

OMNICO RETAIL SOLUTIONS FOR LEGACY POS SYSTEMS



INTRODUCTION

For over 25 years Omnico has been helping major retailers and resort organizations enhance the capability of their existing Point of Sale (POS) systems. We understand that today's retailers running solutions from vendors such as Toshiba, need to find new ways to enhance their customer's experience, and remain competitive in the evolving global marketplace.

As a Toshiba Global Commerce Solutions Diamond Business Partner, we have years of experience developing and delivering industry-proven POS solutions based on and around Toshiba Global Commerce software and solutions. We bring our wealth of experience from working with leading global retail and theme park brands, and enable retailers with legacy POS systems to take advantage of the latest customer engagement technologies, while remaining on their existing infrastructure and systems.

As a leader in this space, we have successfully delivered a wide range of projects that have added significant value to the POS platforms such as Toshiba 4690. These include providing solutions such as refund management, self-scan & self-checkout, promotional and loyalty enhancements, EMV and PCI solutions, fully integrated mobile POS (MPOS) and line-busting applications.

Omnico partner with Marathon Deployment, who offer global retail IT support to help improve operating margins and reduce labor costs, while improving service levels and meeting customer demands for service quality. Their expertise includes customized services such as Deployment Services, Project Management, Maintenance, Depot Services and Asset Management (see page 10).

With experience with retailers from general merchandise and fashion, to FMCG, convenience stores, grocers, pharmacies and beyond, we have tailored solutions to meet the needs of each sector.

Omnico solutions enhance and modify the functionality of Toshiba 4690 applications including:

- SurePOS ACE
- General Sales Application
- Chain Sales Application
- Chain Drug Sales Application
- Supermarket Application
- Specialty Store Application
- StoreFlow.



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OMNICO EMPOWERS YOUR POS INFRASTRUCTURE

Omnico's solutions enable you to harness your existing POS infrastructure to deliver the latest in customer experience technologies. We understand that it is critical for you to know where your customer is, what their purchasing behavior over time is, what they are doing in-store, and how to target them with a personal approach based on this information.

With industry research claiming 86% of millennials are using mobile devices while shopping in-store, and the exponential growth of mobile contactless payment technology, it's little wonder that mobile has been heralded as the key platform in the shopping journey of the future.

Our POS and MPOS solutions allow existing store environments to speak to a single transaction and engagement engine. We make it easy for brands to sell and transact with customers anywhere in the store and boost engagement, revenue per basket and visit frequency.

Detailed here are just a few examples of how Omnico solutions enable improved customer engagement and improved retail operations, but **for further details or options don't hesitate to contact us!**

IMPROVE EFFICIENCIES IN KEY AREAS WITH OUR SOLUTIONS:

- ✓ Replenishment
- ✓ Returns
- ✓ Inventory control
- ✓ Stock management
- ✓ Flash sales
- ✓ Personalized promotions
- ✓ Loyalty programs
- ✓ Cashier analysis
- ✓ eCommerce integration
- ✓ Mixed estate integrations
- ✓ and more...



REFUND MANAGEMENT

Easily enable online returns in-store, eliminate fraud on receipted returns, and manage non-receipted returns with our Refund Management solution.

- Once an item is returned, it is marked & can't be returned again
- Search by tender using credit card or membership ID
- Allows management and tracking of non-receipted returns
- Interfaces with CRM to identify high value customers to avoid Customer Service issues
- Configurable thresholds for Manager override
- Provides tracking / audit options of non-receipted returns.



E-RECEIPTS

Omnico enables brands to provide a digital e-receipt for customers.

E-receipts provide a simple solution that allows the retailer to capture the customer email address, and use this to provide personalized engagement. This can include recommendations, loyalty points, new product information and offers, targeted promotions, and customer specific coupons, all provided as part of the receipt.

E-receipts can be activated manually or be automated by default, and work on both fixed POS and MPOS.



SELF-SCAN & SELF-CHECKOUT

For retailers everywhere line-busting is becoming ever more important to ensure satisfaction and efficiency. Meanwhile consumers now expect to use their mobile devices across all aspects of their daily life.

Omnico's software enables retailers to implement self-scan and self-checkout apps. The apps allow customers to scan a product using their mobile device, then skip the till line by paying automatically through that device, which is linked directly to their dividend, bonus wallet, or credit / debit card. Electronic e-receipts are then available to the customer in near-real time within the app.

