



**Retail**  
EXPRESS

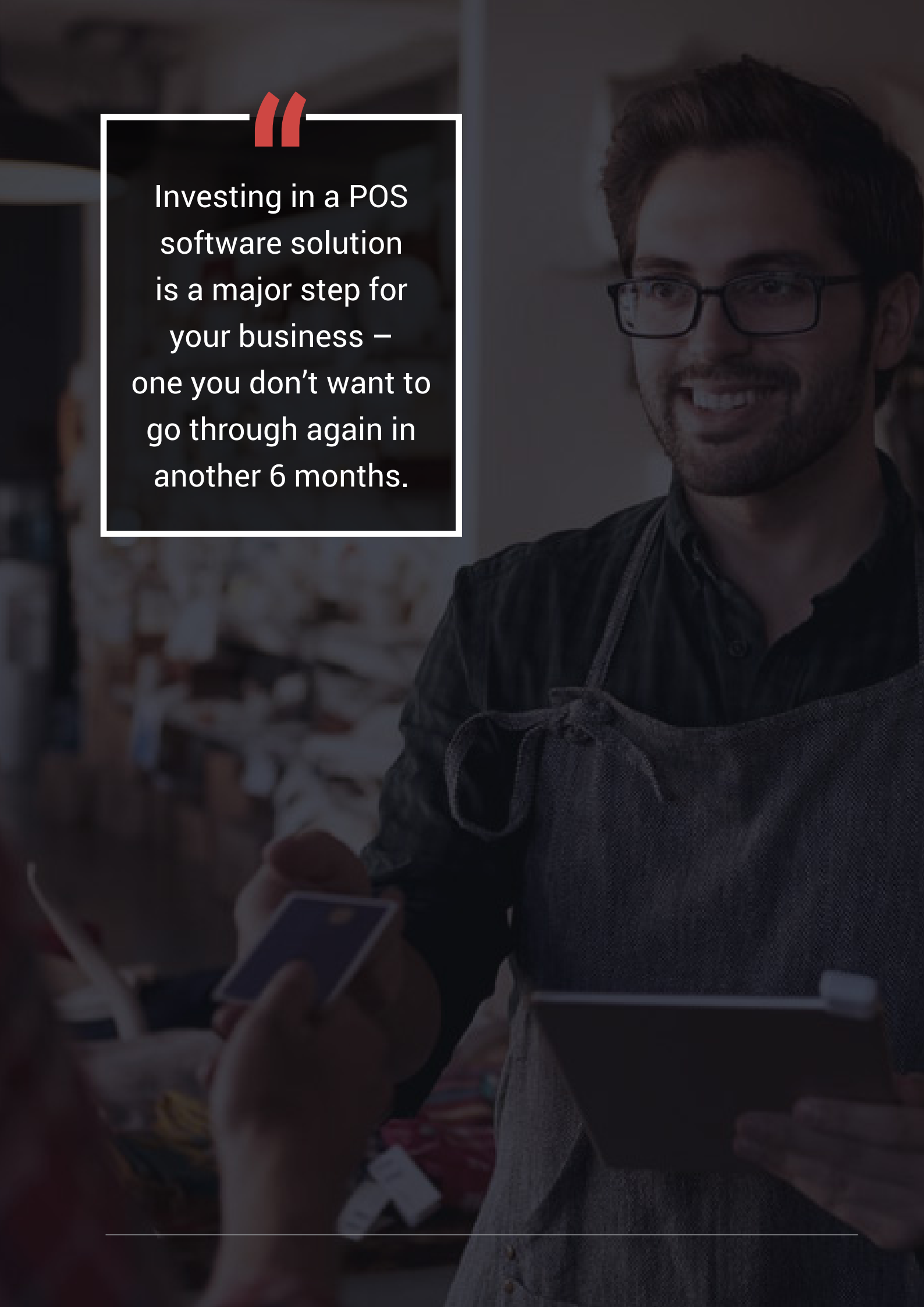
# INVESTING IN THE RIGHT POS SOFTWARE VENDOR

The important questions to ask before you buy

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Investing in a POS software solution is a major step for your business – one you don't want to go through again in another 6 months.





