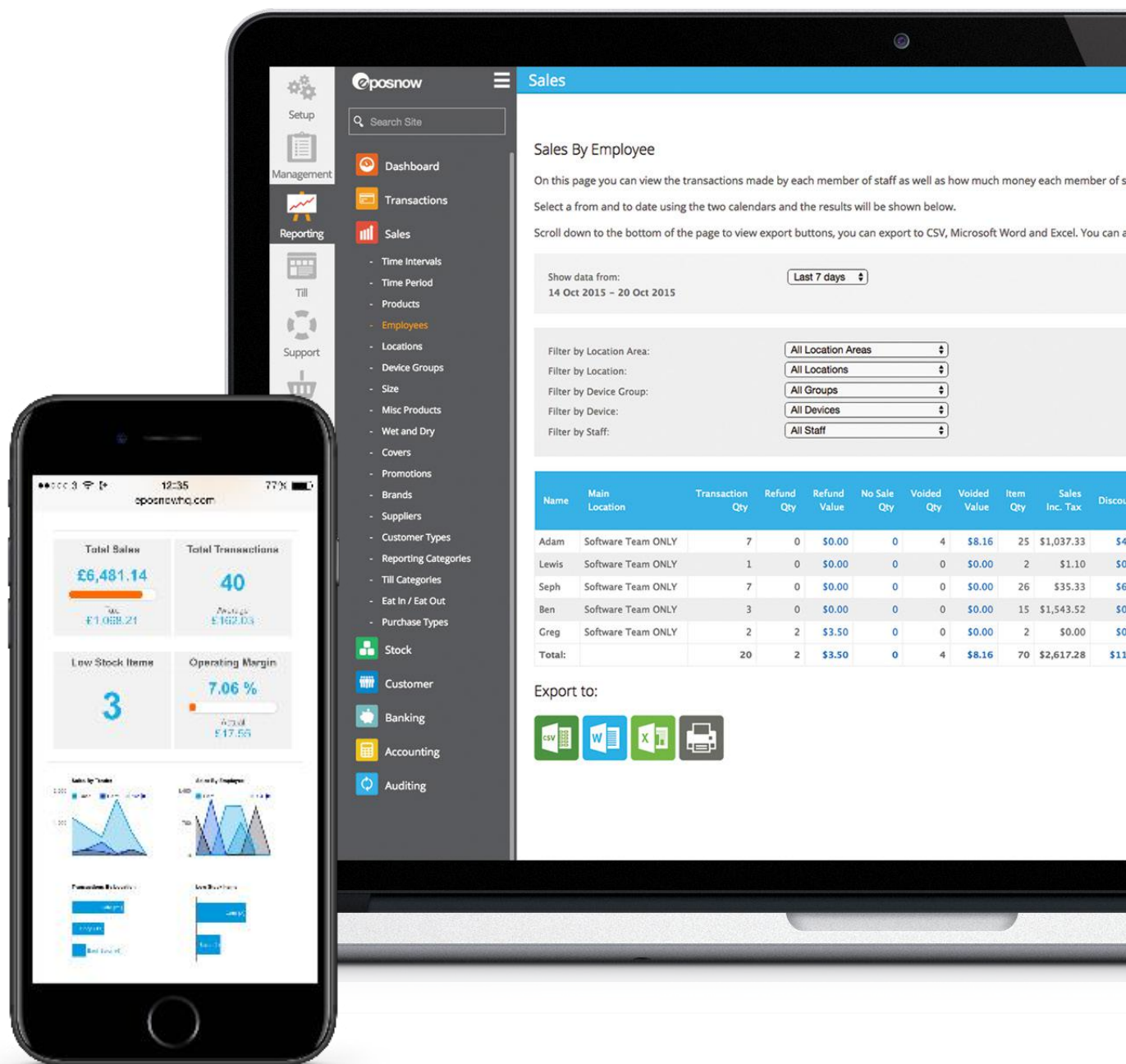


**One year on, 11,500+ transactions, 30,000+ items sold, all is good.** The system has great functionality and is easily affordable for any business looking to upgrade their existing till. There are possibly many other features on more expensive systems but this ticked the box on many levels and got us up and running very quickly.

