



# Essential POS Technology

Scalable from one store to an Enterprise



# ESSENTIAL POINT OF SALE FACTS

## Scalable from One Store to an Enterprise

Single store operators, to multi-store environments to national franchises, Essential POS has the technology, support, and experience.

## Fast, Secure, and Versatile Point of Sale

Essential POS runs in your browser, on your iPad, mobile device, and tablet.

## Software Upgrades Included

Automatically have the latest version of the entire Essential POS family of products.

## Robust Marketing Center Included

More than your typical inventory counter.... much more than point of sale.

## Your Data Converts to Essential POS

Inventory, departments, vendors, customers, sales history, purchases, and more. Essential POS seamlessly converts your data.

\*limitations and additional fees may apply

## Tried & Trusted

29+years in service. More than 90% of businesses convert from other systems.

## Point of Sale / E-Commerce

Seamlessly working together, the data, inventory levels, customer history, gift cards, rewards data and more are as real-time as it gets.

## Technical Support

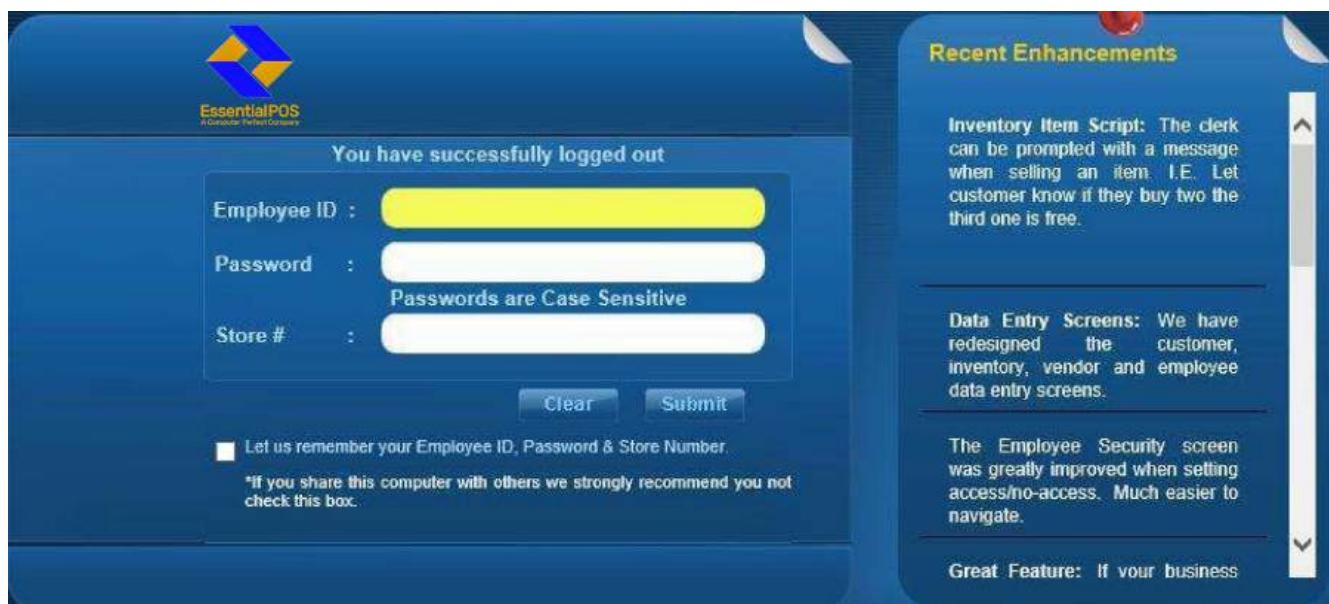
We answer on the 2nd ring. No hold times...Really



# Essential POS

## Sign In

Start by signing in to our secure, encrypted site.