# It pays to ask more questions

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From what you read on websites & marketing materials, all retail software providers can seem alike.

Many will try to race you through a free trial and sign-up process that 'ticks the boxes' – at least for your initial needs.

The challenge is that many things that make a POS system drive a true return on investment often get overlooked in this quick decision process.

*It's only after you've signed on the dotted line, the limitations start to creep in.*

Some vendors lack the support you need to get up and running. Others begin to show they lack the features you need as you grow. It becomes increasingly difficult to configure the system to your ideal business practices.

*Investing in a POS software solution is a major step for your business – one you don't want to go through again in another 6 months.*

We have compiled what we believe are critical but often overlooked items to make sure you check before you invest.

Taking a bit more time to challenge vendors on these factors will provide you with more confidence that your investment will deliver a return today - and in years to come.

# Consider your timeframe and growth objectives

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It is critical when making an investment in software to think about where your business is now, and where you want it to go in the next few years.

- How long do you expect your new software to serve your business?
- What practices are going to become important to you as you grow?
- What inventory procedures, marketing strategies or fulfilment options will you want to offer?
- How will you offer a seamless omni-channel experience that the modern shopper demands?

## How To Use This Checklist

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Demand each vendor to provide **real world proof** that they can satisfy each item in this checklist.

For software features, demand an in-depth demonstration of the actual software, plus ask them to provide examples of local clients that are using the features and the benefits they have derived.

For support and partner capabilities, ask them to provide examples of current Australian customers to back up their responses.

*Don't settle for talk, get them to walk the walk!*

# 01

## LEVEL OF SERVICE AND EXPERTISE

Whilst technology and software are clearly important areas of expertise to look for in a POS system provider, it's also critical to work with someone who understands retail and the local market dynamics. Quiz each vendor on their retail knowledge and local client relationships. Are they going to be a strategic partner who can help you advance your retail practices or just sell you software with little understanding of the local retail space?

### LOCAL CLIENTS & RETAIL EXPERTISE

#### Questions to ask each vendor:

- How many clients do they have in Australia & New Zealand?
- How many are long standing clients (5 years or more)?
- What size are these retailers? Can they demonstrate they can meet the complexity of growing multi-store retail?
- Do they have examples of home grown success stories that have been enabled by their solution?
- What expertise and experience do their team have of the Australian Retail Sector? Do they understand retail operations or just software? Quiz them with a few terms 😊

#### Challenge us more, but here are our answers...

Retail Express has over 4000 Australian clients - amazing brands and retailers – many that have been with us for over ten years. Australian success stories like 99 Bikes, Sass & Bide and Nutrition Warehouse have built their operations on our platform and transformed into benchmark multi-store retailers.

Our roots as an Australian retailer, and our commitment to recruiting trained industry specialists means we know the market inside out. We deeply understand retail operations and provide relevant technology solutions to optimise them. We love nothing more than sharing the best practices we see across the industry to help make Australian retail thrive.



The impact and importance of onboarding is often over-looked during the decision-making phase for many retailers.

Many POS implementations fail because of a lack of suitable support, causing huge frustration to the business owner and staff. They then rarely get the full benefits of the software as a result.

Many providers refer you to one of their partners who then charge you extra for the setup service.



