

eTMECRS
RETAIL AUTOMATION SOLUTIONS

ECRS provides complete enterprise management solutions for the most demanding of retail environments.

Centered on reliability, ease of use, flexibility, and feature-rich functionality, ECRS solutions provide powerful bottom-line and productivity building results that management, employees, and customers will immediately notice and appreciate.

The focus behind ECRS's ever-growing retail automation suite is to provide you with a one-stop-shop for all enterprise management needs. Because we understand that you have better things to do than keep up with multiple vendors for every operational area of your enterprise, ECRS created one solution suite to manage all critical areas of a complex retail environment: Point-of-sale, back office, supplier integration, inventory management, self-checkout,

loyalty, signature capture, shelf labeling, 3rd party interfaces, warehousing, video surveillance; the list goes on and on...

This global approach to enterprise management improves data accuracy, centralizes business intelligence, reduces cost and maintenance associated with supporting multiple platforms, and simplifies staff training by providing a consistent user interface across all store systems. Because ECRS understands that a retailer's needs today may be very different tomorrow, available functionality can be easily and affordably added at anytime. Systems are scalable to fit single store, one-register sites to large, multi-store chains.



Front Store & Customer Experience

“During the Holidays, we get extremely busy. Because cashier training is so easy with CATAPULT, we can add part-time help just through the Holidays to manage the registers, while our more experienced staff walks the floor helping people.”

– Lionel Legry, Nat Sherman, Inc.

CATAPULT™

CLASS-LEADING POINT-OF-SALE

The ECRS CATAPULT point-of-sale solution is the starting gate for complete retail enterprise automation. CATAPULT's class-leading touchscreen technology, combined with hundreds of customizable display options, make both the cashier and customer checkout experience simple, fast, secure, and accurate. The data processed through the point-of-sale provides information that fuels hundreds of reports and state-of-the-art analytic tools available with CATAPULT Back Office functionality. This data, collected from real-time sales activity, provides the visibility you need to run your business effectively on a daily basis. You can plan staff schedules based on sales data from previous years and shopping patterns, create promotions based on sales trends, track customer membership, gain insight into vital financial information, and automate your inventory management. Not only does this mean countless hours saved from tedious manual labor, but it also means bottom-line growth by maximizing store resources, enhancing customer service, and preventing loss from inventory and pricing errors. CATAPULT also links with Supplier Gateway™, using LogicSync™ business logic technology, to improve overall enterprise performance and supply chain management.

CATAPULT™
Retail Enterprise Automation

REGISTERGUARD™

CATAPULT is the one software solution you can trust to keep your store checking out customers quickly and efficiently hour after hour, day after day. After many years of design and development, ECRS has perfected true POS data redundancy. RegisterGuard™ was designed with you, the retailer, in mind. If the local network stops working, each CATAPULT POS terminal continues to operate independently without relying on the network to process transactions. Unlike competing systems, RegisterGuard ensures that mission-critical POS functionality continues to operate as usual, even when your network has stopped functioning.

ITEM SCAN ACCURACY

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SIMPLIFIED CASHIER TRAINING

Because of the consistent and intuitive User Interface (UI) found with all CATAPULT applications, and because each POS terminal screen is completely customizable to fit specific store, department, or cashier needs, training can be completed in a matter of minutes. This is a great benefit during peak times, such as Holiday seasons, when you need to hire additional help for a short period of time. You can even set POS screens for certain times of day to facilitate speedy checkouts and cashier ease-of-use. For example, you can create a screen for the morning hours with a pre-built menu key for coffee and a different screen for after-school hours with soda pre-set as a menu key. The possibilities are essentially endless, making both staff and customers happy.

POS FLEXIBILITY

CATAPULT's flexibility is the key advantage to enhancing, expanding, and streamlining your retail operation. CATAPULT's interface is powered by our exclusive Function Generator technology to help you facilitate unlimited tenders, tax tables, discounts, preset item keys, menu keys, and a variety of other functions tailored to fit your operation. This exclusive feature provides you with the solutions your business needs today with the built-in adaptability you need to expand in the future.

