



First Choice Supplier

Padraig Nolan, business development manager for **Retail Solutions**, outlines the company's innovative Epos options and solutions, along with the key considerations any retailer should have when considering a change...

Over the past 20 years, Retail Solutions has been delivering innovative Epos products for retailers across a range of sectors including convenience, supermarket, forecourts, hospitality, hardware and pharmacy. As a result, it has consistently outperformed its competitors in the field of Epos technology to maintain its position as the first choice supplier for hundreds of businesses.

Having long been a market leader in Ireland, Retail Solutions has undergone rapid expansion in recent years in both the UK and Australia. The success of these projects is a testament to the strength of the company's award-winning software products.

ePossibilities...

The best Epos systems support your business and help it to grow. They work to create efficient synergies between customers, retailer and supplier, while delivering the optimum margin. To that end, there are a range of options, and also a range of considerations a retailer should make before choosing the system that's right for them...

First, Consult your Team

The introduction of an EPoS system into a retail business can present a challenge to both staff and management. It is therefore



important that key personal are involved from the start and present for all system demonstrations to ascertain how easy they are to use and provide feedback. A new Epos system marks a significant change for a business, so this collaborative approach will ensure staff are fully invested from the start.

Functionality

Start the process by putting together a specification of what you need from your

EPoS system. Think in terms of the additional services you want to deliver to your customers, productivity from the supply chain and enhanced management information systems. Your EPoS supplier must achieve this level of functionality at a minimum to be considered. Some more elaborate functions may only be employed periodically so its of the utmost importance that the basics work well and can be relied upon to delivery efficiency's , optimum profit margins and a quick return on your investment.

Integration

Ease of use will often be defined by an EPoS system's ability to encompass integration. In this regard, the key consideration is that as many third-party services as is practical in the retail environment are integrated seamlessly onto the POS terminals. The most popular integration



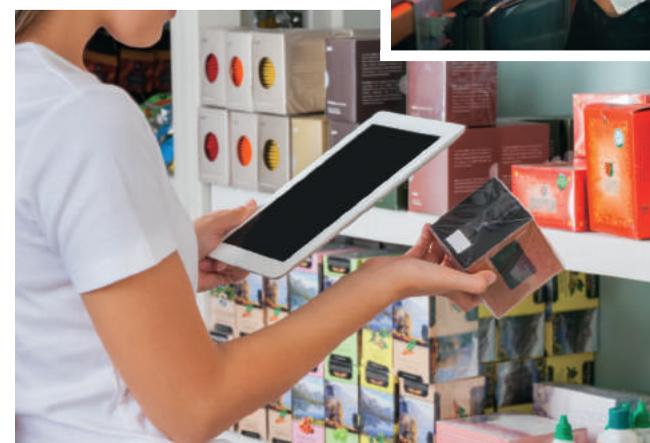
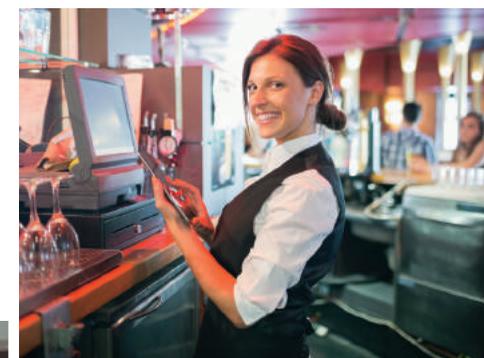
components are credit card or cashless payments, Billpay, Mobile Top-ups and Cigarette vending.

Installation

When it comes to pre-planning an Epos installation, no amount of preparation is too much! Conducting an installation during off-peak times is certainly beneficial, but not always practical. Retail Solutions recommend installing the new system's back-office component in advance; this way, management can familiarise itself with the operation prior to going "live" on the shop floor. This process also affords you the opportunity to conduct a full review of all relevant information pertaining to your products and suppliers especially cost prices.

Training

Any software product is only as good as your ability to use it. Both managers and staff must be trained adequately so that they can enjoy the benefits and features of a modern EPoS



system. A good idea is to schedule a training session sometime after the installation so that you then have a clear focus on where attention is required.

Future Proofing

Your new EPoS system must meet the current needs of your business; ideally it will exceed them. However, it is also important to consider whether it can cope with future technological or industry specific developments. Will its capabilities be stretched by new products, innovations or regulations? Can the system cope with further expansion, Head Office installation, loyalty schemes or integration with a commercial website? These are essential considerations pre-installation, even if they are not immediate requirements. Bear in mind that 3 years can represent a lifetime in the world of IT! Therefore your EPoS supplier must demonstrate a track record and commitment to ongoing software development. They must also have a proven ability of responding to industry developments with the delivery of innovative products.

The Retail Solutions Approach

Retail Solutions concur with a recent survey published on LinkedIn that the two most important factors when deciding upon an EPoS system are ease of use and functionality. We excel in this regard and strive to meet both the immediate and future EPoS needs of your business. Taking a consultative approach with our customers builds strong relationships that deliver the very best in class, value for money EPoS systems.

For more information on Retail Solutions, you are invited to visit the website at www.retailsolutions.ie or contact Padraig Nolan, Business Development Manager, Retail Solutions: padraig.nolan@retailsolutions.ie or 087 917 0571. ■

