TOSHIBA TEC & DATASYM(UK)

Provide The Perfect Combination For Retail

TOSHIBA TEC Europe, leading manufacturer of point of sale hardware, has joined forces with Datasym(UK) to offer a complete retail solution capable of meeting the requirements of businesses of any size. The innovative front end solution of Datasym.PoS software combined with the functionality and reliability of TOSHIBA TEC's hardware benefit the retailer in the following ways.

Datasym.PoS Features

Mix & match and link save
This option enables you to offer special promotions on slow moving lines, for example, buy one get one free, and a variety of other customer incentives.

Customer Loyalty Schemes
Use of a well-defined customer loyalty scheme allows points to be awarded based on customer spend and individual items. A customer database can be built for tracking and operating customer loyalty care programmes, giving a vital tool to develop marketing strategies.

Security
Customer entry can be made via magnetic card swipe or finger print, for added security.

Multiple Price Files
Allows you to use multiple prices, for example, for reducing the selling price on perishable items, or price banding for loyal customers.

Ease of Use - Fast Customer Throughput
Operation via a touchscreen or keyboard on TOSHIBA TEC's robust hardware directs the cashier quickly and easily through the transaction, resulting in improved customer service with fewer queues and reduced staff training time and costs.

DATASYM

TEC
TOSHIBA TEC EUROPE
Retail Information Systems

Optional Second Screen

With the optional second TFT screen replacing the traditional customer display, the TOSHIBA TEC PoS Terminal can be used for targeted product and brand marketing activities.

Cashless

The cashless feature reduces the need for cash holding on the premises - transactions are paid for by charge cards, or charged to account.

Speed and Reliability

Datasym.PoS has been developed on TOSHIBA TEC's ST-60 & ST-70 Touchscreen & ST-6500 epos terminals to give 100% compatibility.

A quick, reliable file structure makes the system not only solid but also very efficient. For additional peace of mind the back-up facility allows you to continue trading as a stand-alone system in the event of failure.

Chip & Pin Compatible

Card fraud has risen significantly in the UK in recent years. By 2005, the UK banking industry will have implemented Chip & Pin processing systems. Datasym.PoS is already using Electronic Funds Transfer (EFT) and is configured ready for Chip & Pin implementation.

'Stockade' - Back Office Features

Whilst Datasym.PoS can operate entirely independently, it can also be fully integrated with Datasym's back office 'Stockade' system, which provides:

Fast effective procedures - Enabling full control of the movements of goods within your business and allowing stock on hand to be managed within your company's cash flow.

Fast and user definable reports - Allowing you to maximise your efficiency to give increased profitability.

Easy Links to many packages - With Stockade, you can obtain excellent links to Sage accounting software, electronic fund transfer and electronic data interfaces, with major wholesalers allowing online ordering and up-to-date cost prices. E-commerce is a planned development.

Scanning - The extensive features within 'Stockade' allow 100% scanning with the unique option to produce bar code labels for any product.

For the retailer, TOSHIBA TEC can offer an extensive range of specifically designed electronic point of sale products for your market, including Touchscreen, modular equipment and fully integrated units. The innovative front-end solution from Datasym(UK) enables you to offer a point-of-sale customer service that is second to none, either entirely independently; or if required, with Datasym's back office 'Stockade'. As a Chip & Pin compatible solution, the retailer is well equipped to meet not only their current, but also their future requirements to be ready for the all-important shift of liability from the bank to the retailer in 2005! With a simple and easy to use programme, capable of configuring to each customer specification, Datasym.PoS gives you a cost-effective solution that provides you with facilities similar to those used by major supermarket chains.