



Would you like to learn five ways Bristec Hospitality and Retail Solutions can help small and medium-sized retailers bring in more money in 2004?

1

Provide more personal customer service by tracking purchasing histories.

While electronic cash registers process individual transactions, Bristec Hospitality and Retail Solutions enables you to keep track of customers' entire purchasing histories. You'll have a better sense of who your best customers are and why they are buying, so you can focus more on their needs. You also can use this data for sales promotions and marketing campaigns across multiple channels. You'll be able to better test-market pricing concepts, sales promotions, and new products. You can put up a better fight against competitors, including the bigger retailers who are completely automated—but aren't as nimble or customer-focused as you.

2

Speed up checkout times and reduce costs at the point of sale.

Bristec Hospitality and Retail Solutions provides an intuitive user interface. Within minutes, managers and associates can learn to reduce traditional point-of-sale errors by instantly checking prices, availability, and stock locations. And by integrating credit and debit card transaction processing with Bristec Hospitality and Retail Solutions, you'll help reduce data reentry at the point of sale, speeding up checkout times significantly and making reporting and reconciliation of transactions easier at the end of the month.

3

Save money by eliminating double-entry bookkeeping and manual inventory tracking.

With Bristec Hospitality and Retail Solutions, you can automate your inventory management and purchasing, shipping, and receiving processes. You can also integrate sales transactions with accounting software like QuickBooks or Sage. By integrating Bristec Hospitality and Retail Solutions with your accounting software, you can eliminate the need for paper, cut down on errors, and improve your bookkeeping and tax record keeping processes.

4

Make better buying decisions by tracking your inventory more closely and efficiently.

Here's a mundane but very necessary chore that can be made easier through automation. With Bristec Hospitality and Retail Solutions, you have the functionality to track your inventory more closely and efficiently. User-defined custom fields allow you to select the information you want to see on customers, inventory, and suppliers. You'll save time and be able to better monitor trends, which can help you make better decisions in ordering, buying, and pricing.

5

Reduce operating and labor costs.

The ability to maintain tighter control over your inventory, the reduced need to reenter information, and an overall simplification of associates' jobs will free your staff to focus on managing and selling more effectively. Meanwhile, the advanced security features of Bristec Hospitality and Retail Solutions can help you reduce instances of false returns, credit-card fraud, and unauthorized discounts. With many different levels of user security, Bristec Hospitality and Retail Solutions enables managers to help control employee access to sensitive data and track returns efficiently.