

## Tradewind

# POS for high volume retailers

## Solid performance; Windows environment

Tradewind® Retail POS has the power and resiliency to run higher volume sales and connect to your entire enterprise with astonishing ease. Tradewind helps you manage aggressive volume while focusing on to customer satisfaction.

The information your associates need to complete complex transactions or provide in-depth information is at their fingertips. Associates can use any register to locate an item in any store and conduct a send sale or store-to-store transfer depending on the customer's preference. Tradewind's client-telling feature acts as an electronic "little black book" that makes every associate a specialist in the customer's preferences and shopping habits.

Tradewind's extraordinary capabilities extend far beyond the cashwrap. The system encompasses the store's back office functions as well: pricing, inventory management, store administration, scheduling, timekeeping, shipping and receiving, customer portfolio/CRM, and reporting. The solution is flexible, scalable, and stable. Its robust base functionality can be expanded and customized to meet your specific requirements.

The solution is used successfully by retailers expanding nationally and internationally. Tradewind supports multiple languages, currencies, and tax regimes. It even allows the user to view the screen in his or her preferred language.



### Why retailers choose Tradewind:

- Maximize system up-time and stability
- Empower store personnel with vital information
- Process complex transactions with ease
- Manage labor and inventory
- Gather valuable customer information
- PA-DSS validated

# Put the wind in your sales

Extremely robust, Tradewind takes full advantage of three-tiered client/server architecture. Tradewind is extensively scalable, intuitively designed, and easy to use—speeding sales associates through point-of-sale transactions and maximizing store managers' productivity with extensive back office tools.

**Full functionality at the register.** Associates can conduct sales, verify returns, take special orders, perform layaways, look up item or customer information, add clientelling information, and even clock in or out. Through the same register managers on the floor can access back office functions like inventory, labor management, and scheduling.

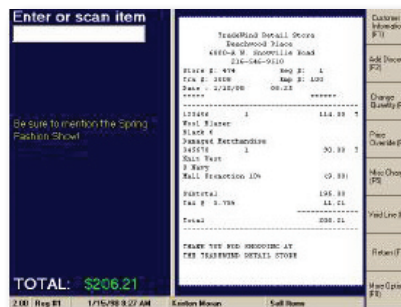
**Reduce shrink.** Tradewind has put in place numerous mechanisms for helping the retailer audit stores more effectively. Tradewind plays in-store traffic cop to all of these activities and thus ensures effective management and audit of the processes remotely as well as on site. For example, during a return, the associate sees a copy of the transaction receipt on screen; this and other security measures prevent multiple returns or refunds on non-returnable items. Store credits, gift certificates, and gift cards can also be verified immediately regardless of where in the chain they were purchased or partially redeemed.

**Pricing control.** Your pricing model is enforced automatically by the system. The deal pricing module analyzes all items on the transaction at tender time against all recorded promotions and the regular price. Replacing human intervention with software logic results in more accurate sales price application and fewer customer complaints and price changes.

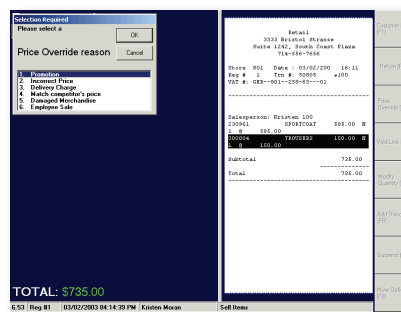
**Shorten lines with efficient service.** Tradewind is ergonomically designed to speed transaction processing. Cashier training takes less than an hour. Working from an image of the actual receipt helps associates sail through the transaction. Plus, on-screen reminders help boost sales with suggestive sell messages and encourage interaction with the customer.

## Increase revenue and decrease cost:

- Suggestive selling messages boost sales
- Pricing schemes are enforced automatically at the register
- Automated back office functions enable managers to spend more time on the sales floor
- Increase productivity and reduce shrink
- Improve receiving processes
- Streamline store close



The on-screen receipt and step-by-step prompts ensure that even complex transactions are handled smoothly.



Built-in controls like requiring reason codes help prevent shrink.

## Find out more about how MICROS-Retail can help you grow

Get in touch with us for more information or to schedule a demo or consultation

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