In addition to the solutions highlighted on this page, Omnico offers an extensive range of solutions for 4690 systems, including:



POS & PAYMENT SOLUTIONS

- Mobile POS solutions and GUI
- Deli/fast food ordering kiosks and payment stations
- Fuel pump & Pharmacy interfaces & apps
- Wireless device transactions
- VPP (virtual pin pad)
- Electronic fund transfers
- Signature capture
- Cash handler
- Web shopping fulfillment
- Gift-card processing and receipts.



SYSTEM MANAGEMENT

- Systems management agent and help desk
- PCI critical system file monitoring
- Encryption/decryption
- Tlog viewer; Tlog parser
- Terminal proof-of-balance (POB) files
- 4690 remote I/O; 4690 backup solution
- Keyed file utility
- Centralized operator password management.



GOODS MANAGEMENT

- Receive and dispatch goods and update the POS system in real-time
- Generate orders for store replenishment using host system
- Create shelf tags, talkers, or signs with mobile printer
- Audit, add, delete or modify item records
- Assist customers with price checks
- Supervise and train employees.



REPORTS & ANALYSIS

- Electronic search capability and paper elimination
- Visibility & control of 4690 data
- Create user reports
- Monitor cashier and register performance in real-time
- Receive alerts from the POS
- Retrieve departmental reports
- Approve, decline & forward exception reports
- Accounting files moved to an SQL database
- Remote time and date management.



NEW ACQUISITIONS AND MIXED ESTATES

Omnico make it simple to bring data from a wide range of POS systems together (e.g. Retailix, NCR-ACS, IBM-GSA & ACE POS, Casio Solutions, etc.), and synchronize it into a uniform format, ready to be used by the receiving systems.

Whether you have acquired a company to extend your offering, or you already have a mixed estate, you are likely to face the challenge of data coming from multiple disparate systems in different formats.



LOYALTY & PROMOTIONS

Our omniEngage solution gives a single view of customers, price and promotions across all channels. It allows retailers to target and reward their customers with loyalty programs and promotional campaigns based on criteria such as behavior-over-time, purchase history and discrete customer segments.

Rewards and special offers can be provided to customers in multiple ways, including loyalty program points, e-dividends, gift cards, digital or physical coupons, savings clubs, staff allowances, experiences, etc.



REAL TIME ELECTRONIC JOURNAL

Our Electronic Journal Enterprise capabilities include store specific reporting, searching, and analysis.

Omnico supports viewing actual transaction receipt data in digital form, and can transform, duplicate, and export transaction data in any required format per customer request, including as a digital receipt.

Omnico are a Toshiba
Global Commerce
Solutions Diamond
Business Partner



OMNICO IN ACTION

Over the years, we have received a wide range of requests for solutions, which have led to our extensive software, support and services portfolio. Here are just a few examples of those solutions in action:



RELEASE MANAGEMENT

THE CUSTOMER

A Tier 1 supermarket retailer in the United States, with more than 2,200 stores.

THE CHALLENGE

This customer was having issues coordinating releases from several vendors and consolidating them into a single package. In addition, the documentation included with the releases needed to be updated and consolidated into one, easily understood document.

THE SOLUTION

Omnico dedicated a team for release management, which included a technical writer/coordinator, programmer and QA/ tester. As needed, other members of the Omnico staff were called upon for additional assistance as more complex projects were developed.

OMNICO STARTED THE RELEASE MANAGEMENT PROCESS IN 2001 TO SUPPORT THE IBM 4690 SUPERMARKET APPLICATION.

SIXTEEN YEARS LATER, OMNICO CONTINUES TO PROVIDE RELEASE MANAGEMENT AND DEVELOPMENT SERVICES ON THE TOSHIBA ACE PLATFORM.



EXTENDING THE LIFE OF POS SYSTEMS

THE CUSTOMER

A hybrid drug store and retail chain in Canada, with more than 80 stores.

THE CHALLENGE

This customer is utilizing a legacy solution stack of Toshiba Products, which dates back to 1989. They needed partners to provide innovative ways to enhance their existing solution to meet their growing business needs and ever changing industry trends, without the need to 'rip and replace'.

THE SOLUTION

Omnico has supported the customer since 1998 to extend the life of their supermarket application. As their business has grown and demands have increased, Omnico has responded with solutions to meet their needs, including EMV, P2PE, Gift Cards, Loyalty and Centralized Returns Management.



