

 **pulse**  
retail systems







## Executive Overview

***Pulse Retail Systems supplies Point-of-Sale and Inventory Management solutions to retail businesses.***

Since 1980, Pulse Retail Systems has developed solutions for multi-location retailers. We have continually enhanced our products to provide highly effective solutions tailored to individual businesses.

Our clients regard us as a key strategic partner. The company is noted for its integrity, competence, and reliability.

Pulse Retail Systems is focused on:

Retail Information Systems

Solutions...Not Just Technology

Customer Support

Standards-based Technology

Our retail products are based on a Stock Keeping Unit (SKU) that combines the stock item, size and color in an intuitive format. Pulse's unique SKU method reduces the overhead of a large number of SKU's to accommodate many size and color combinations. This efficiency directly translates into lower labour costs from reduced data entry and minimized errors.

Pulse's applications are flexible, fitting the needs of a wide range of clients. We have installations ranging from a single workstation to complex multi-user, multi-site environments. We have successfully integrated technologies such as **XML/Web Services, Cloud Computing, Mobile Device Integration, Real-time Communication, Barcoding and Integrated Payment Processing**. We strive to provide systems that are efficient so that you save time and focus on maximizing return your inventory investment.

Our references include:

Nevada Bob's Golf, Calgary Exhibition & Stampede – Stampede Souvenir Stores, and

National Sports Centres (a division of the Forzani Group Ltd./Canadian Tire)

Our technological leadership is illustrated by an early adoption of "Open Systems" and "Client-Server" architectures. Our applications are standards-based and run on platforms from many manufacturers.





## Corporate Profile

### **Pulse Retail Systems specializes in high performance retailing.**

From chains of stores, to stand-alone retail systems, Pulse helps retailers maximize return on inventory investment. Pulse's proven Retail Systems provide information to maximize performance and profitability.

For over 30 years, Pulse has developed and expanded its retail software product line. Leadership, power, and cost-effectiveness are yours when you partner with Pulse Retail Systems.

*POSability* is Pulse's Point-of-Sale Cash Register system. It can work as a single register in one store, or as a component in a multi-lane, multi-store retail system.

*ReACT EKG*, Pulse's Retail Analysis and Control Tool provides the central database which consolidates data from multiple locations and presents the information in meaningful formats. It is dynamically scalable from a single location to hundreds of locations.

*ReACT EKG* reports live multi-store sales, traffic, and staff productivity via the EKG dashboard. This allows you to make critical decisions when

they need to be made, helping you to efficiently run your business while increasing your sales potential. The integrated scorecard tool monitors key performance indicators.

Pulse's advanced *Automated Communications* reliably tie everything together, while controlling operating overhead and providing chain-wide real-time sales and inventory visibility.

Customers drive your business. Understanding your customers can dramatically improve your profitability. Pulse has tools to identify customer attributes, preferences and spending patterns.

Pulse Retail Systems works with hardware vendors to provide a product line that conforms to Pulse's goal of providing best value retail solutions.

Without support and service, even the best retail solution will fail. Pulse's customer support is second to none. We achieve this unparalleled level of customer support by adopting leading edge support technology. We can diagnose and put right almost any situation, anywhere.

**Let Pulse Retail Systems help you achieve competitive advantage.**





## Product Overview

Pulse's products include software to automate Point-of-Sale and Inventory Management functions.

### POSability

**POSability** is our Point-of-Sale product that captures information during the selling process. It is easy to implement, easy to use, and will maximize your staff productivity while minimizing errors.

### ReACT Enterprise

**ReACT EKG** is our multi-store business intelligence system. ReACT EKG allows a real-time view of your organizations' sales, staffing, and traffic through our EKG dashboard. The graphical formats provide a clear view of your organization's performance. This allows you to make critical and timely business decisions.

ReACT EKG tracks inventory for multiple locations. Product maintenance, Purchase Orders, Stock Transfers, Receiving, Vendor Returns, Physical Counts, Sales Audit, Automated Replenishment, Allocation, Sales Analysis and Inventory Analysis are some of the key functions of ReACT EKG.

Inventory control is essential to running a profitable retail business. The system utilizes on-line analysis to help contribute to a paperless environment – you only print the specific areas that you require.

**Automated Communications** keep your remote sites in touch. Automated retrieval and updates allow you to expand your network easily and cost-effectively. The system provides for real-time multi-location sales and inventory visibility.