**Edward Brotherton, Bartrums & Co**





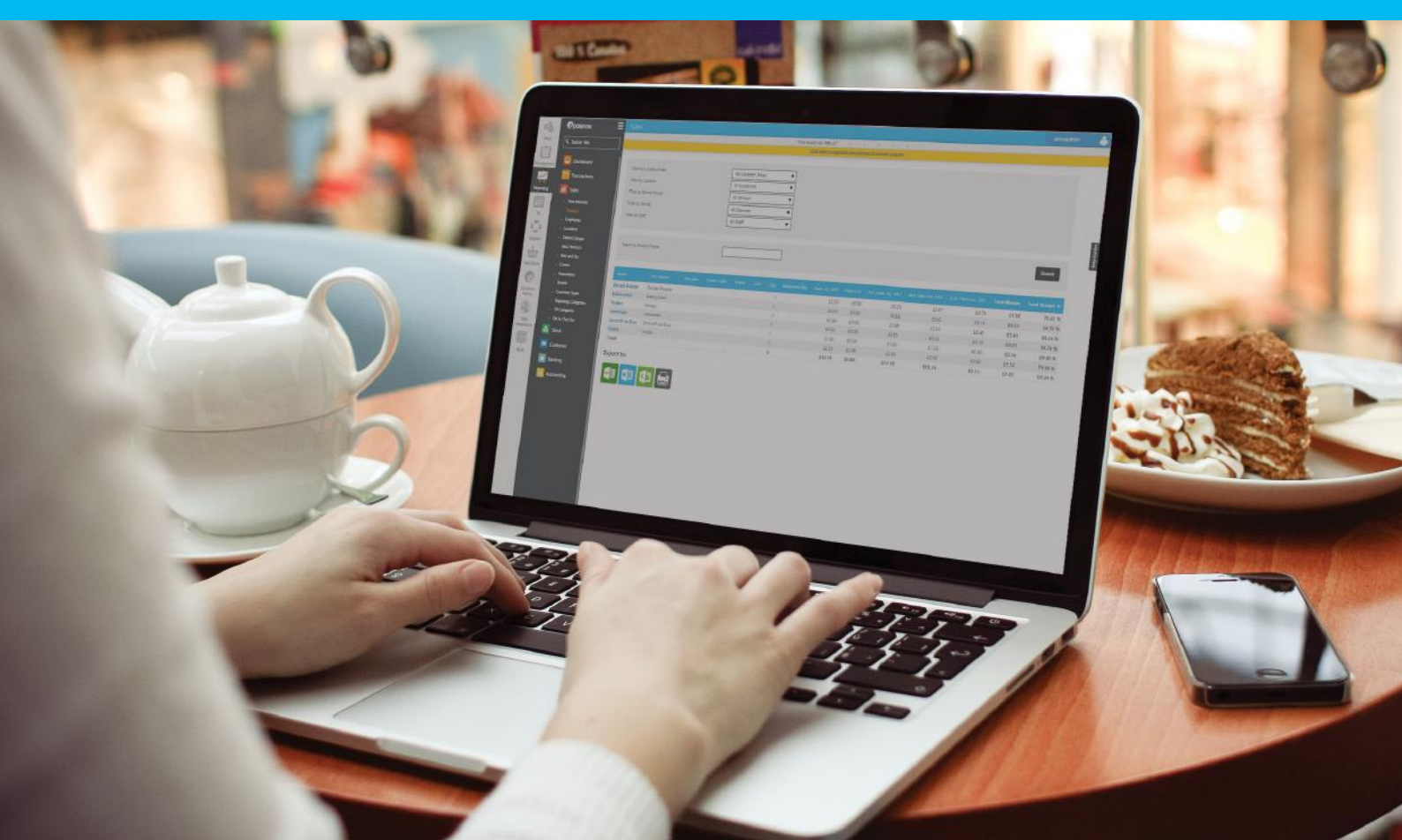


## Remote Management through the Cloud

### Access your business data from anywhere, anytime

You can access your entire system from anywhere in the world to monitor security, move stock, change pricing or run any kind of report. Just type your username and password into the online portal on your phone, tablet, PC or Mac and you can check how your business is doing, whether you're on holiday or out of the office. It's just as secure as online banking!





## Sales Reporting

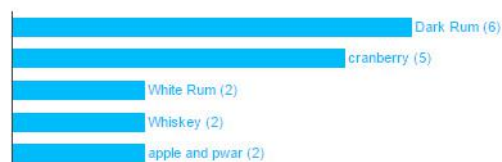
### Quickly identify profitable areas for revenue growth

Run powerful sales reports from anywhere on any device to help you cut operational costs and highlight areas to increase profit margins and grow the business. Detailed sales reports make it much easier for you to keep the right stock on hand and by using the historical data you can better forecast your future needs.

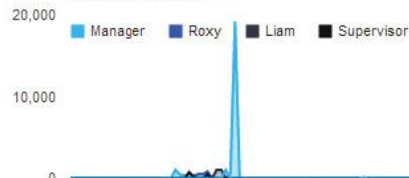
Detailed sales data by item allows you to quickly validate actual stock against expected inventory levels, allowing you to pinpoint potential areas of waste and/or theft. Also, clear inventory information helps make purchasing requirements more accurate – not just based on past experience or estimates.

By reviewing detailed sales reports you can focus on selling higher margin items and then boost the sales of those high profit items by promoting both those and any under performing products in your retail setting. One example is to use the various employee reports to analyse your top selling staff to pick up their best selling practices and then roll these out to the rest of the team. You can also use the employee performance reports to set and monitor sales targets for staff and incentivise them to up-sell and cross-sell to more customers.

Best Sellers



Sales By Employee



All reports can be exported to Sage, Quickbooks or Excel. Standard sales reports include:

- Transactions made by time interval
- Daily sales
- Sales by employee
- Sales by location
- Promotions report
- Employee performance report
- Gross profit margin report
- Best and non sellers report
- Brand sellers report



## End Of Day

### Never be left short again

A simple end of day report can be run from either till point, home or Head Office and will summarise takings by both individual till point, till group or location. Your 'X' reports can be produced for any period. For example, for the Day to Date, Week, Month or Quarter. 'Z' reports are produced by category and payment type along with a VAT breakdown ready to be given straight to your accountant. The system even offers a 'Blind End of Day' function so you can rely on your staff to cash up and prevent theft and shrinkage.