DECREASE TRANSACTION TIMES

THE CUSTOMER

A discount sporting goods chain in the United States, with more than 290 stores.

THE CHALLENGE

This customer requested a mobile handheld solution to help reduce transaction times and customer throughput during seasonal sales and holiday periods.

THE SOLUTION

Omnico developed a line-busting solution that includes the ability to accept credit cards, and the provision of e-receipts. This has allowed the chain to decrease the transaction times and increase customer satisfaction.

OUR PROGRAMMERS HAVE MANY YEARS OF EXPERIENCE AND COVER LANGUAGES INCLUDING:

- ✓ 4690 ACE, SA, CDSA, GSA
- ✓ C, C#, C++
- ✓ Java/Unix
- ✓ Windows
- ✓ PCI Compliance
- ✓ ARTS Data modeling
- ✓ EMV.



PERSONALIZED PROMOTIONS

THE CUSTOMER

A Tier 1 supermarket retailer in the United States, with more than 2,000 stores.

THE CHALLENGE

This customer wanted to track their customer's visits and purchases over a period of time and provide rewards based on these behaviors, with the goal of increasing basket size and visit frequency.

THE SOLUTION

The Omnico promotions engine was used to track each customers' spending and visit habits, and reward them with promotions based on behavior-over-time. The qualifying criteria can be based on the number of transactions and/or total spend within a specified timeframe, and can also be limited to selected qualifying items.

As soon as the customer met the promotion criteria, they were notified during the transaction, and provided with a \$ off coupon, a % off coupon, or a free item at the till point.



COLLECT, AGGREGATE AND STANDARDIZE DATA

THE CUSTOMER

A Tier 1 supermarket retailer in the United States in the top 100 on the Fortune 500 list.

THE CHALLENGE

This customer owns several different supermarket brands, running various types of POS system. However, they did not have a way to integrate the sales data from each brand into a centralized system, forcing them to manually process reports.

THE SOLUTION

Omnico provided the AgileData solution, a configurable tool that can process transactional data streams from any POS system, with a transaction log, and parse data to a customer's centralized database for analytics and reporting. **Find out more about AgileData on page 8.**



AGILEDATA – UNITING YOUR SYSTEMS

AgileData, Omnico's Enterprise Data Management tool, provides the backbone for a wide range of retail solutions as described in this brochure. It allows retailers to collect, aggregate and standardize their data across all of their systems by standardizing the data presentation between the data suppliers (the POS) and data consumers (data warehouse, inventory, etc.).

Built using secure, scalable, enterprise ready technology, agileData has been designed to handle the processing needs of retailers from small to very large. It is simple to use and provides a wide variety of critical functions to make bringing multiple POS applications together seamless:

1 A SINGLE VIEW OF DATA

- Standardization of data formats across multiple POS systems giving a uniform data-flow for receiving systems
- Reliable real-time delivery of transactional data across all different touch-points to any system that requires it
- Intelligent analytics to provide a single view of the customer, stock and orders across all channels.



SIMPLIFIED MANAGEMENT

- Accurate delivery of price and product updates to multiple POS systems
- Centralized returns management (both receipted and non-receipted) and digital receipts with real-time access
- Ability to make changes to store systems without interrupting data-flows to receiving systems.



EASY INTEGRATION

- POS and Receiving System integrations as used by most retail organizations
- Seamless and configurable integration into existing infrastructure and third party apps
- API configuration tool to process other touch-point transaction and receiving system data formats.



PEACE OF MIND

- Monitoring and alerting of any dataflow issues for rapid response and resolution
- Secure communication between the retailers' head office, stores and commercial partners
- High performance and throughput – as proven by our largest deployment handling over one million records per hour.

AGILEDATA OUTPUTS



OMNICO COMMERCE SOLUTIONS

Omnico's Cloud based technology powers POS and customer engagement solutions across the retail, destination and hospitality sectors. Our Omnico Commerce solution portfolio makes it easy for brands to grow their business, manage their fixed and mobile POS, maximize their inventory utilization, access analytics and improve the overall customer experience and therefore their loyalty to the brand.

Our point of sale (POS) solutions allow store environments to speak to a single transaction and engagement engine. We also enable our clients to design and deploy complex customer journeys in a transitional way, that utilizes existing environments rather than ripping and replacing.