Mobile Point-of-Sale

ECRS's tablet-ready mobile POS is a feature-rich, fully functional point of sale that allows merchants to extend their business outside of the standard retail environment. Mobile CATAPULT is powered by ECRS's Retail Transaction Server™ (RTS) technology, which extends the powerful CATAPULT POS business logic to mobile devices and web services. Mobile users can perform a full range of activities including customer association, electronic payment processing, gift activation and redemption, item lookup, customer history search, and customer loyalty management. This device works seamlessly inside or outside of WiFi range for uninterrupted performance in demanding real-world environments.



Self Service Solutions

From unattended vending solutions to traditional full-pay self-checkout lanes, ECRS has a broad range of affordable self service options to fit your business needs and customers' lifestyles. ECRS self service solutions are powered by QUICKcheck™ software, which works effortlessly with 3rd party software platforms such as IBM ACE™, IBM 4690™ or ECRS's own CATAPULT product.

HARDWARE DESIGN ATTRIBUTES

- Sleek, 4 x 2 footprint for wall or back-to-back placement for Full-Pay units. Kiosk is even smaller!
- Kiosk, one bag, three bag, and platform options available to accommodate store size and traffic levels
- Auto-receipt pull back – Printer automatically retracts customer receipt and deposits it into an internal bin if the receipt is forgotten or the customer chooses not to receive a printed receipt
- Ergonomically placed components so users do not have to bend over or move from a centralized position
- Cabinet checkout flow available right to left, or left to right
- Optional auxiliary bagging platform available for high volume retail environments
- Easy, front access maintenance for all components
- All components can be easily removed and replaced with minimal tools
- Cabinet doors are on action slides allowing for operation and door removal if needed
- Panel PC is recessed for a streamlined look and security while retaining easy maintenance access
- Embedded scanner/scale with sapphire glass for less scratching and easy scans in high volume environments
- Compression locks allow for tight and secure fit
- UV-rated powder coat finish for a durable, non-chip finish
- Base color, or alternate color finishes available
- All cabinet graphics are screen printed with UV-rated acrylic ink to avoid fading and chipping over years of heavy use
- All components secured with advanced locking mechanisms

**Many of the above features are optional; please contact a Sales Representative to design the self-checkout solution that best fits your retail environment.*



SOFTWARE & SECURITY FEATURES

- Compatible with CATAPULT, IBM ACE, IBM 4690, and other popular software applications
- User-friendly, self guiding user interface
- Available ATM cash-back feature
- Stand-alone robot configuration or multi-lane AWS configuration available
- Fast checkouts with patented AmbDex™ two-handed scanning feature
- Open, Java-based architecture
- Multi-language interface
- Seamless POS integration for accurate reporting and inventory
- Advanced service diagnostics and remote assist
- Full range of payment options accepted
- Cash-in and pre-paid card loading available through the self-checkout unit
- Self-tuning weight security database
- Automatic weight detection on bagging platforms
- AWS can monitor up to six lanes at one terminal
- Optional DVR integration
- Optional LED guidance system

Customer Loyalty



CATAPULT Loyalty Points™ is a point based accrual system that allows you full control over your loyalty program. Points are automatically accrued within CATAPULT based on loyalty member purchases. You define a base accrual rate; the percentage of the selling price at which a participating consumer will accrue points. The accrual rate is adjustable by item and /or customer and can be set by store or across multiple locations. Customer loyalty enrollment, member association, and loyalty redemption are quick and easy functions at the POS. Loyalty member point accruals are printed on the customer's receipt and displayed on the cashier screen with real-time accuracy.

Gift Card

CATAPULT's Self-Hosted Gift Card feature lets retailers host their own gift card service, giving you the power to control your customers' total experience. Self-hosting eliminates the high transaction costs associated with third-party gift card services. For example, many third-party gift card companies charge inactivity fees and extra service charges.

You can add to and redeem card balances effortlessly among multiple store locations. All gift card transactions are live and updated within a millisecond, so you're assured the transaction is accurate and fast.