# Accounting

## End of year tax returns done with a click of a button

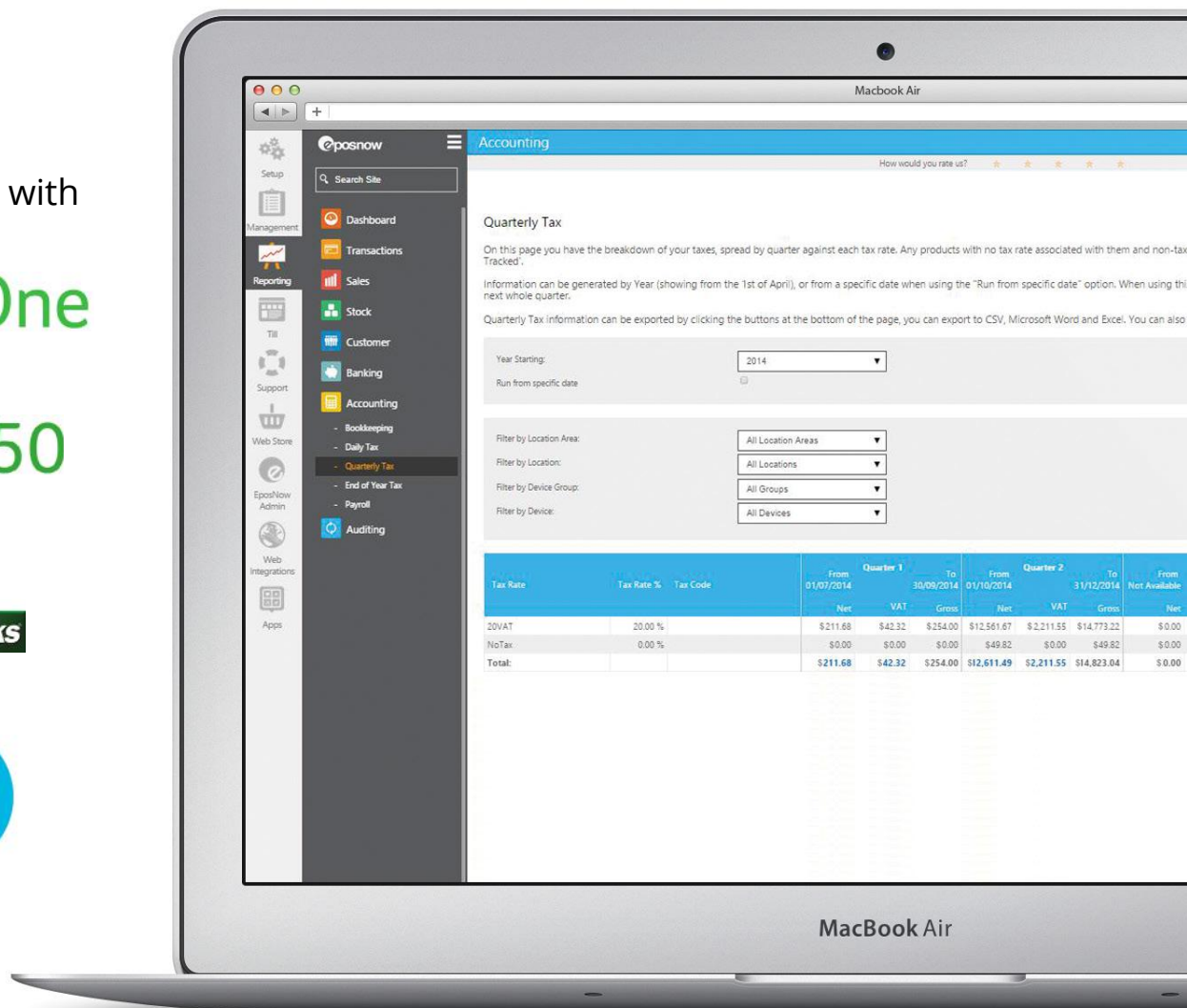
The inbuilt accounting module will not only automatically run your quarterly and end of year tax and VAT returns but also calculate your profit, loss and operating margin daily, weekly, monthly, yearly or over a custom time frame. You can then download all of this and send it over to your accountant or use in any accounts package. We can also fully integrate with the accounting packages you already use such as Xero and Quickbooks. This will save you hours each month and enable you to focus on growing the business.

Another great feature is the clocking in/out function that supports both payroll pre-processing and scheduling your staff for when and where you need them since it recognises the employee's skills as well as total number of hours worked. This minimises the manager's time scheduling employees and reduces labour costs from over-paying staff an hour or two here and there.

We integrate with

**Sage One**

**Sage 50**

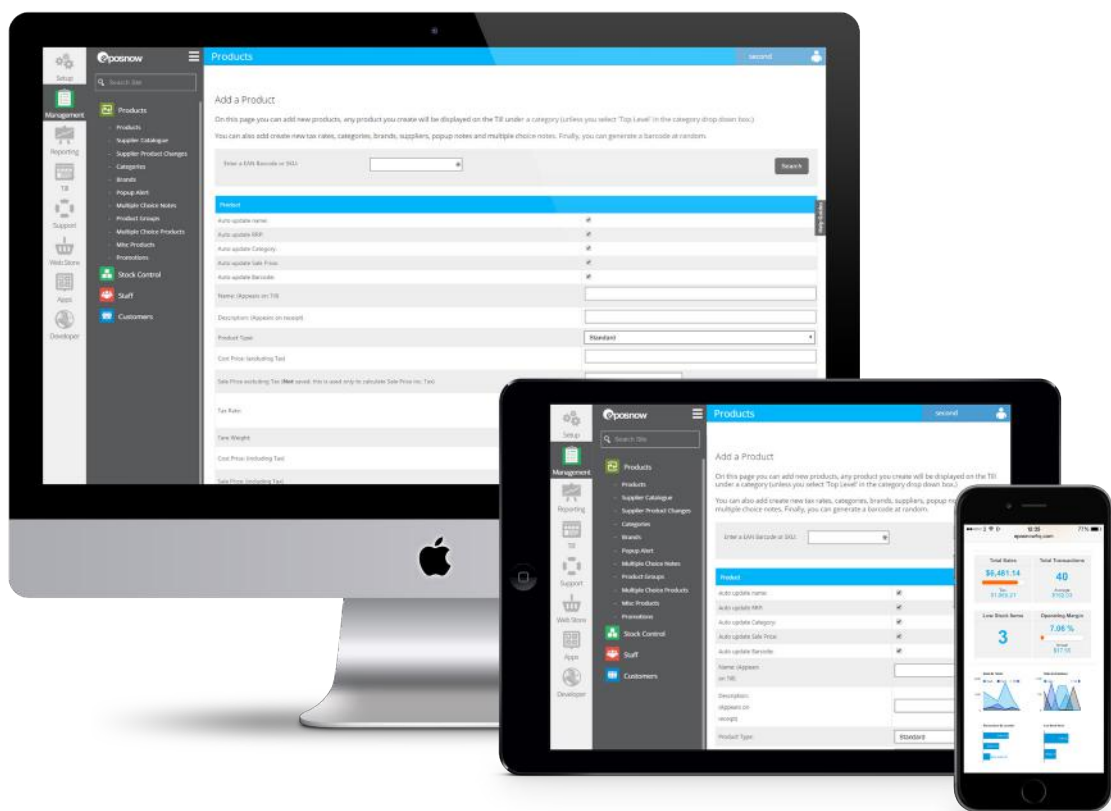




**Friendly, helpful and totally reliable.** We absolutely love the system and the support is worth every single penny. We don't have to worry about anything that we can't get our head round, connectivity issues are always resolved swiftly, the advice is invaluable and training superb. We are so happy with all we get with Epos Now.

**PJ, Crates Local**





## Product Management

### Effortlessly add, edit and remove products

Easily add, edit and manage all your product information from any location and device. Enter essential information such as product code, cost price, supplier details, brand and RRP. The system also gives you the ability to bundle your products in various ways to form new products, like gift baskets, hampers or bulk packs.

