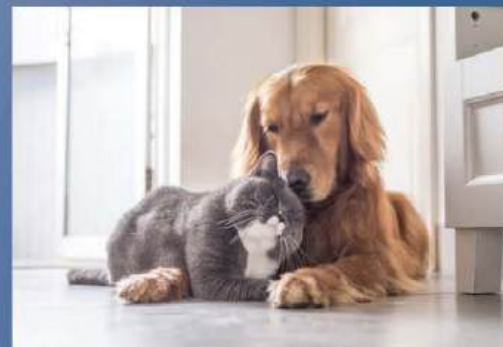




Essential POS Technology

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.

Recent Enhancements

Inventory Item Script: The clerk can be prompted with a message when selling an item I.E. Let customer know if they buy two the third one is free.

Data Entry Screens: We have redesigned the customer, inventory, vendor and employee data entry screens.

The Employee Security screen was greatly improved when setting access/no-access. Much easier to navigate.

Great Feature: If your business

Essential POS supports various browsers



Ring Sales Easy

Our easy to operate Ring Sales screen requires little training.

Mon 09/16/15 Legal Dt 09/16/99 Johnson, Dennis [L49] (P14) 555-1980 M 45 Lakeside Dr New Rochelle, NY 10801 Customer Profile Dennis.Frog@gmail.com Last Purchase : 09/16/15 Store Cash \$161.08 Sub-Total \$145.75 Sales Tax \$13.29 Total \$163.04

SKU/CMD COMMAND Misc. Customer Notes Reprint Inv. | Adv. Search | E-Commerce Total Items : 5

Description	Size	Qty	Price	% Disc.	P	Ext.
1 DEWARS 12 YR OLD	1.0L	1	49.99			49.99 D
2 ANCIENT PEAKS MERLOT	.750L	2	19.99			39.96 D
3 ALPHA OMEGA CHARDONNAY	.750L	1	30.99			30.99 D
4 Absolut 100 Vodka	.750L	1	28.79	10.000		28.79 D

Select Shipping Address: (If no address is selected, the billing address will be used)

Log Off EMP: YG1

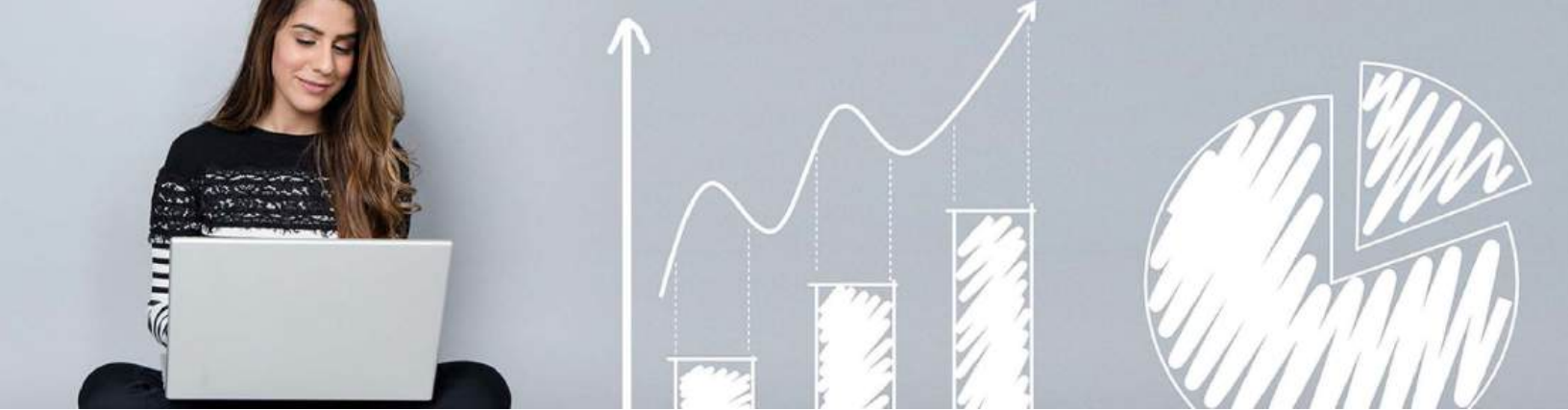
PRICE CHK. AR F1 - INVENTORY AR F2 - CUSTOMERS CLR SCREEN TOUCH MENU

HELP: Station 2 Enter - End transaction AR F7 - DISCOUNT HOLD SALE BLANK LINE AR F10 - EXTRAS Exit - End Sale