Back Office & Enterprise Management

“Having the ECRS system in place provides an enormous amount of control for the business owner. I have complete control over products and inventory movement.”

– Rocky Lee, Lee’s Kar-Go

CATAPULT Back Office Reporting & Analytics

In today's competitive retail market, having up-to-the-second information is vital for staying in control of your business. CATAPULT's powerful back office reporting system provides the reports and analyses you need to make the right decisions at the right time. CATAPULT generates on-the-fly reports for critical areas of your business, including inventory levels, current sales, historical sales, customer data, cashier activity, POS functions, and much more. Immediately determine what quantities you have on hand, on order, and sold. Ascertain your costs, profits, and all data critical for staying competitive and profitable. CATAPULT identifies at a glance which products are selling and how well your stores are performing. Know what your net margins are for any number of parameters, including by item, by brand, or by supplier. CATAPULT will report up to the minute which items are wasting precious space, as well as which ones are flying off the shelves, so that you can make informed, worry-free business decisions.

Tablet-Ready Web 2.0 Maintenance & Executive Dashboard

Your most critical data is now accessible anywhere with available Internet access. ECRS's powerful Executive Dashboard displays your most used reports in easy-to-read graphs and charts allowing management of your business from anywhere life takes you. Further Web 2.0 product enhancements will enable mobile system maintenance for areas such as inventory, pricing, supplier data, and promotion management.



This web-based, portable approach to enterprise management provides the power of ECRS's award-winning CATAPULT retail automation solution to run on a Tablet device, such as Apple iPad™ or Motorola Zoom™. The new CATAPULT applications will also run from within all major Internet browsers, such as Windows Internet Explorer™, Mozilla Firefox™, Apple Safari™, Apple Opera™, and Google Chrome™.

A/R Integration

Providing your customers with house charge account privileges can be a powerful customer loyalty and sales growth strategy; however, the valuable time and resources spent on administration, book-keeping and collections can sometimes seem to erode the value of this important customer service. If you choose to outsource your receivables business to a 3rd party for administration of this benefit, ECRS's Accounts Receivable IP service, part of the CATAPULT Integration Host middleware platform, provides CATAPULT users with a turnkey solution for exchanging customer charge and payment data with 3rd party Accounts Receivable service providers. Configure the AR IP interface to export customer charges to your receivables service provider who can or may then handle statement generation and collections for you. Import payments from your receivables service provider to automatically update customer balances in CATAPULT for complete visibility at point-of-sale. File exchanges can be scheduled or invoked manually. Optionally, for additional peace-of-mind, you can configure automatic email notifications to alert you to successful file imports and exports.

Supply Chain Management & Supplier Communication

Supplier Gateway, powered by proprietary LogicSync™ business logic, empowers SMB retailers to achieve powerful supply chain efficiencies traditionally reserved only for national retail giants.

Proprietary LogicSync building blocks take EDI business documents such as purchase orders, invoices, catalogs, promotions and deals and bridges them with your in-store CATAPULT system, thus creating a true “dock-to-stock” solution that can be a transformational store-level supply chain automation tool never before available to SMB retail businesses. LogicSync intelligently routes these documents and performs automated functions in your store, streamlining many mundane and time-consuming business processes that keep you and your staff from focusing on high-value, growth-oriented business activities.

In addition to advanced LogicSync functionality, Supplier Gateway can now connect to all of your suppliers via electronic communication, not just those with EDI capability.

All order activity can be tracked via a web-based Gateway dashboard, providing clear insight into order detail. This includes order delivery, processing, and shipping. If there is an issue along the way with your order, the dashboard will alert you by display and sound.

“I wanted to take full control over my inventory and eliminate guesswork and human error from the day-to-day. Supplier Gateway, in combination with CATAPULT auto reorder, has already saved us substantially by reducing manual labor, pricing errors, inaccurate inventory counts, and ordering mistakes. I also wanted to automate inventory processes to expedite sales and produce higher inventory turns. LogicSync takes the in-and-out data between CATAPULT and Supplier Gateway and transforms it into results previously achieved through hours of manual labor. It ties everything together to provide quantifiable results.”