If your products have colour and size variants, the system can handle this too and managing them couldn't be easier. The inbuilt product matrix allows you to add any product and instantly replicate the product details across a specific size and colour range. The size ranges can be customised for men's, women's, and children's clothes, while the colour range can include any colour that you like. For each size and colour of a particular product you can enter in your stock level, as well as minimum and maximum order level. This ensures that you are ordering the correct number of each item – which is especially useful if you sell more of a particular size or colour.

#### Colour and size matrix

Edit	Name	Items	
<a href="#">Edit</a>	Mens T-Shirt	XS, S, M, L, XL, XXL	<a href="#">X</a>
<a href="#">Edit</a>	Womens T-Shirt	6, 8, 10, 12, 14, 16, 18	<a href="#">X</a>
<a href="#">Edit</a>	Mens Shirt	XS, S, M, L, XL, XXL	<a href="#">X</a>
	<input type="text"/>		<a href="#">Add</a>

#### Cost prices and margins

Product Pricing	
Product Type:	Standard
Cost Price: (Inc. Tax)	12
	<a href="#">Calculate From Master Products</a>
Sale Price: (Inc. Tax)	55.59
Margin %:	78.41

# Stock Control

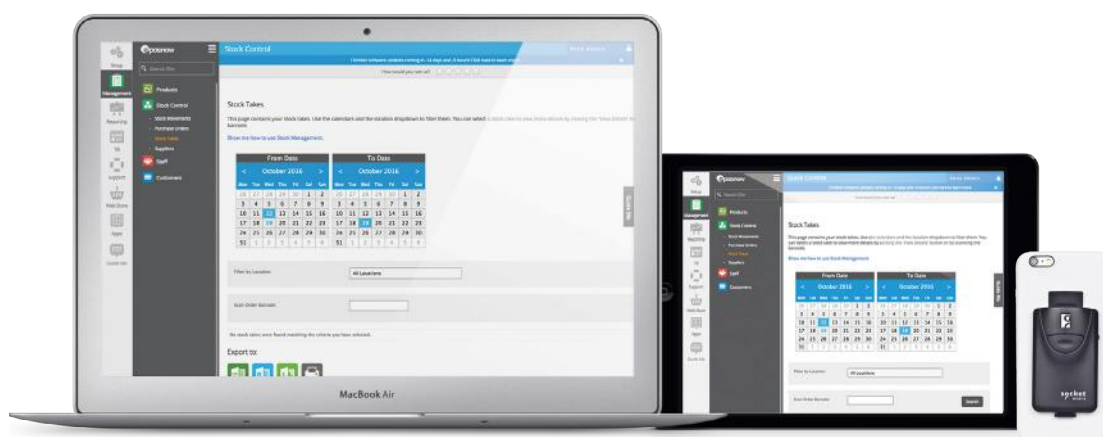
## Do your stock take in minutes, not hours

Stock takes can be performed in minutes rather than hours thanks to the inbuilt stock control module and any stock variances can be instantly highlighted with intelligent reporting. This will free up your time to focus on other important activities to grow your business such as marketing to your customers.

Automatic minimum and maximum stock alerts can be set up on products to ensure that not only fast selling items never run out of stock, but that any cashflow tied up within stock is kept to an absolute minimum. The system will warn you when stock has fallen below the minimum level to reduce supplier lead time and awkward "out-of-stock" conversations. Furthermore, the system will automatically compile purchase orders for your suppliers with all required stock on to save hours of paperwork and stock reconciliation.

Without having to go into the back office or stock room, staff can get an instant visibility of stock at any location (even on back order) to help customers quickly get the product they want if it's out of stock in one of the locations. This will prevent customers from going to the store down the road or buying online instead.

If your business has multiple locations the system can give you an insight into stock levels per location and drastically reduce the hassle of moving stock between locations.



### Helpful Tip

Connect a Socket Mobile scanner for easy stock taking with any smartphone, iPad or Android tablet.

### Stock levels visualised

Name	Current Stock	Stock On Order	Cost Price (Exc. VAT)	Sale Price (Exc. VAT)	Total Cost (Exc. VAT)	Total Sale Value (Exc. VAT)	Total Margin	Margin %
After Five	97	13	\$1.20	\$2.49	\$116.40	\$241.69	\$125.29	51.84%
Cristal	-2	3	\$129.99	\$500.00	-\$259.98	-\$1,000.00	-\$740.02	74.00%
Fosters	37	45	\$0.49	\$3.33	\$18.13	\$123.03	\$104.90	85.26%
Jack Daniels	35	15	\$0.79	\$1.83	\$27.65	\$64.17	\$36.52	69.91%
Walkers Crisps	125	60	\$0.49	\$0.75	\$61.25	\$93.75	\$32.50	34.67%
<b>Total:</b>		<b>136</b>			<b>-\$36.55</b>	<b>-\$477.36</b>	<b>-\$440.81</b>	<b>92.34%</b>

Add Stock

### Stock warnings

Product	Current Stock	Start Date Stock	Sold	Sent	Received	Stock Take	End Date Stock
Cristal	-2	-2	0	0	0	0	-2
Fosters	37	38	1	0	0	0	37
After Five	97	97	0	0	0	0	97
Jack Daniels	35	35	0	0	0	0	35
Walkers Crisps	125	126	1	0	0	0	125





## Barcoding and Shelf-Edge Labels

Print your own barcodes and shelf-edge labels

Our system gives any retailer the ability to print high quality barcodes, store promotions and shelf-edge labels easily. This ability to generate your own barcodes for your stock not only speeds up service time drastically, since staff spend less time searching for product details, but also ensures that your products are marked up in a professional manner with the price and SKU details clearly displayed for the customer.