## Essential POS supports various browsers



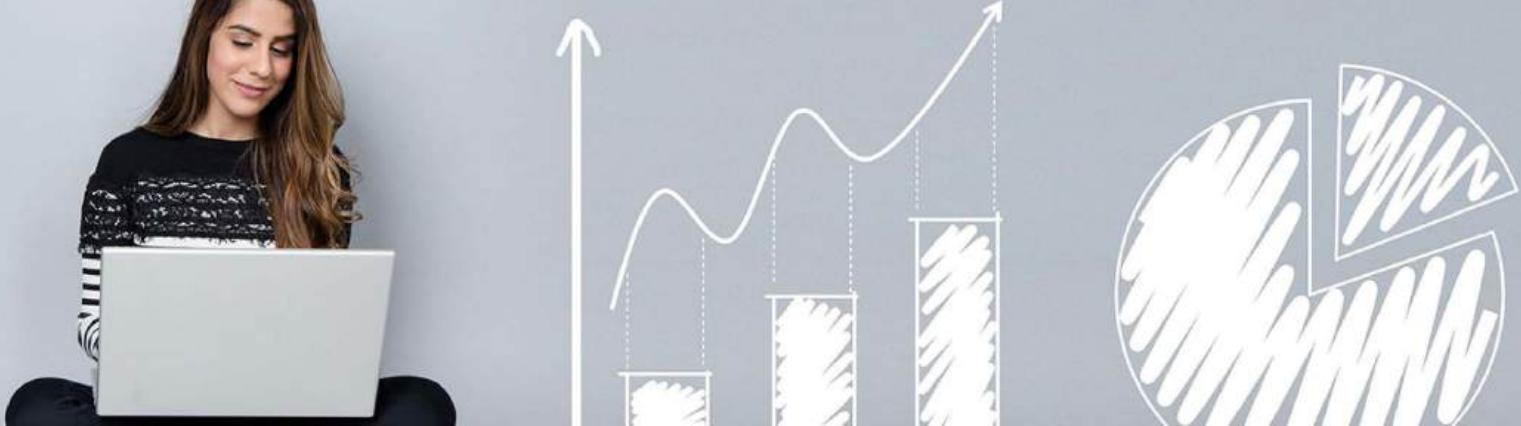
# Ring Sales Easy

Our easy to operate Ring Sales screen requires little training.



## Multiple Options





## Inventory Sales Graph:

Essential Online Point of Sale displays eighteen months of inventory sales history. You can view data by the bottle or case if needed, returns, promotions, and more.



## Streamline Inventory Recording

Inventory receiving has never been better. Every keystroke has been thought out carefully to ensure your receiving sessions are an **Essential** experience.

Receive Products

Vendor: Apollo Fine Spirits

ITEM INFO BOX

CALICO JACK SPICED RUM 1.0L, Price: \$11.99		Edit Price								
Old Margin:	25.6%	New Margin:	27.82%							
Old Markup:	33.37%	New Markup:	37.03%							
Description	Size	Cases	Units	Unit Cost	Case Cost	% Change	Extension	P	S	Edit
<input type="checkbox"/> ABSOLUT 80 VODKA	1.0L	5	0	19.39	232.68	▼ 2.00%	1163.40	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> ABSOLUT CITRON	1.0L	10	0	18.96	227.52	▼ 2.00%	2275.20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> DEKUYPER PEACHTREE SCHNAPPS	1.0L	3	0	9.86	118.32	▲ 5.00%	355.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> DEWAR'S 12YR 12 YR SPECIAL RESERVE	.750L	10	0	27.60	331.20		3312.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> FAIRBANKS SHERRY	1.5L	4	0	8.15	48.90		195.60	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> GALLO FAMILY VINEYARDS CAFE MERLOT	1.5L	10	0	6.73	40.38	▲ 5.00%	404.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> CABO WABO BLANCO	.750L	10	0	23.67	142.02	▲ 1.00%	1420.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> CALICO JACK SPICED RUM	1.0L	5	0	8.75	105.00	▼ 3.00%	525.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Invoice Total: \$ 9,650.20



## Delivery Service Integration

Uber Eats, DoorDash, Instacart & beyond. Expand your store's reach by partnering with this online delivery services.



## Marketing Center

Essential POS offers multiple tools to promote your business. More than Point of Sale, Essential can capture key demographics on your customers. Promote your business with these vital business data.

**Reach** out to customers who haven't visited in a while

**Alert** customers when their favorite items arrive

**Realize** what customers purchase at which prices

**Produce** new customer reports or anything else you could think of



## Loyalty Rewards Program

Keep your customers coming back by setting up a loyalty rewards program. From one location to multiple, Essential POS handles it. Just swipe the customer's rewards card or use their mobile number.

A full array of reports are available at the back end, from points given/redeemed per day to detailed tracking by customer/date range. The above report represents all 'Points Rewarded' for a given time frame.

The same type of report is available for '*Points Redeemed*.'



