



ECRS for Beverage Retailers

ECRS provides automation solutions for beverage retailers of all sizes. The backbone of the ECRS automation framework is CATAPULT™ business automation software. Catapult enables beverage retailers to control their operations precisely from the point of sale to the back office and everywhere in between. Catapult allows for an unlimited number of discounts including mix and match discounts, discount multiplier, counts toward quantity discount and many more. Users benefit from detailed back office reporting which provides information on stock movement, inventory, customer profiles and virtually every other aspect of your business, all at the click of a mouse. Catapult is a flexible solution that offers a wide array of customizable options to fit your business needs. Fully customizable software coupled with an extensive line of plug-ins and hardware options have helped make Catapult the successful product that it has become today.



Features & Optional Plug-Ins

- Point of Sale
- Back Office
- DSD
- Unlimited Discount Routines
- Single/Six Pack Control
- Inventory Control
- Bottle Deposits
- Linked Item Keg Control
- Customizable POS Touch Screen
- Automated Re-Ordering
- Perpetual Inventory
- Inventory Forecasting
- Multistore Data Synchronization
- Centralized Price Book and Promotions
- Centralized Ordering & Reporting
- Zone Pricing
- Automatic POS Redundancy
- Signature Capture
- Credit/Debit
- Integrated Video Surveillance
- Label, Sign, & Barcode Printing
- Employee Time Clock
- Self-Hosted Gift Card
- Cashier Security Management
- Digital Customer Billboard
- Promotional Combo Pricing
- Frequent Shopper

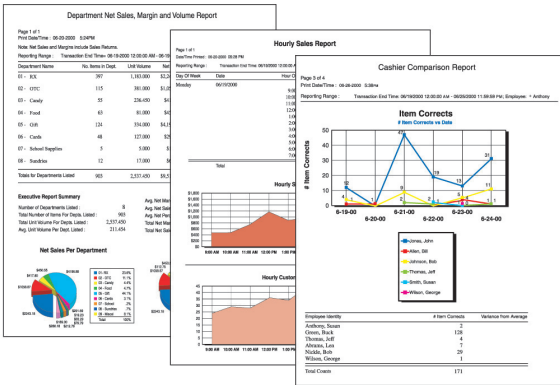


Centralized Promotion Management

CATAPULT tracks every promotion that is run at any store location and presents that data in easy-to-read charts and graphs. This allows you to evaluate which promotions are the most profitable, as well as which ones have been ineffective. CATAPULT's Promotion Management helps you control stock movement more efficiently, reducing the time and complexity involved with running effective promotions.

With CATAPULT's Customer Interface Display you can drive sales and impulse buying in the checkout lanes. This digital customer billboard dynamically displays advertising alongside the customer's live transaction journal, and is fully customizable, including color, image, and font control.

ECRS | Beverage Automation



"I can't imagine a system that would have been any easier. I had virtually no computer experience when we opened our store with Catapult, and neither did my employees. I was worried initially, but that faded as I soon realized how user-friendly Catapult really was. The system's flexibility allows Arena Liquor to tackle new challenges as they arise."

*Manhar Meghani
Owner, Arena Liquors.*

Back Office Reporting

CATAPULT generates up-to-the-second reports for every area of your business, including inventory levels, current sales, and historic sales. Users can immediately determine what quantities are on hand, on order, and sold, as well as ascertain costs, profits, and all data critical for staying competitive and profitable. CATAPULT identifies which products are selling and how well your stores are performing. Know what your net margins are for any number of parameters, including by item, by brand, or by supplier. CATAPULT will report up-to-the-second which items are wasting precious space, as well as which are flying off the shelves, so that you can make informed and confident business decisions.

"During the course of any given day I might run Daily, Cashier, Weekly, Hourly Sales, High/Low Input, or Inventory reports, I'm completely dependent on Catapult's range of reports for determining my hourly staffing needs as well as the allocation of my limited purchasing budget. I can't afford to keep a brand on the shelf that doesn't move. With Catapult I know exactly what's selling and what's not. Catapult does everything Davenport Liquors needs it to do, and it was easy to learn."

*Ricardo Vides
Owner, Davenport Liquors*

Inventory Management



Wireless Hand-Held Terminals (HHTs) greatly simplify procedures involved with inventory tracking. With a mobile, browser-based HHT powered by WebCATAPULT™, an employee takes the terminal to the loading dock or through the aisles to quickly and accurately scan items. The HHT prompts for the appropriate input, and when

the job is done, indicates that the data is ready to upload to a workstation. If there is an item on your shelf that needs the price updated, a user can scan the item with the HHT, enter a new price, and seconds later the new price rings up at the checkout counter. Imagine finding an item out of stock, scanning the shelf tag to find out if there are any more on hand, and if not, starting a Purchase Order on the fly in the aisle.

Self-Hosted Gift Card



- Minimum and Maximum card limits
- Force all refunds to gift card
- Pre-defined & open-ended card values
- Check gift card balance on the fly
- Print balance to receipt
- Purge inactive gift cards
- Eliminate 3rd-party vendor fees

Surveillance



ECRS's optional Digital Video Recorder (DVR) is completely integrated with CATAPULT, enabling users to search surveillance footage using a wide range of point-of-sale transaction criteria for the search parameters, including Voids, All Voids, Refunds, specific inventory items, and more. The ECRS DVR allows you to audit employee transactions and monitor customer service procedures from any remote location with internet access, providing retailer operators a new level of store security and a welcome peace of mind.