

## Cash Register Express 2004

Point-of-Sale Software for Windows 95/98/ME/NT/2000/XP



**Cash Register Express** is a fully integrated point-of-sale system for the Microsoft® Windows™ environment.

**Cash Register Express** enhances the efficiency of any retail business, while simultaneously providing important data for cash and inventory management.

**Cash Register Express** saves your company money and helps you make smarter business decisions.

**Cash Register Express** offers breakthrough features that make it dramatically easier to set up, process, and manage your point-of-sale operations for any kind of business.

### Why should you computerize with Cash Register Express 2004?

**A Cash Register Replacement.** Your old-fashioned cash register can't tell you how much of your revenue is profit. It can't tell you how much inventory you have on your shelf. It can't tell you how many bottles of soda you sold today. **Cash Register Express** can tell you that you sold \$500 today, that \$200 of that amount is profit, that you have 39 bottles of soda in your store, and that you should order more today to avoid running out soon.

**Reduce Theft.** You can reduce theft in your business up to 2.5% with **Cash Register Express**. For a business selling \$500,000 per year, that's \$12,500 annually! How? Your employees will watch your inventory more carefully if they know every item is carefully monitored.

**Reduce Shrinkage.** Using **Cash Register Express**' powerful reports, your employees are much more careful about giving away inventory, retaining obsolete inventory, monitoring breakage and non-theft shrinkage. You can reduce shrinkage up to another 2.5% with **Cash Register Express**.

**Reduce Inventory.** You will order inventory more wisely when using **Cash Register Express**. You don't need 150 snow shovels in the summertime.

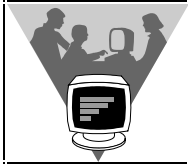
**Increase Your Inventory.** You don't need 150 snow shovels in the summertime, but you might need 500 more batteries in the month of August. **Cash Register Express** can help you ensure that you don't run out of inventory when sales are hot.

**Watch Your Margins.** By reading your reports, you might find that you sell 10,000 batteries for 50 cents each when they cost 48 cents each. You might also find that you sell 100 flashlights, which cost you \$1.98 each, for \$9.95 each. **Cash Register Express** helps you to stock more items that give you greater profit and fewer products that give you less profit.

**Speed Customer Checkout.** Your cashiers will never have to guess pricing or availability again, increasing accuracy and speed.

**Keep Track of Customers.** Contacting customer periodically keeps them coming back. Mailing to your customers is an especially effective way to generate repeat sales – even if it is just a small postcard detailing today's specials. Every mailing you send out will have a positive effect on your cash flow.

**Earn Money! The average business selling \$500,000 per year will save over \$83 per day using Cash Register Express 2001!**



**Cash Register Express 2004 Invoice Screen**

**Cash Register Express -- Station 01**  
File Tools Invoice Help

Search By Item Number    Quantity

Sub Total    \$0.00  
Tax    \$0.00  
Grand Total    \$0.00

#	Item Number Description	Quantity	Price
		1	

Delete Ctrl + Del    Discount Control + L    Down    Up    Change    Change    Find

Cashier ID: 01    Date \ Time: 5/22/01 4:05:41 PM

F1 - Help	F2 - Inventory	F3 - Clock In\Out	F4 - Customers	F5 - Price Check	F6 - Cash Sale
F7 - Check Sale	F8 - CC Sale	F9 - On Account	F10 - Cashier Fxns	F11 - Invoice Info	F12 - Item Options

Sales and/or returns are tracked using the Invoice Screen, which is logically arranged and quite simple for any employee to use. Items are scanned or entered by hand, and the resulting price and quantity will appear in the invoice grid, which looks like a typical sales ticket.

The Invoice Screen is intuitively designed to work especially well with a touch screen interface. The large, clear buttons and well-spaced controls make touch screen checkout quick and easy.

Cash Register Express can handle multiple tender types, such as cash, credit card, or house account. It's easy to change items, search customer information, or perform administrative functions (with the appropriate password).

Cash Register Express' Invoice Screen is the fastest and easiest interface for selling to customers.



Inventory Maintenance

Info

## Inventory Maintenance

General | Optional | Special Pricing | Discounts | Matrix Info | Modifiers | Printers | Sales History

**General**  
 Department: 07, 08, 09, 10, 12  
 Item Number: 0305  
 Description: Sharpener Clear Cover

Cost	Price	Retail Price	In Stock	# of Cases
\$2.25	\$3.00	\$3.00	47	4

Tax:  Tax 1,  Tax 2,  Tax 3  
 Preferred Vendor: 17, 18, 19, 20  
 # In Case: 0  
 Reorder Level: 0  
 Reorder Quantity: 0  
 Profit %: 33.333 %  
 Retail Discount: 0.0 %  
 Gross Margin: 25.0 %

Search by Item Number:

Current item: 0305  
 Sharpener Clear Cover

### Cash Register Express 2003 Inventory Maintenance Screen

The Inventory Maintenance Screen tracks a profile for each inventory item in your store. Each item is linked to a department and a vendor, along with your cost and retail pricing. For each item, Cash Register Express will track complicated pricing, including planned pricing (discounts for specific items during a specific time period), five different discount levels, and bulk pricing (two for a dollar, three for five dollars, etc).

Cash Register Express also provides real-time inventory levels. You can check current stock at any time. Plus you can set when Cash Register Express will warn you about low stock on any item. This information will minimize inventory errors, simplify purchase orders, keep your store properly stocked with your best-selling items, and reduce shrinkage and over-stock. Clothing "matrix" tracking is included.

Cash Register Express will simplify your inventory tracking and reduce errors.