13th fastest growing tech company 2015  
32nd fastest growing tech company 2016



## Employee Management and Till Security

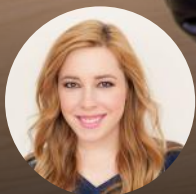
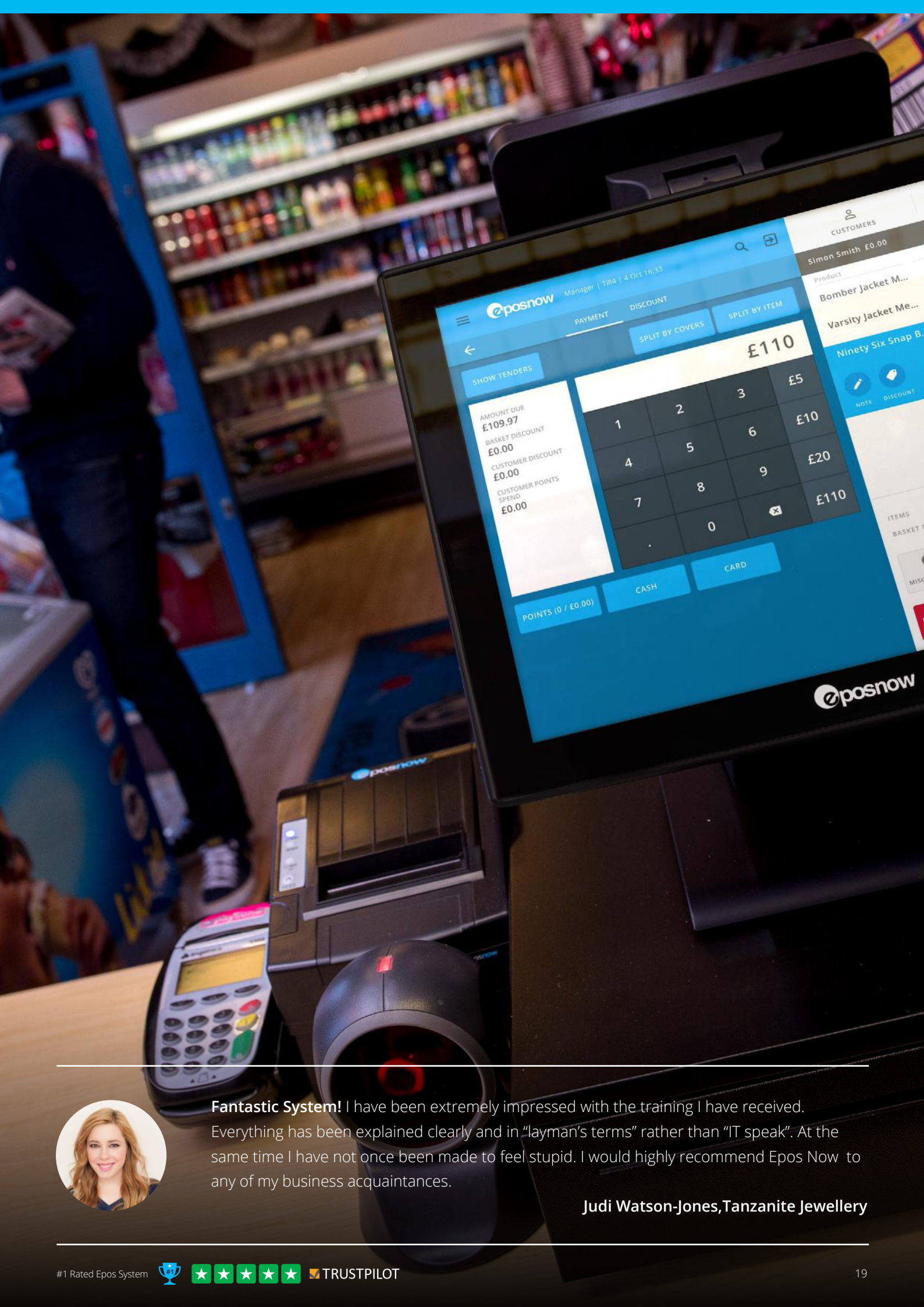
### Wipe out shrinkage, theft and waste

Fraud, human error and theft are the most common causes of inventory that goes unaccounted for in your retail environment. Our system helps reduce these common issues by logging a detailed record of all transactions and staff movements on the till. Since your reports can be accessed from any device, anywhere, you can ensure that any potential security risks are constantly monitored without alerting suspicion.

Not only can staff be given the option to sign in/out using staff ID buttons or swipe cards, but they can also be allocated permissions and access rights to limit certain actions such as refunds, no-sales, voids and discounts to only qualified employees.

The system can even plan your staff rotas for you and save you hundreds of pounds in unnecessary staff hours since it can identify when your busiest periods are using the time interval sales report.





**Fantastic System!** I have been extremely impressed with the training I have received. Everything has been explained clearly and in "layman's terms" rather than "IT speak". At the same time I have not once been made to feel stupid. I would highly recommend Epos Now to any of my business acquaintances.

**Judi Watson-Jones, Tanzanite Jewellery**







## Promotions

### Increase your average spend per head

The competition to win customer loyalty is fierce. To fight this battle successfully, retailers must give customers a reason to choose them over their competitors. Promotions can be used as a great tool to increase turnover, boost margins, and reduce non-selling stock without a corresponding increase in marketing or advertising expenditure. Promotions keep your customers coming back again and again, boosting their loyalty and satisfaction with your brand. They are also great for attracting increased foot-traffic since passers-by will be more encouraged to pop in if they see an attractive offer on display.

With our system, different promotions can be run at different locations at different times and everything can be updated and monitored, all from your store or whilst away from the office.

Promotion examples include:

- Buy-one-get-one-free
- 3-4-2
- Lunchtime meal-deals
- X amount off if X amount is spent





## Customer Loyalty

### Increase your repeat business



The built-in Customer Relationship Management (CRM) system will automatically record all of your customer data to use for future marketing and loyalty purposes (existing customer information can even be imported into the system). Using predefined and customised reports, you can analyse customer behaviour to help increase repeat business and customer satisfaction.

Loyalty cards can be issued for customers to earn points, redeem special offers or membership discounts, and customers can even be allocated credit to encourage repeat business. We can also connect to your existing third party loyalty systems, such as MailChimp, to give you the ability to create marketing lists to mail shot your entire customer base special offers or even information to boost revenue.

What's more, our system has a revolutionary feature which emails customers their receipt and then asks them to rate your level of service after a sale. This gives you an indication of where your strengths and weaknesses are in relation to customer service and lets you know your current customer satisfaction rating.