## SETUP & ONBOARDING

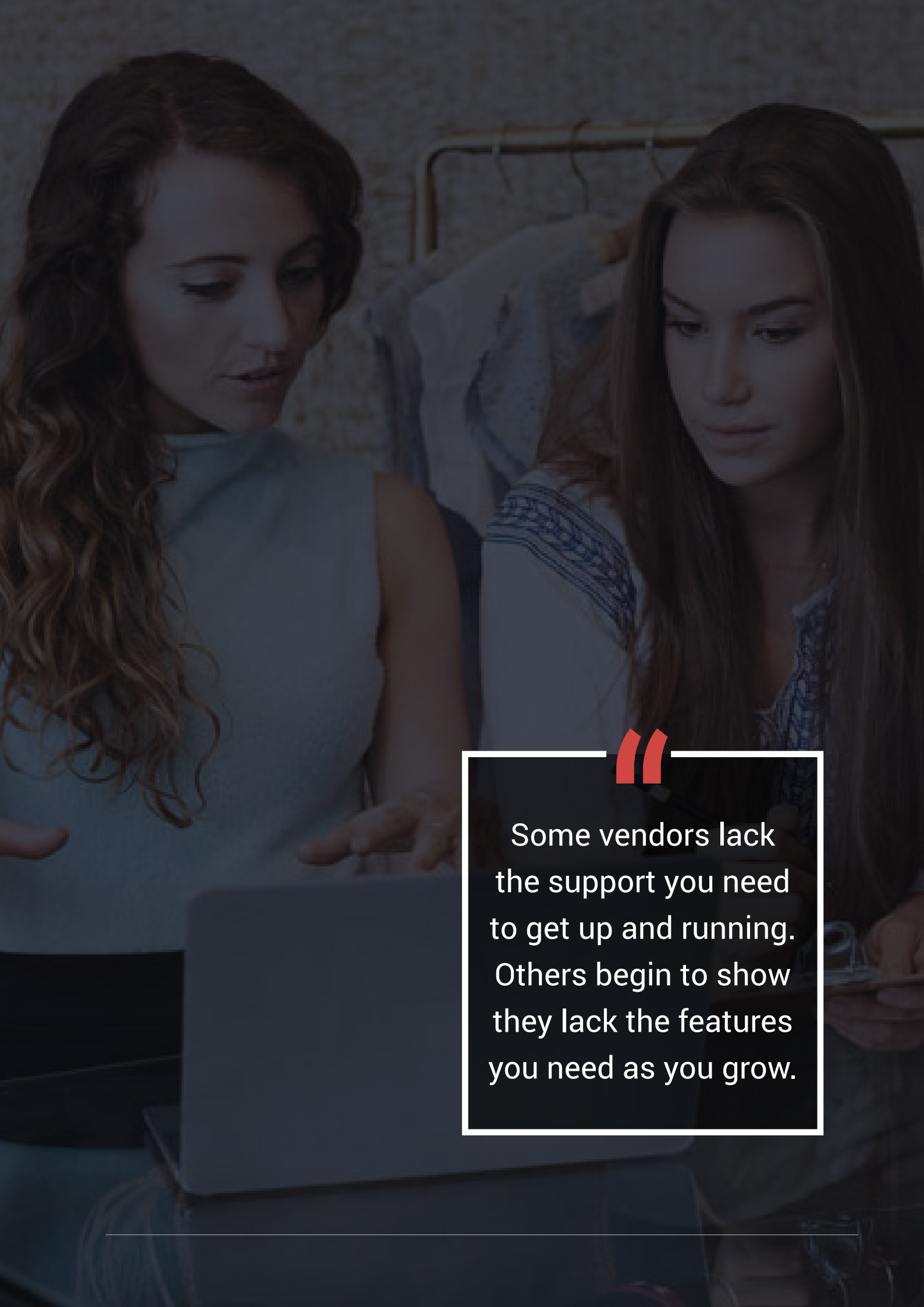
### Questions to ask each vendor:

- Who will be your point of contact for implementation of your POS system project? Where will they be based?
- Are there different charges for different tiers of support?
- Will they provide you with a structured implementation success plan relevant to your specific operations?
- How will your data be managed? Will this (often under-scoped) activity be left to you? If you need support, will you be charged extra?
- What support will be provided for hardware setup and payment integrations?
- What training resources will be provided to you? Are there local face-to-face training options?

### Challenge us more, but here are our answers...

Retail Express provides an Onboarding Success service, best-in class project management, step-by-step setup and configuration support all as standard. Our free Data Concierge service ensures your new platform is setup swiftly and efficiently with all the right structures. Most importantly, there are no tiered charges for different support levels. Everyone gets full-service, because it's critical to every projects success.