Customer Maintenance

Info Print Customer Labels

General Info Account Info Extended Info Ship To Info Notes History

Customer # 102 First Name Ryan Last Name Smith

Company Name PCA Primary Phone Number 8452673500

Street Address Alternate Phone Number

City State Zip Code

Discount Level A Discount Percentage 0.00% Country

Ryan Smith Search by Customer #

Select for current invoice

Next Previous

Add Update

Delete Exit

### Cash Register Express 2004 Customer Maintenance Screen

The Customer Maintenance Screen tracks your customers' addresses, contact information, discount level, and detailed notes. Your customers are the most important part of your business. Cash Register Express can help you send out mailings and coupons to your customers, to generate repeat business. You can create mailing labels or customer VIP cards to track and generate sales. You can issue gift certificates.

Cash Register Express lets you give your customers house accounts, if you wish. You can track sales, current outstanding balances, payments, and credits. You can generate periodic statements to remind customers to pay. You can have multiple authorized purchasers on one account. You can also track account credits and keep track of who is tax exempt.

Cash Register Express can generate repeat business and simplify customer accounts.



Payment Information		
F2	Cash	\$6.45
F3	Check	\$0.00
F4	Credit Card	\$0.00
F5	On Account	\$0.00
F6	Gift Card	\$0.00
F7	Debit Card	\$0.00
Amount Tendered		\$0.00
Amount Remaining		\$6.45

Amount Due

**\$6.45**

7	8	9
4	5	6
1	2	3
00	0	+/-
Cancel	OK	

### Cash Register Express 2004 Payment Information Screen

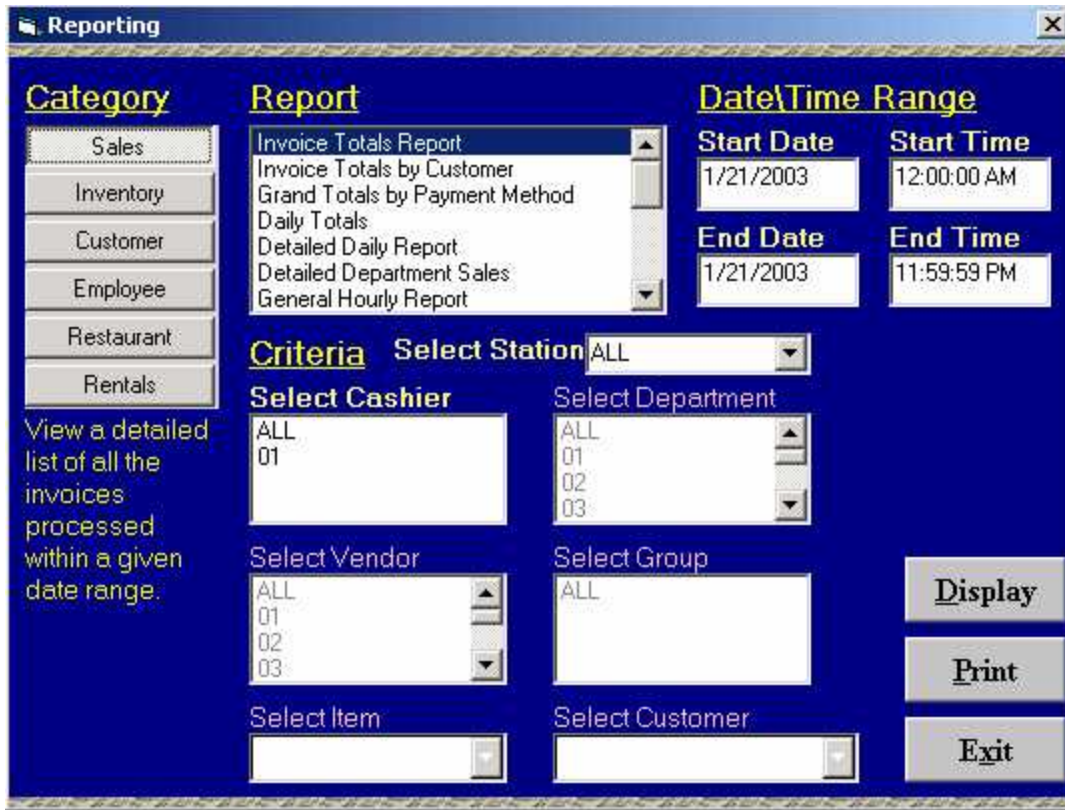
The Payment Information Screen is displayed at the end of each transaction. The screen allows you to receive payments by cash, check, credit card, gift certificate, or by billing to a house account. The screen will show you remaining amount to be tendered and change amounts.

Split tender is not a problem in Cash Register Express. Simply enter the amount of each tender in its respective window. Cash Register Express will tell you how much still needs to be paid, and what change is due the customer.

Cash Register Express uses IC Verify™ software by First Data® to automatically and seamlessly authorize credit cards over your computer's modem.

Cash Register Express lets you take multiple and split tender as quickly and as easily as possible.





### Cash Register Express 2004 Reporting Screen

Cash Register Express' Reporting Screen allows you to generate over fifty different reports to track your entire business. Each report can be broken down by several variables, including date, time, cashier, department, vendor, and more.

Reporting is your main source of information on your business. You can find out how much you are selling, how much inventory you have, how much money you are making, what kind of taxes you have collected, and what inventory needs to be re-ordered, and much more.

Reports can be sent both to your screen and to your desktop printer. Some reports can even be sent to your point-of-sale receipt printer.

Customer reports help you target your customer base to increase advertising effectiveness. Sales reports tell you which items sell best and when. Inventory reports keep your business running smoothly.

The ability to easily track inventory, sales, and customers is the true key to a successful business today.