#### Loyalty Points

Customer:	Roger Smith
Points Balance:	4800
Points Value:	\$240.00
Credit Limit:	\$10.00
Current Balance:	\$-10.00
Current Credit:	\$0.00
New Balance:	\$-10.00

#### Customer types and discounts

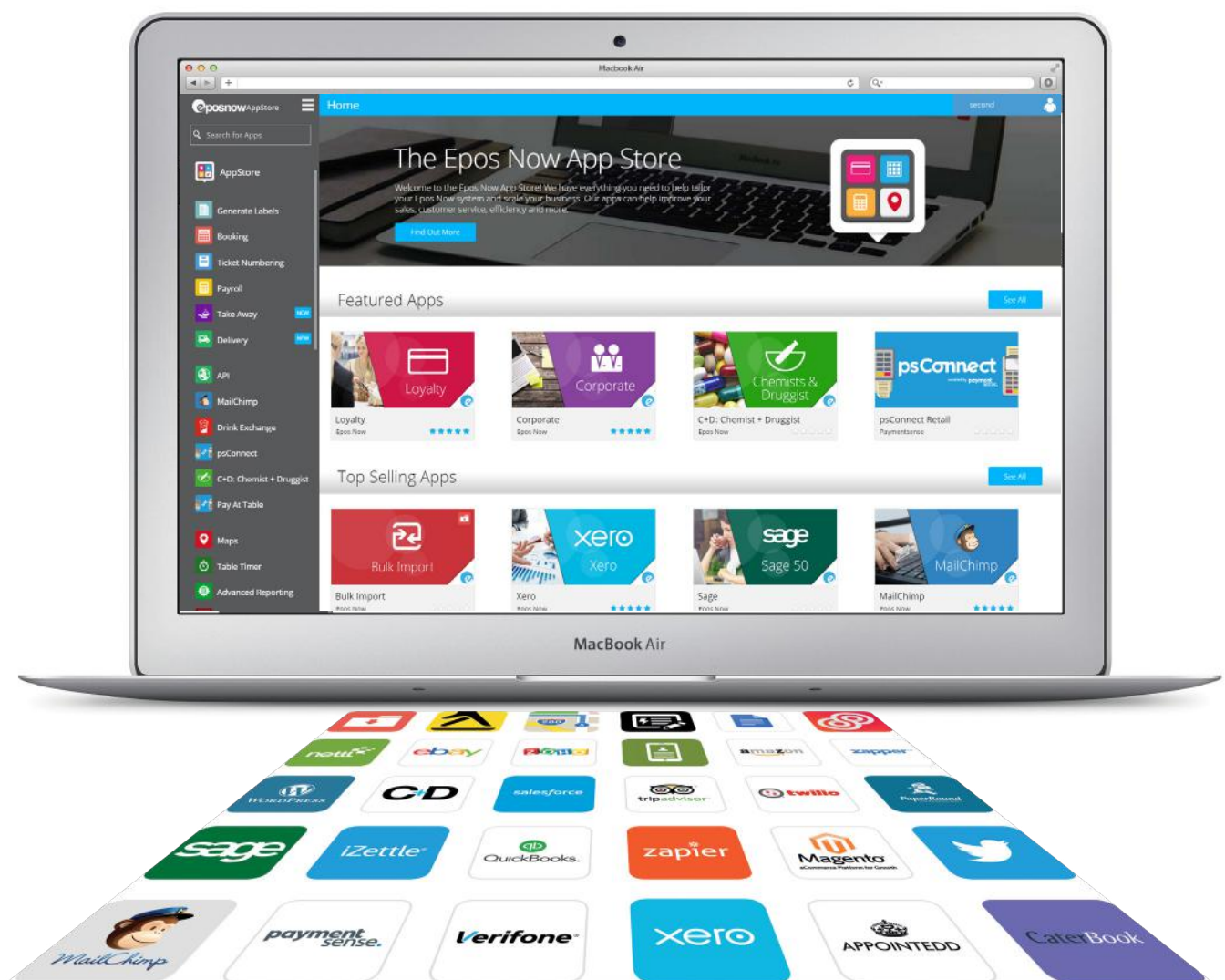
	Name	Discount	
Edit	Student	10%	X
Edit	Trade Customer	25%	X
Edit	NHS	20%	X



# App Store

The Epos Now App Store is the first of its kind. You will find a vast collection of apps to extend the functionality of your EPoS system to help streamline processes and scale your business. You will find apps created by our in-house software developers as well as third party certified developers. Apps for all aspects of your business, such as customer loyalty accounting, payroll, stock control and reporting. We also have big branded Apps from companies like Facebook, Twitter, Zapier and MailChimp.

We are adding new Apps every month; this coupled with our constant platform updates means you always stay one step ahead of the competition.



## The Epos Now AppStore has over 100 apps



**First class product and a competitive price with brilliant support.** I ordered this product after a lot of research as it appeared to do everything I required at a price I could afford. The system was easy to set up and the software quite intuitive. Questions I have not been able to find answers for have been answered very well by the support staff on the phone.

**Mark Goodwill, Orange Foxbikes**





We're partnered with the leading payment providers



iZettle®

Verifone®

payment sense.



plus many more

## Chip & Pin Integration

### Take card payments quickly and securely

We have created a revolutionary way of linking your card machine and EPOS system. Our software instantly syncs your EPOS and card terminal, which makes processing credit and debit payments quicker, easier and more secure than ever before.

#### Accurate accounting

Integrating both the card machine and EPOS ensures you get 100% accuracy every time you cash up.



#### Exact reconciliation

You can break down exactly between card, cash and other tender types to know exactly where your revenue is at all times.



#### Total control of finances

All card transactions are automatically added to your Epos Now back office.

#### Eliminate errors, generate more profit

Integration between your card machine and EPOS ensures you never lose revenue.



#### Remove human error

There's no chance of mistakes as the EPOS terminal lets the card machine know the exact amount every time.



#### Eliminate theft

Synchronisation eliminates any possibility of theft or manipulation.

#### Fastest payments

Integration cuts transaction times in half, helping you serve more customers and pay less on staffing costs.



#### Eliminate queues and wait time

Speedy card processing will significantly speed up your service reducing queues, removing walk-outs and boosting sales.