– Joel Patterson, Nature’s Green Grocer & Café

Inventory Management

Efficient inventory management is a key component to strengthening the bottom-line of any retail business, no matter the store size. With the combined forces of CATAPULT™, LogicSync™, and Supplier Gateway™, inventory management has never been easier or more accurate. ECRS offers a number of inventory management solutions including the most advanced DemandFill™ auto replenishment tool. DemandFill takes forecasting engines, business logic, and sales data to calculate your most accurate order possible. This level of inventory automation ensures higher inventory turns, reduction in costly over-stock or dead stock, and puts the items on your shelves that customers expect to be there.

ECRS also offers mobile hand held inventory management through WebCAT™. As part of the ECRS inventory management solutions suite, the go-anywhere WebCAT takes all of the inventory management functionality packed into CATAPULT and brings it to your fingertips via a compact, rugged hand held unit and intuitive web-based interface. Additionally, Order Assist™ provides suggested order quantities as you scan items. With the press of a button on the hand held unit, CATAPULT will display a suggested order quantity and the user can either accept or override the order suggestion. After scanning is complete, items will be intuitively routed to the correct supplier Purchase Order with the click of a single button.

eCommerce Integration

Supported by the CATAPULT Integration Host™, the ECRS eCommerce platform provides seamless integration between CATAPULT point-of-sale and supported third-party eCommerce systems, such as My Web Grocer™. This eCommerce plug-in enables streamlined order management and accountability for online orders. Consumer orders placed online are imported into the CATAPULT POS as a suspended transaction for purchase processing and payment. After the completed transaction, inventory levels are updated, in real-time, to reflect the eCommerce purchase. Completed orders can be delivered by shipment, home delivery, or picked up in store. CATAPULT accommodates pre-payments, in-store payments, related service charges, and house charges.

General Ledger

CATAPULT's General Ledger Interface allows you to quickly translate worksheet and transaction data from your store(s) into credits and debits for your double-entry bookkeeping system. CATAPULT exports files in formats that popular accounting packages can read, including MAS 90, Quickbooks, Peachtree, and others. The General Ledger interface saves many hours of expensive, skilled accounting labor by harnessing your existing data to get the job done quickly and easily. General Ledger is an optional plug-in offered as part of CATAPULT point-of-sale. Please contact ECRS Sales for a current list of compatible accounting programs.

Payroll Deduct

Allowing your employees to pay for their purchases in company stores by payroll deduction is a valuable employee privilege; however, administration of this benefit can often be a time-consuming and error-prone process for your staff. ECRS's Payroll Deduct IP service, part of the CATAPULT Integration Host middleware platform, provides CATAPULT users with a turnkey solution for exchanging employee charge and payment data with 3rd party corporate payroll systems. Configure the Payroll Deduct IP interface to export employee charges to your payroll system and import deductions from payroll back to CATAPULT to automatically update employee balances for complete visibility at the point-of-sale. File exchanges can be scheduled or invoked manually. Optionally, for additional peace-of-mind, you can configure automatic email notifications to alert you to successful file imports and exports.

Chain Enterprise Solutions

Warehouse

ECRS Multistore Demand Fulfillment (MDF) provides retailers with a powerful enterprise automation component that centralizes and synchronizes the vital processes in the demand fulfillment infrastructure. Whether you have ten stores or hundreds of stores, one warehouse or many, ECRS MDF leverages modern web technology and proven EDI standards to allow independent chain retailers to reduce labor overhead and operational complexities, while simultaneously optimizing warehouse inventories and streamlining demand-related processes across the enterprise.