Our extensive range of training options include face-to-face Training Academy, and a 24/7 knowledge-base portal with videos and easy to follow how-to guides.



Some vendors lack the support you need to get up and running. Others begin to show they lack the features you need as you grow.

Should Australian support come as standard with your software selection?

Speak to other Australian retailers and they will tell you that customer support is one of the areas that varies most greatly between different POS software providers. Some are great and some leave you stranded and on-hold to overseas call centres. During a busy day of running a retail operation, you need quick, effective answers to any questions you may have. So what are your expectations?

## ONGOING SUPPORT

### Questions to ask each vendor:

- What channels of support will you be offered? Phone based? Email? Will you have to pay a premium for any of these?
- Where will your support centre be based?
- What level of retail expertise do their support team have?
- What response time rates can they provide you for support?

### Challenge us more, but here are our answers...

Our Australian support team all have retail backgrounds which makes them highly effective in helping you solve your problems. We pride ourselves on 97% of support calls being answered in less than 30 seconds. We do not make you pay a premium for the service-excellence we believe should come as standard - for every customer.





# 02

## BUSINESS IMPACT / ROI CALCULATIONS

When you invest in retail management software, you need to identify where the potential profitability improvements are that will generate a positive and fast payback.

This involves looking at all elements of your retail operation and spotting opportunities for improvement and risks/blind-spots.

### Questions to ask each vendor:

- Which areas of your operation do they foresee profitability improvements coming from? Inventory? Logistics? Marketing? In-store sales and service?
- Do they have any calculation tools to estimate the measurable impact for each of these areas?
- Are they able to provide a quantified evaluation that investing in their software makes overall financial sense?

### Challenge us more, but here are our answers...

Our retail experts can conduct an in-depth assessment with you to identify all the key areas of improvement across your retail operation. They can help to calculate the indicative financial impacts that this could represent. We believe in making sure that we are the right fit for your business and can generate a positive and fast return on investment.

# 03

## PLATFORM FEATURES & TOOLS

There are endless amounts of features that you could compare between POS systems and the importance between them will be quite unique to your business. However, there are some key growth-critical areas that, according to the thousands of retailers we speak to, seem to vary dramatically between different software platforms.