Multiple Options

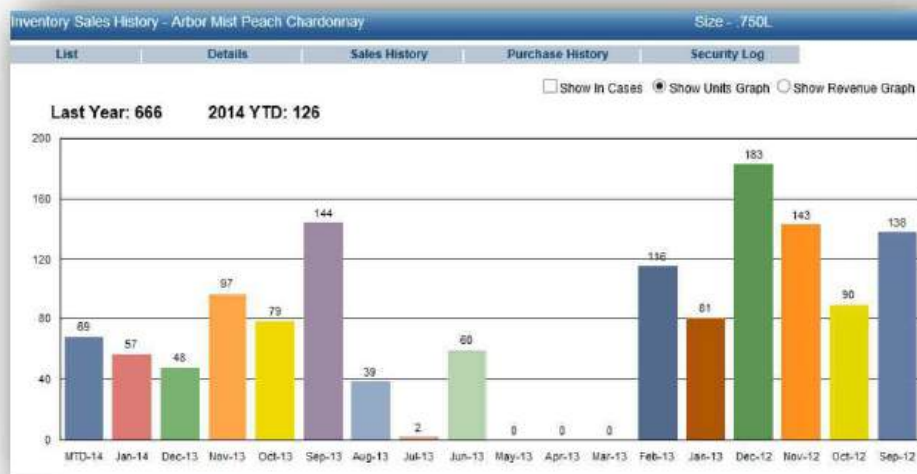
Extras Total X

Review / Print Unclosed Invoices	Enter an Expense	Test Hardware
Total Sales	Open Cash Drawer	Tax Exempt Invoice
Customer History	Return	MEMO
Drink Recipes	Enter an In House Use	Ship
Gift Cards	Void Invoice	Apply Coupon
Back from EXTRAS	Employee Time Clock	Cash Drop



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: 25.02% New Margin: 27.82% Old Markup: 33.37% New Markup: 37.03%

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

Invoice Total : \$ 9,650.20 Clear Alt F2 Inventory End Transaction SKU/COMMAND



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*.'



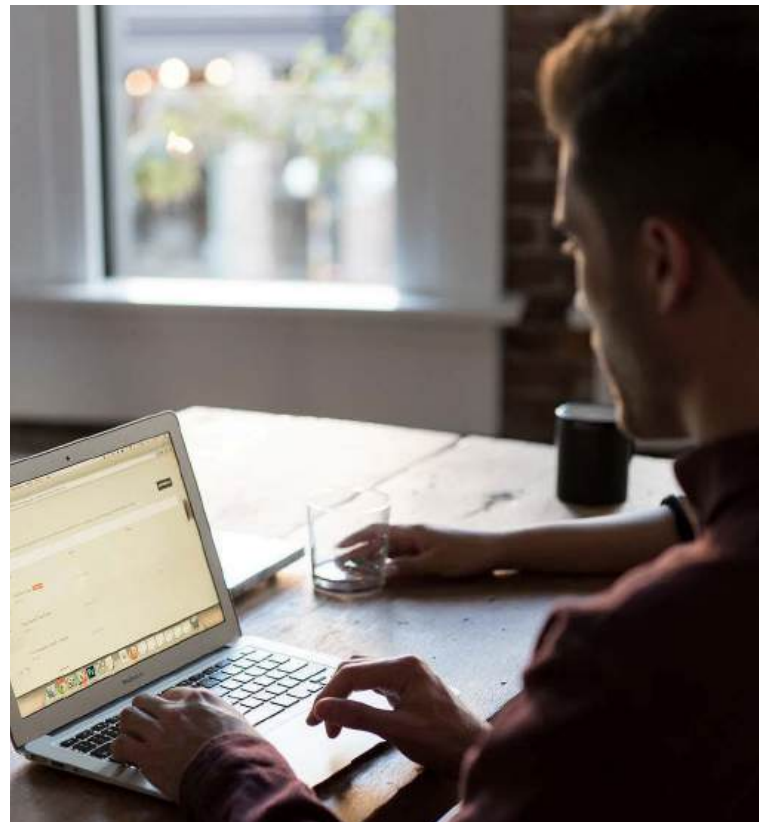


All-in-One Credit Card Device

- 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.



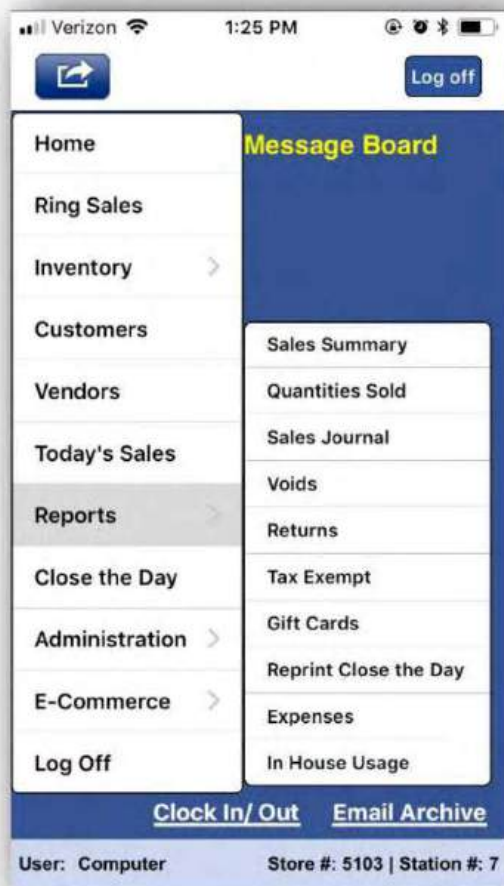
Computer Perfect, the developers of the Essential P.O.S. Technology Platform is more than a point of sale company, as we encompass technologies retailers need, from the in-store point of sale, e-commerce, enhanced pole displays, and kiosk services. Elevate your business with Essential.



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.



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Essential POS

A Computer Perfect Company



Thank you!