Heartland

pcAmerica
Cash **Register** Express

Affordable, Reliable, Complete Retail Point of Sale

Discover the point of sale that will transform your business—and pay just one low monthly fee.

pcAmerica/Cash Register Express, the retail point of sale solution from Heartland, is designed to make managing your store easier and profit margins higher. This complete retail POS solution has the features and functions you need, whether you operate one store or one hundred. Best of all, the transition to Cash Register Express won't break the bank. With low monthly payments, local service and support that is always available, and no upfront costs, Cash Register Express will help your retailers manage inventory more efficiently, grow customer relationships with gift and loyalty programs, accepts any type of payment, and report in real-time anywhere, from any mobile device.

Key Benefits

– Save time and money by streamlining operations
– Manage inventory with real-time clarity
– Payments anywhere, anytime, on any device
– Increase sales and generate repeat business
– Cloud-based reporting from any internet device

Heartland's Cash Register Express offers:

– **Complete Retail Point of Sale**
  From hardware to software, we can build you a point of sale system and execute the deployment whether you have one store or one hundred.
– **Inventory Management**
  Streamline business operations, bring down your inventory carrying costs and decrease the amount of time your employees spend on inventory counts.
– **EMV Payments**
  Accept any payment with an integrated payment processing system that is fast, easy, and secure.
– **Cloud-Based Reporting**
  Real-time, mobile access to what matters most in your business— the data.
– **Gift Cards**
  Get customers in the door.
– **Loyalty**
  Keep customers coming back.

Vertical Markets

– Convenience Stores
– Specialty Grocery
– Gift and Museum Shops
– Liquor and Tobacco Stores
– Dollar and Discount Stores
– Bakeries
– Rentals
– General Retail

*A **Global Payments** Company*

NUROL
POINT OF SALE
YOUR POINT OF SALE EXPERTS

800-390-6623
www.nurolpos.com

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Benefits: A Closer Look

- **Save time and money by streamlining operations**
  - Intuitive software used by tens of thousands of merchants enables staff to learn the POS system in minutes.
  - Discounts with notes can be applied to line items or to the entire sale and displayed on customers' receipts.
  - Staff sales tracking allows sales performance to be tracked and reported in real-time.
  - Cash Management enables the tracking of movements from vendor payout to register closure, reducing errors and theft risks.
  - Integrate with Heartland Payroll to provide complete payroll, hiring, and HR solutions.

- **Manage inventory more profitably**
  - Product Matrix to efficiently manage variants and composites including like sizes, colors, and materials and edit them all in one view.
  - Import existing barcodes or create and print new ones. Add products to sales, purchase orders or stock-takes.
  - Manage pricing, discounts and markups across all your products, outlets and customer groups.
  - Customizable taxes for different cities, countries, states, or even different products or outlets.
  - Always have your top-selling products in stock with automated stock orders and customizable reorder points.
  - Complete full or partial inventory counts at the POS, back office or mobile device.
  - See stock on hand, low stock information and inventory levels to help make better decisions about your inventory.

- **Payments anywhere, anytime, on any device**
  - Always on, CRE operates without the internet, ensuring you can keep performing transactions when your customers are ready.
  - Accept multiple forms of payment with EMV, pin-debit, credit and debit cards, and mobile contactless payments like Apple Pay and Google Pay.
  - Store credit cards safely to allow customers' payment information to be saved for repeat transactions or to bill on-account.
  - Take deposits and partial payments on layaway sales or let your customers pay on-account.
  - Customers can pay with multiple forms of payment in a single transaction.

- **Increase sales and generate repeat business**
  - Collect and analyze data to gain insight into shopper behavior and trends.
  - Increase your revenue and reduce your processing costs by issuing custom gift cards that can be used in-store or online.
  - Grow repeat business with your own custom loyalty program that's simple to manage and easy for your customers to join.
  - Customer transactions are saved so you can view purchase history, loyalty and account balances.
  - Manage all your customer information from a single source including import customers from other applications.

- **Cloud-based reporting from any internet device**
  - Customizable reports - build your own reports from your data to see store, product and staff performance.
  - Organize product and sales reports by product, brand, supplier, tag, and more to easily identify trends and make the best decisions.
  - The Mobile Manager Alert App accesses your key sales metrics from your phone anytime, anywhere.
  - Access end-of-day reports for daily register closure summaries and sales history reports to confirm payments and easily find discrepancies.
  - Export your reports to your accountant or your favorite spreadsheet tool for in-depth analysis.

Features

- Time clock
- EMV payments
- Inventory/warehousing
- Reporting
- Barcode scanning
- Label and shelf tag printing
- Age verification
- Gift cards, loyalty and more

Hardware

- **Common POS products**
  - Guest display with various stands
  - Stationary and mobile HP computers in various screen sizes
  - Swipe and EMV card readers
  - Cash drawer
  - Bluetooth barcode scanner
  - Receipt printer
- **Other products**
  - Battery backup
  - Barcode scanner
  - Cellular backup
  - Secure wireless networking