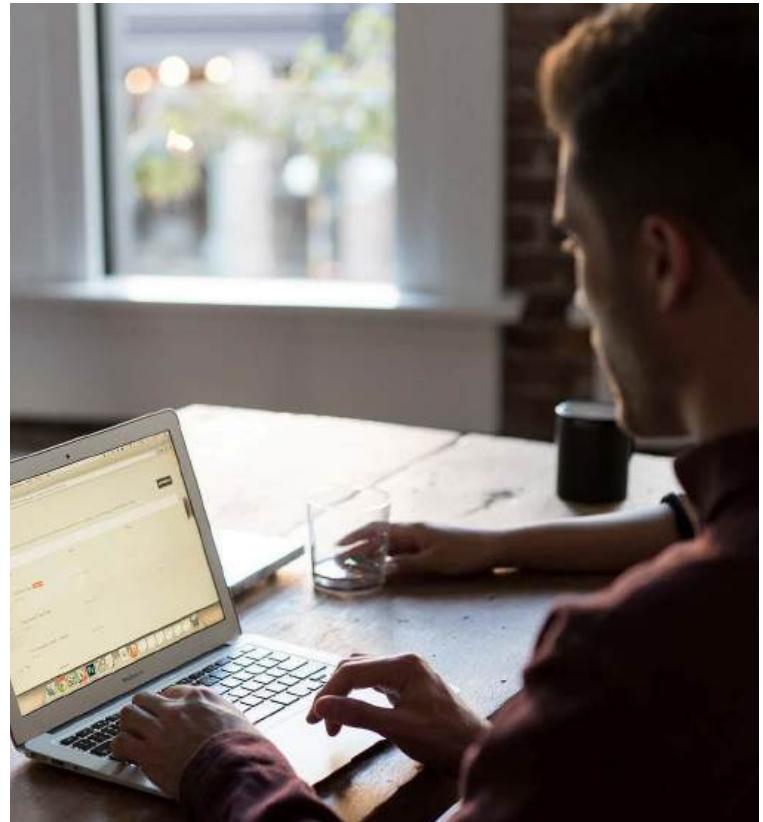


## All-in-One Credit Card Device

- Process credit cards with our all in one device.
- Complete with credit, debit, and signature capture.
- No need for years of signed paper receipts. Plus, in most environments, no signature is required for transactions that are under \$25.00.

## Work from anywhere: your home, café...

- Since Essential POS is an online application you will have complete access to your store from anywhere.
- No third-party software required. Check today's sales, drill down on voided transactions, returns.. full access is yours. Simply open your browser OR use our iPad and iPhone application.





# Essential Digital Marketing

Essential Online P.O.S. retailers can take advantage of an array of P.O.S. technologies that *offers to advertise products and services to better connect with their customers.*

The technologies, **Essential Enhanced Pole Display** & the **Essential In-Store Kiosk** are provided at no fee, in most situations, to merchants who subscribe to the **Essential** Online P.O.S. system.



## Enhanced Pole Display:

Our innovative enhanced pole display utilizes an 8" tablet for a perfectly sized crisp visual experience for transaction detail at the point of check out.

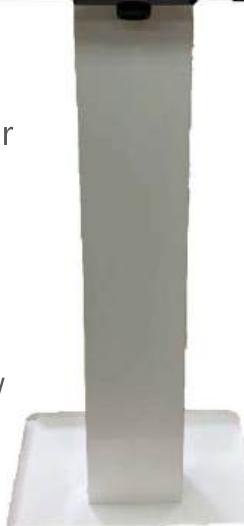
When the register is idle, streaming ads (non-audio) featuring products available in most wine & spirit retailers, will loop in intervals in an attractive and vivid imagery. There is no upkeep on your end as all images are maintained by us.



## In-Store Kiosk:

Our **Essential In-Store Kiosk**, utilizes your store's data, in real-time, which provides an interactive collaboration between the store and your customer. It's an opportunity to educate, inform, inspire and promote your business.

The **Essential Kiosk** allows your customer to quickly perform inventory look-up, price checks, gift card balance checks, loyalty status, food pairing, sign-up new customers, and promote specific products or new arrivals.



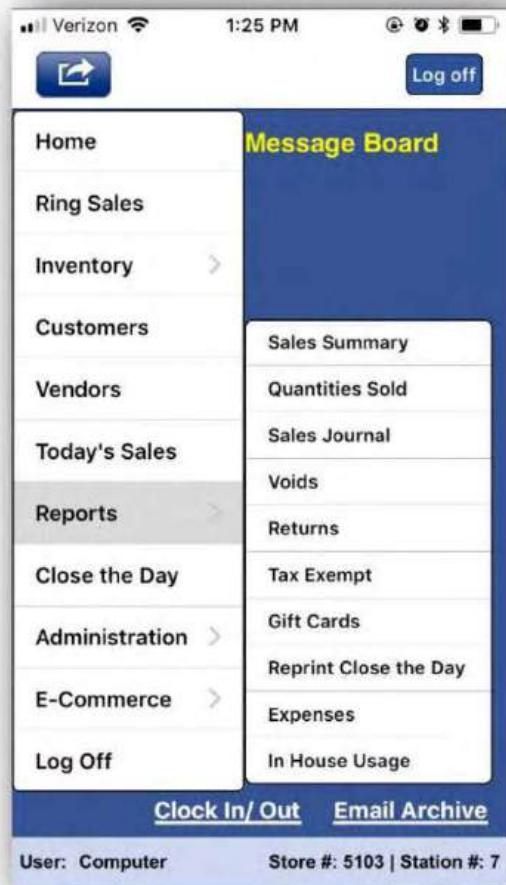
**Computer Perfect, the developers of the Essential P.O.S. Technology Platform is more than a point of sale company, as we encompass technologies retailers need, from the in-store point of sale, e-commerce, enhanced pole displays, and kiosk services. Elevate your business with Essential.**



# iPad & iPhone

Ring Sales, process credit cards, check today's sales, run sales reports, adjust employee security settings, have full access to your inventory, and more ... in realtime. Exactly like Essential Online Point of Sale for your browser, Essential POS for the iPad and iPhone displays the identical information with the same look and feel. In the palm of your hand. Real-time data, from ringing sales, running sales reports, and more.

Feel the power of Essential Online Point of Sale for the iPad and iPhone.



# Contact Us

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**Essential POS**  
A Computer Perfect Company



***Thank you!***