MDF's powerful Situational Awareness provides order and control for all parties involved in supply chain processes. Buyers see not only what each store is requesting, but also have at their fingertips objectively calculated forecast data for each item by store. A host of other critical supply chain data is just a few mouse clicks away, including historical data, on-hand quantities at each store, warehouse inventories, and delivery truck data. MDF gives buyers the objective data they need to make intelligent and profitable purchasing decisions. Store managers can accurately track their requests through all points of the fulfillment process, as well as view and prepare for pending deliveries of items pushed down from buyers. In conjunction with the ECRS Supplier Gateway Service, MDF alerts buyers and/or store management when vendor orders have been accepted and shipped. MDF's Situational Awareness empowers formerly disparate parties to work together as a cohesive team to increase efficiency, reduce overhead, and drive profitability across the supply chain.

Multistore Management

CATAPULT Enterprise Edition uses proven data synchronization technologies to bring inexpensive and powerful computing resources to all corners of your retail chain. The ability to share information effectively among store locations using these new resources has become an important competitive advantage for many leading retailers. The main benefit of data distribution and synchronization is the increased access to information - businesses can hold all corporate data in a consolidated database at headquarters, while giving remote stores local access to the data they need most through CATAPULT's security configuration. This local availability increases efficiency for employees. Network access time is reduced when data is local, resulting in faster system response time and decreased connection costs. Instead of having to be continuously connected to the network in order to access data, employees can work in an occasionally connected environment where data is available locally, automatically connecting periodically to synchronize changes between headquarters and the stores.

“The system has tied all of our store locations and diverse business components together seamlessly. CATAPULT was the only system we found that was flexible enough to do what we needed it to do.” – **Sam Ewing, Astrup Drug**

- Store-to-store inventory check
- Supplier integration for all enterprise stores
- Centralized reporting
- Remote store management
- Multi-store Demand Fulfillment
- Zone pricing
- Flexible and secure communication
- Automatic data replication

Security & Compliance

“We have been through several audits since installing CATAPULT. An audit used to take a ton of time, now we just punch in what we need and print it out. It’s wonderful. The information is also more accurate and legible than hand-written data.”

– Ron Johnson, Lloyd’s Pharmacy

PCI DSS Compliance

PCI compliance is of great importance to all retailers, no matter the business size or type. Not meeting requirements can cause great harm to both the business and customers in the event of a data breach. ECRS's CATAPULT™ is certified PA-DASS compliant to facilitate merchant PCI compliance. ECRS systems and recommended payment devices meet all current standards and are designed to protect your most valuable information. ECRS has a team devoted to keeping ECRS products and users current with government and industry regulations.

IIAS Compliance

ECRS CATAPULT is IIAS-certified to ensure your pharmacy business is always compliant with the latest health benefit card-related regulations. We understand that you cannot lose customers because you can't accept their FSA or other health benefit cards. ECRS created SIGIS-Sync to ensure that your database is automatically updated to flag FSA approved items. Eligible health benefit purchases are clearly marked on the customer receipt and during checkout on the cashier and customer display screens. Purchases can automatically split tendered if the customer is purchasing both approved and non-approved items.

HIPAA/Signature Capture

CATAPULT powers a versatile PCI-compliant signature capture and electronic compliance system, allowing you to consolidate and manage all customer inputs on one reliable platform. With signature capture, you can capture and store vital customer signatures digitally, including payment, pick-up and other acknowledgments. This feature greatly reduces query time when users need to access specific information on a transaction or to handle a dispute. CATAPULT's electronic signature capture also saves on the physical storage space required by systems that use paper receipts and provides faster customer checkouts.

Weights & Measures

ECRS products are extensively tested to meet Weights and Measure standards to ensure retailer compliance with United States and individual state laws. Weights and Measures regulations are intended to promote equity between buyers and sellers in the marketplace, thereby increasing consumer confidence. According to the Weights and Measures Division, it is estimated that sales of products or services impacted by weights and measures laws in the United States represent approximately 50 percent of the U.S. Gross Domestic Product.

Texas WIC

Another compliance-based enhancement of CATAPULT includes support for Texas WIC EBT payments. Such transactions can now be electronically processed through the CATAPULT point-of-sale as certified by the Texas Department of State Health Services. This allows merchants in the state of Texas to process WIC/EBT transactions through one system instead of a separate POS and Texas WIC approved device.