#### Flexibility to suit your business

We offer chip and pin terminals to suit every industry and business type such as standard cabled devices, wireless or even the latest contactless payment enabled terminals.



#### Reduce costs

With our integrated solution you connect through your EPOS so unlike a standalone terminal you don't need an additional phone line.



#### Use your own merchant account

You can use your current bank or a supplier of your choice to ensure you always get the best rates.



## Weighing Scale Integration

Accurately sell items by weight, whilst speeding up transactions.

Our unique weighing scale integration makes selling products by weight simple. Increase revenue and reduce waste, without having to learn complicated new systems.

### Quicker transactions

Speed up transactions, whilst providing improved customer service, and reducing pressure on staff.



- Slash your transaction times with an automated process.
- Simply select the product, and place the items on the scale. The system will calculate the weight and cost instantly.
- Train your staff in under five minutes, but save hours a week by increasing productivity.
- Create promotions to drive loyalty and repeat-business

### Eliminate waste, increase profits

Improve your margin by identifying and removing wastage.



- By removing manual processes you can ensure that there is no human error in calculating prices manually, or when transferring them to the Epos.
- Receive every penny of the full price by not rounding up, removing the risk that your margin is inadvertently being reduced by your staff.
- Have full confidence by reconciling your current stock with your sales that nothing has been wasted.

### Old meets new

Our partnership with Avery Berkel provides 280 years of weighing scale experience with our cutting-edge cloud technology.



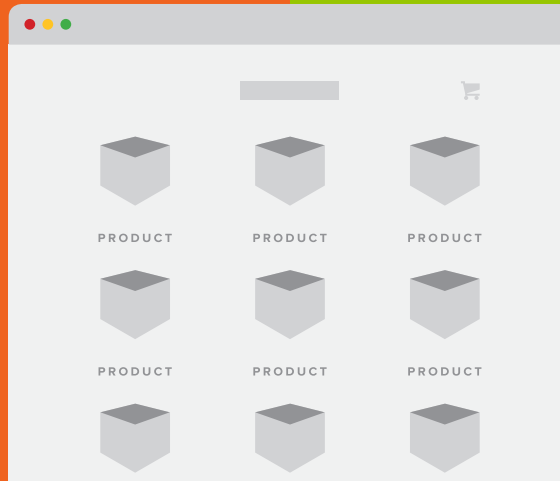
- Our integration works with a range of Avery Berkel scales, and has been fully certified by the National Measurements Office of the UK Government.
- Increase customer loyalty by giving them peace of mind of accurate measurement.

## Weighing Scales

The FX120 Avery Berkel Scales are a free-standing or flush mounted weight only scale at just 87mm high to enable easy counter integration. These Avery Berkel Scales are an industry standard and are capable of supporting products of up to 15kg. This scale will integrate perfectly with any EPoS system.

## Call for price





## E-commerce Website Integration

Seamlessly integrate with your website in real-time

Magento Web Integration helps you grow your business while keeping your back-office management simple. Integrating with your Epos Now system gives you a single view of all of your sales, reports, inventory and customers, be they in-store or online.

The benefits of integrating your Epos Now back office with your Magento website:

### Integrated multi-channel sales



Have a single view of all your transactions, product sales and margin levels from both online and instore sales.

### Inventory management



Real time synchronised stock levels will ensure that you always know exactly how much stock you have when you're selling both online and store and will avoid any double-selling and stock-outs

### Customer Loyalty



Record and analyse your customers' buying habits, online and offline, allowing you to spot trends, boost customer service and run targeted loyalty campaigns.

### Save time and improve processes



Whether it's from adding information, completing a transaction, or making a component during the sales process, Magento integration saves time in all aspects of the business.

# Barcode Equipment

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Barcode Scanner

**£49.00**

The Epos Now USB Barcode Scanner is both shockproof and water resistant. It's made with premium materials, is light to hold, and highly durable and reliable to cope with very busy working environments. Scanpro technology ensures consistently fast and accurate scans. Damaged and irregular barcodes can also be read without error. Autoscaning can be enabled to increase speed.



Wireless Barcode Scanner

**£177.00**

The Epos Now Wireless Barcode Scanner is a top of the range wireless barcode scanner. It is perfect for scanning items or products that are out of reach of the main EPOS system. This Epos Barcode Scanner is also perfect for registering irregular shaped products or managing stock throughout the whole business premises.



Socket Mobile Scanner

**£178.00**

Take control of your stock management, by quickly performing stock-takes without being tied to your computer or EPOS terminal. The Socket 7 range are integrated with the Epos Now Android and iOS apps, and allow you to record your inventory levels whilst you are moving around your premises.



Omnidirectional scanner

**£178.00**

Our omnidirectional scanner provides aggressive omnidirectional scanning with award-winning design for retailers seeking an affordable, aesthetically pleasing scanning solution. Our all-time, best-selling hands-free omnidirectional scanner, presents an innovative, elegant and affordable solution to convenience retail applications where counter space is at a premium.

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## Barcode Printer

**£245.00**

The Samsung SRP-770II Thermal Barcode Printer provides top quality label printing for any application. With a print speed of 5 inches per second the SRP-770 will keep pace with demand. High print definition ensures excellent read quality even with the smallest text.





## Additional Hardware

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### Magnetic Swipe Card Reader (MSR)

**£39.00**

The Epos Now Magnetic Card Reader is suitable if you have multiple staff members working on the same system as it allows for an instant login on the system and allows an accurate audit trail to be created from the unique staff login code on each card. They can also be used for customer loyalty purposes.



### Customer Display Pole

**£89.00**

This 16 character, 2 line display screen ensures transparency between server and customer when orders are being put through the till.



### Loyalty Cards

**Call for price**

In addition to earning points and being eligible for certain discounts and promotions, the loyalty cards can also be pre-loaded with credit (or issued with credit) and the customer can charge transactions to their card. This is a valuable strategy in gaining customer loyalty and increasing average spend per head.



### Magnetic Swipe Cards

**£39.00**

Each pack comes with 10 pre-encoded track 2, HiCo magnetic swipe cards. They can be bought pre-programmed for each employee number and ready to use or can be used as loyalty cards for customers.





