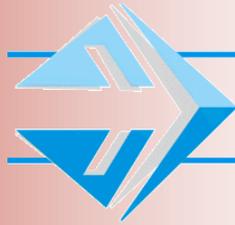


# POSitive



**FOR RETAIL**

## INNOVATIVE RETAIL POINT OF SALE SOLUTIONS

POSitive For Retail is an innovative, easy to use retail solution designed to improve the performance, reliability and transaction efficiency of your business, reducing staff errors and shrinkage.

POSitive For Retail boasts an impressive list of features allowing you to do everything from making a sale, printing barcoded price labels, creating purchase orders and seasonal reordering, to customer loyalty and marketing . With strong reporting capabilities for stock, sales, profits, taxes, customers, supplies, employees and more, you will have the information you need to run your business successfully.

### MAIN FEATURES

- ⇒ Stock Control
- ⇒ POS Transactions
- ⇒ Invoicing Tools
- ⇒ Customer Controls
- ⇒ Sales & Promos
- ⇒ Employee Control
- ⇒ Purchase Orders
- ⇒ Reports & Data
- ⇒ Text Marketing
- ⇒ Integrated Payments
- ⇒ Gift Cards
- ⇒ API Available



Maximize Profits  
Improve Efficiency

## Inventory Control

PFR adjusts your inventory figures every time you receive stock, make a sale or process a return. Look up inventory quickly by SKU, department, category, description and even add your own options. An inventory matrix allows you to sell items in different size/color combinations.

## Customer Management

Track customer purchases and use for loyalty and marketing programs. PFR offers unlimited customer profiles with a complete invoice history and the ability to quick search by account number, phone number or name. Assign one of six pricing levels or an automatic discount to each customer.

## Invoicing Tools

PFR has many tools that help you to ease the sales process. These include but are not limited to: Multiple hold/retrieve transactions, flexible pricing, discounts and price overrides, gift cards, age verification, coupons and price/weight in barcode. There is also a built-in custom barcode label designer!

## Sales & Promos

Configure multiple sales events and schedule them to start automatically at your convenience. With PFR's extensive sale and promo options, you can increase sales by easily adding mix'n match options, suggested accessories and tag a longs.

## Reports & Data

With extensive import/export routines, use of data collectors, drill down options, report filtering and over 100 default reports, PFR fits most needs. However with an SQL database, your data is available to other programs such as Microsoft Office or Crystal Reports. The POSitive API\* allows third-party programs, such as e-commerce sites, to access your store data. \*POSitive API access requires a POSitive Gold subscription.

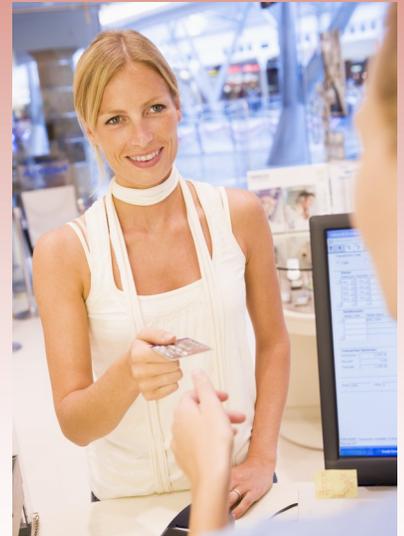
## Payment Options

INTEGRATED PAYMENTS- We've partnered with Worldpay Integrated Payments to bring integrated EMV payment processing to our products. Not only can you accept chip cards, but the latest smart phone payment options such as Apple Pay and others. The card on file feature is also available for recurring billing or repeat customers!

GIFT CARDS- Bring new and repeat customers into your store with gift cards. PFR will let you sell, redeem and reload gift cards with any value you choose. This feature works with mag-stripe or barcoded gift cards.

## POS Transactions

A fully customizable touch screen lets your design a layout that is easy for employees to use and controls their access to program features. PFR's smart search allows for fast customer sales, enhancing loyalty. Split payment, advanced invoice printing and routing simplify the sales process.



## Text Marketing

Send your marketing message to where your customers are most likely to see it...their smartphone! Collect your customer phone numbers and create contact lists based on purchase history, special occasions and more!  
\*This feature requires a POSitive Gold subscription.



**Please contact your dealer  
or POSitive Software  
for more information  
800-735-6860  
[www.gopositive.com](http://www.gopositive.com)**