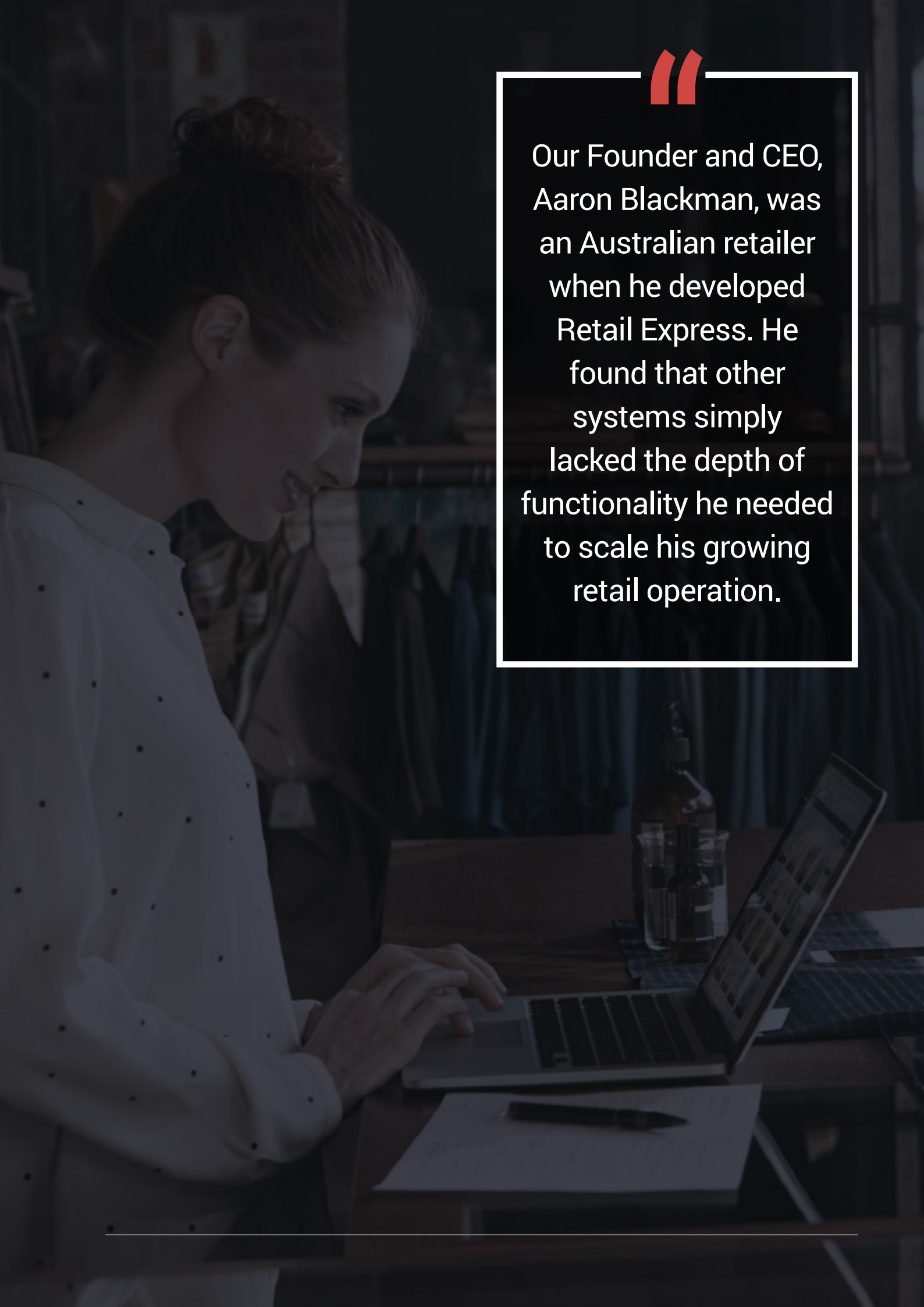
### IN-STORE POINT OF SALE (POS)

#### Questions to ask each vendor:

- Can my staff be automatically prompted to cross/up sell?
- How many registers and users are included? Are they unlimited or are there additional costs for the more registers and users I have?
- How can staff quickly find products when they don't know the product code? Can they search within the product description and custom attributes like brand, type, colour or size?
- Can I setup unlimited split payments at the POS? For example, a payment across multiple credit cards and part cash?
- Can you manage multiple fulfilment types in one transaction? For example, one item for cash & carry, one on layby and another on delivery. Can delivery dates and details be recorded at the POS?
- Can I protect my margins by enforcing maximum discount rules? E.g. by brand, supplier and product code? Can approved staff view margins at the POS for the purpose of discounting?
- How are internal stock transfers managed at the POS? Can staff automatically create an internal transfer order on behalf of a customer? Are stores automatically notified upon other locations requesting stock?



Our Founder and CEO, Aaron Blackman, was an Australian retailer when he developed Retail Express. He found that other systems simply lacked the depth of functionality he needed to scale his growing retail operation.



Your inventory is your largest investment - ensure it is working for you.

- Can staff see estimated arrival dates for incoming stock within the POS? Are they able to sell this incoming stock confirming estimated arrival dates to the customer?
- Are the latest consumer payment options integrated into the system such as Buy Now - Pay Later?

## PRODUCT, PRICING AND SALES PROMOTIONS

### Questions to ask each vendor:

- Can I set my own product attributes like size, colour, season and brand? Can I setup up a product matrix with combinations of these attributes?
- Can I bulk update product, pricing or sales promotion attributes across a range of categories?
- Are there any limits on the number of product SKU codes or customers that I can have in my system?
- How flexible is product pricing? Can it be different across multiple store locations?
- Can I set price and multi-buy promotions at a store-by-store level?