THE PRODUCTS

| | | |
|--|---|--|
| <p>omniEnable Makes it simple to design, text and deploy multi-channel customer journeys quickly and easily.</p> | <p>omniStock Understands and responds to customers' increasing demands for choice in how and when they buy, helping retailers say YES to more sales.</p> | <p>Over 120,000 touch-points and counting</p> |
| <p>omniEngage Target and reward customers with loyalty programs and promotional campaigns that drive revenue and engagement</p> | <p>omniBasket From fixed tills to mobile POS devices, self-scan and mobile apps, omniBasket provides the underlying transaction engine</p> | <p>Over 15 million transactions every day</p> |



EXPERIENCE SERVICE & DEPLOYMENT AT ITS FINEST



MARATHON DEPLOYMENT SUPPORT & SERVICES

Marathon Deployment, a partner of Omnicco, are a proven global IT service and solutions provider in the retail, hospitality and business services industries. Since 2007 Marathon's team of professionals have been delivering quality and value, as well as sophisticated and effective deployment solutions. These include customized offerings such as Deployment Services, Project Management, Maintenance, Depot Services and Asset Management.

Marathon provide clients with the best option for same day or next day service requests by utilizing their highly skilled service professionals to support hardware and software and minimize store down time. Their expertise includes break/fix solutions to support customer service desks, kiosks, point-of-sale hardware and applications, and facility operating systems.

Their rollout management services provide the ability to perform rapid and professional installations, making them seamless and achievable. Marathon will manage your project, while you increase revenue and strengthen your customer relationships.

Marathon Technicians are:

- ✓ Specialists in POS and the Retail and Quick Service Restaurant (QSR) industry
- ✓ Skilled at troubleshooting and diagnosing
- ✓ Supported by state-of-the-art tools and technical expertise.

Marathon's project management team coordinates over 1,900 certified Field Service and Information Technology professionals, globally. Regardless of the project complexity, or the different types of equipment or platforms involved, Marathon manage and support client's requirements concurrently across multiple locations.



MARATHON DEPLOYMENT SOLUTIONS INCLUDE:

ONSITE SERVICE – PREMIUM

- Same day or next business day support (based on call priority)
- A contracted on-site repair plan covering all labor, parts and travel
- Contracted SLAs.

ADVANCED EXCHANGE

- Overnight exchange of POS hardware
- Next business day service
- A replacement unit on-site for all requests received before 3 p.m. EST M-F
 - Orders received after 3 p.m. EST will be shipped on the next business day
- Customer is responsible for placing the broken unit in the box that the replacement unit came in and preparing for freight carrier pickup within 1-3 days.

ADVANCED EXCHANGE – TECH ASSIST

- Overnight exchange of POS hardware
- Marathon technician meets part onsite to replace defective part
- Each replacement part is:
 - Like new
 - Thoroughly inspected
 - Repaired only with engineering-approved component parts
 - Cleaned, tested and burned in.

DEPOT REPAIR

- Client boxes up defective unit and ships it to our National Repair Center
- Unit is repaired and shipped back
- Customer installs the repaired device
- **Repair Service**
 - Diagnosis for reported and non-reported problems
 - Repaired only with engineering-approved component parts
 - Cleaned, tested and burned in
 - Returned with installation instructions.

WHY CHOOSE OMNICO & MARATHON SOLUTIONS?

For 25 years Omnico has been trusted by leading global brands to drive innovations in the customer and guest experience, uniting transactions across touch-points in retail, F&B, entertainment and hospitality destinations.

Our vision, innovation, agility, products and the expertise of our people all lie at the heart of our success.

- ✓ Experts in data collection, aggregation, and delivery to enterprise applications
- ✓ Working across all 4690 technology platforms and applications
- ✓ Designing and building innovative solutions
- ✓ In partnership with Marathon Deployment, a proven global IT service and solutions provider
- ✓ 30+ years of experience working with retailers globally
- ✓ 2,000+ man hours invested in our AgileData solution
- ✓ Employing the most talented and experienced programmers
- ✓ Currently deploying our 5th major release of software.

To discuss the ways in which Omnico can help you to meet visitor expectations of the retail experience, please visit our website, www.omnicogroup.com, or contact us at inquiries@omnicogroup.com to talk to one of our experienced sales team.



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