## Mobile Apps

**Mobile Apps (MobileList, MobileQty, MobileEKG)** enable your staff to access critical information remotely, and to incorporate data collected via mobile to make your business processes as efficient as possible.

Pulse has built an excellent reputation through our unmatched **Client Support**. We have an integrated voice mail and voice paging system that allows our service representatives to respond quickly to customer concerns. Through the use of special communications software, we can service your system from practically anywhere, cost-effectively and quickly.

The company has also recognized that many retailers, both small and large, do not have the internal resources to run an effective retail information system. Pulse Retail Systems fills this requirement by providing **Hosted Services** to our customers:

***Pulse effectively manages the operation of your information system, freeing you to concentrate on your area of expertise – Retail Merchandising.***

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# POSability Point-of-Sale

## ***Full function POS Cash Register in a PC.***

- Touch-screen for ease of use
- Single or multiple registers, including wireless tablets
- Integrated mobile devices for customer-centric sales
- Integrated Debit, Credit & Gift Cards
- Designed for use as a component in a multi-store chain
- Fast and flexible product lookup
- Real-time multi-store quantity-on-hand visibility
- Sales reports & graphs
- Customer Relationship Management (CRM) database
- Sales Audit - Cashier Settlement

***A proven solution that has been refined over the past 20 years.***



## ReACT EKG

***Helps you make critical, timely business decisions.***

Windows-based, .NET architecture

Multi-location Sales & Inventory Analysis (summary & detail) by:

- Department, Category, Classification, Brand, Store, SKU/style, size & colour

Purchase Order / ASN / Receiving / Allocation / Warehouse & store transfers

Open-to-Buy

Market Basket Analysis; Price Point Analysis

Integration of transactions from store POS

Gathers live multi-store data

(ex. sales by hour, customer traffic per hour, employee productivity)

Top-level graphical view with drill-down capability

Next generation business intelligence tool

***Monitoring the heartbeat of your retail business.***



## **Automated Communications**

***Proven communications reliably connect multi-site operations.***

Automated/Unattended communication to POSability sites

Retrieve sales and inventory transactions

Send and integrate updates to POSability sites for:

- new products
- pricing changes
- upcoming promotional pricing

***Reliable & timely information from all your retail locations.***



## **Wireless/Mobile Data Collection**

### ***Enhance the effectiveness of your system***

Collect barcodes:

- to create store-to-store transfers
- to receive product
- to count inventory

Physical inventory counts

- can be integrated to third-party inventory counting services (ex. WIS, RGIS)

Recognizes/converts manufacturer's UPC to your product code or uses your own barcodes.

***Saves time and reduces errors.***



## Mobile Apps

### ***For Apple's iPhone™, iPod™, iPad™***

#### MobileList

Scan/enter barcodes to create lists of products; then import list in

- POSability to create a sale/receipt (line-busting) or
- ReACT EKG to create Purchase Orders, Receipts, Transfers, Counts

#### MobileQty

Scan/enter barcodes to view real-time qty-on-hand for all your locations

- View real-time sales analysis & turn rates

#### MobileEKG

View real-time/live sales and historic sales by location or by inventory category.

### ***Mobile enablement for staff.***



## Traffic Counting

***A tool to automatically measure customer traffic in your store.***

Integration with St. Michael Strategies traffic counting hardware

Door sensors count customer traffic

- measure the effectiveness of promotions
- analyze the results achieved through advertising

Count data is automatically loaded into your database

- quickly calculate closing ratios and average sale
- display information graphically

Display traffic count data alongside sales and staff scheduling

***Quickly and easily measure closing ratios.***



## **Staff Scheduling / Time Sheets**

### ***Align staff schedules to sales volumes and store traffic.***

- Schedules are displayed graphically
- sales history/traffic patterns are shown to allow easy alignment
  - 'red alert' meter shows when schedule exceeds budget

Simple clock-in/clock-out utility

### ***Clock-in/Clock-out tool enables efficient and easy time-sheet capture.***



## **System Outsourcing & Administration**

***Available anywhere you have Internet connectivity.***

Small Business Server

System Backup

Hardware and Software performance monitoring

Communications management

Multi-user online access from your desk to Pulse servers

***Scalable architecture to Support Growth.***





## Help Desk

### ***Support infrastructure.***

We support our customers 7 days a week from coast to coast

Achieve an unparalleled level of customer support by adopting leading edge support technology

We can diagnose and put right almost any situation, anywhere

### ***Solutions and help when you need it.***