## INVENTORY AND LOGISTICS

### Questions to ask each vendor:

- Do you have any data and automation tools to help ensure I have the optimum stock levels at each location?
- Are purchase orders automatically generated for each supplier based on reorder points? What vetting process is in place? Is it possible to have one master order for multiple vendors that combines purchasing, transferring and ordering?
- How do I quickly identify excessive or slow-moving stock for the purpose of transferring to another location?
- What stocktaking tools are available? Can multiple staff stocktake at the same time? Can I complete a partial stocktake (e.g. stocktake a few items across multiple categories)? Is there a mobile stocktake tool?



Ensure your marketing and analytics are giving you the insights you need for success.

- Can I centrally order for all my locations and have those items dispatched to either individual stores and / or warehouse?
- Can I produce a single purchase order for one supplier containing multiple customers' orders?

## MARKETING AND LOYALTY

### Questions to ask each vendor:

- Is a loyalty rewards program and gift cards function included? Is it as standard or charged extra?
- Can I offer loyalty discounts but have certain brands / products excluded for purpose of protecting brand integrity?
- Can I add bonus points for certain products or tender types?
- Can I bulk apply an incentive to multiple customers?
- Can I define my own in-store survey questions to help profile my customers?
- What data mining tools are available to help identify customer buying behaviour trends?
- Can I have one real-time centralised customer database for both in-store and online sales?
- Can I allow loyalty points to be redeemed as tender or vouchers?

## REPORTING AND ANALYTICS

### Questions to ask each vendor:

- Are reports based on real-time data, reflecting latest transactions as they happen across your operation? Do they account for all scenarios such as stock that is on layby or in-transit?
- Is there a library of ready-made management reports? What do they cover?
- Are all reporting and analytics tools included as standard, or do I have to pay extra?
- Can I easily segment reports across sales channels, and by product attributes like brand, style and supplier?
- Are there user defined security profiles to restrict reporting and sales channels access to approved individuals?
- Can report data be exported to excel?





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## ECOMMERCE AND OMNI-CHANNEL

### Questions to ask each vendor:

- Do you offer real-time integration with inventory levels and pricing? What happens if the last item is sold in store – does the webstore get updated instantly?
- Is any in-store loyalty pricing I setup automatically available online?
- Can loyalty points and gift vouchers be redeemed online?
- Can I offer Click and Collect?
- Can I represent all of my in-store stock online, and manage availability and pricing from one centralised inventory management system?
- Can in-store staff view a customer's purchase history across all sales channels including e-commerce orders?

## INFRASTRUCTURE AND HOSTING

### Questions to ask each vendor:

- Is all of my data real-time across multiple locations?
- Is the software a pure cloud solution? Is there any software I need to install across my stores or any servers I need to manage?
- If a cloud hosted solution, where will my data be stored? In Australia or overseas?
- What happens if I lose internet access? Is there an offline mode? What can I update during this situation – inventory, pricing, discount groups?

## CHALLENGE US MORE, BUT HERE ARE OUR ANSWERS...

Our Founder and CEO, Aaron Blackman, was an Australian retailer when he developed Retail Express. He found that other systems simply lacked the depth of functionality he needed to scale his growing retail operation. For each of the areas above, Retail Express provides you with tools that allow you to get more precise

control over your operations. We offer a more advanced configuration without sacrificing ease-of-use for you and your staff. Our Retail Experts will spend as much time as you are willing invest, to demonstrate the differences in our platform. And, more importantly, why these are critical to your growth.



A man in a white shirt is smiling and looking down at a smartphone he is holding in his right hand. In his left hand, he is holding several shopping bags. The background is dark and out of focus.

## SEE THE DIFFERENCE

Speak with one our Australian retail experts today and discover how we can fast track your growth.

Visit us  
[retailexpress.com.au/signup](https://retailexpress.com.au/signup)  
or call 1300 732 618

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