**Epos Now have helped us scale our business.** In the 7 months that I have worked with Epos Now, our account manager Ryan has been very helpful by walking me through anything that has needed to be done and is always on call. Based on my experience I would recommend Epos Now's services to everyone.

**Patrick Willis, E-Cig Wizard**



# Support and Training

	Basic	Support <span>MOST POPULAR</span>	Premium Support
	£175 <sup>/yr</sup>	£25 <sup>/mo</sup>	£35 <sup>/mo</sup>
	Billed annually	Billed annually (£23.75 when billed annually)	Billed annually (£33.25 when billed annually)
	<a href="#">View Description</a>	<a href="#">View Description</a>	<a href="#">View Description</a>
Software License	Included	Included	Included
Data storage and reporting	12 months	Unlimited	Unlimited
Training sessions	One	Unlimited	Unlimited
Support	Not Included	9am - 6pm GMT Email and Phone	24/7 Prioritised Email and Phone



24/7 dedicated UK customer service team



Online backup and financial grade encryption



Onsite engineers based across the UK



Unique workflow and support ticketing for case management



12 month warranty on all hardware



Dedicated account management and corporate department



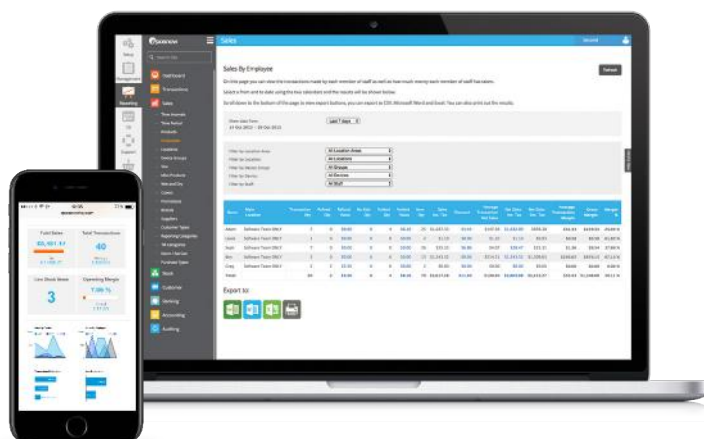
Next day hardware replacement service



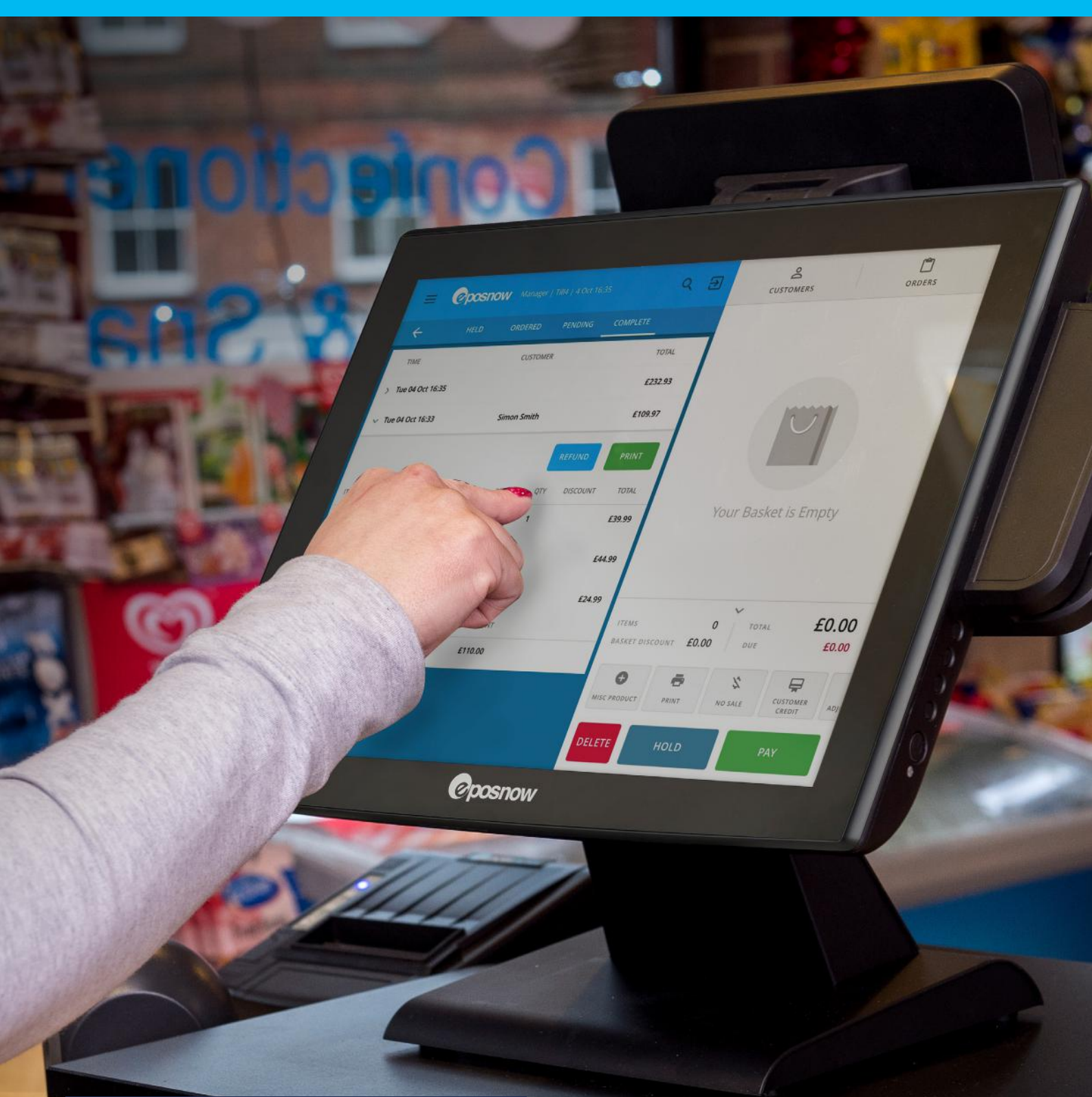
Unlimited 1-1 training and coaching



Automatic monthly feature updates







## Any Questions?

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