Integrated DVR

The ECRS DVR Server is a powerful theft deterrent that helps reduce and discourage theft within your store environment. Retailers are often preoccupied with potential theft and poor customer service by their employees. Minimize that risk with the ECRS DVR Server. Audit your employees' transactions and monitor customer service procedures from any location. Reduce inventory shrinkage and improve customer service activities by viewing any site with the simple click of a mouse.

Controlled Substance Auto-Prompts

Age, or otherwise restricted items, can be easily flagged within the CATAPULT™ POS database to auto-prompt for needed information before purchase. This alerts cashiers to restricted purchases directly on the POS screen and streamlines the verification process. POS auto-prompts and Signature Capture auto-prompts are important tools to ensure that your business is in compliance with regulations surrounding certain items or item-types. Self-checkout customers will also enjoy the same peace-of-mind, as restricted items will immediately require cashier assistance before purchase.

NPLeX PSE Tracking

CATAPULT offers regulatory relief to pharmacy merchants by enabling automated communication between the CATAPULT point-of-sale and NPLeX (National Precursor Log Exchange) service for tracking of pseudoephedrine precursor drugs. NPLeX tracking is a requirement for the sale of PSE precursor drugs in 17 states with additional states expected to join. CATAPULT's MethCheck (TM) integration simplifies NPLeX compliance for both customers and staff and eliminates the need for handwritten paper logs.

Industry Specific Solutions

Pharmacy System Integration

CATAPULT interfaces directly with many popular pharmacy systems providing comprehensive control over prescription movement. This also provides Will-Call Bin management and Family Member Association for prescriptions. CATAPULT's electronic Signature Capture feature compiles and tracks all of your prescription signatures digitally, eliminating the vast amounts of paper receipts required by conventional systems. CATAPULT accesses your current databases and compares information between prescriptions filled and prescriptions that have been paid for. Users can also utilize CATAPULT's up-to-the-second back office reporting power to accurately track prescription sales and profits, as well as on-hand and on-order quantities of various inventory items.

Fuel Pump Integration

The ECRS Open Fuel Server (OFS) integrates seamlessly with CATAPULT to provide a powerful, cashier-friendly C-Store system that handles fuel sales and other transactions within the same POS interface. OFS lets cashiers easily manage all fuel pump activity from the POS touchscreen. From pump authorization, to pre-sets, to pre-pays, the OFS empowers cashiers to manage all fuel dispensing stations from behind the counter. Cashiers can manage stacked sales, disable selected pumps, and even stop fueling on the fly if required. The OFS makes collecting payment for fuel sales simple and fast. With just the single touch of a button, cashiers send fuel sales into the transaction journal alongside other items for purchase.

Fresh Foods Scale Management

ECRS integrates with popular grocery/deli scales to streamline fresh foods management. This technology enables accurate pricing, margin control, easy promotion maintenance, and simplifies management of fresh food items. This functionality is available by store or for multiple enterprise locations.

Cooperative Membership Management

“Prior to CATAPULT we were mailing paper billing statements to all of our Owner/ Members. We do not send any more paper statements. This is all automated through the POS at the time of purchase. When an Owner checks out and their account is pulled up, their balance due will automatically appear on the screen alerting the cashier that they need to make a payment. Balances are paid at the POS. It can all be completed in one transaction with other merchandise they wish to purchase, easily and efficiently.”

**– Sheryl McCoy,
Good Foods Market & Café Cooperative**

The ECRS CATAPULT Membership Server (CMS) gives cooperatives and membership-based stores streamlined control over their member programs by tracking vital information in real time right from the point of sale. Member discounts can be calculated by price level, subtotal discounts, or both. Any number of member class profiles can be set and customized for greater versatility with member programs. CMS lets the cashier know the customer's account status immediately with an integrated interface that never requires leaving the point of sale. CMS provides integrated POS security for adding members, paying fees, refunding accounts, and more. Administrative rights are password protected and allow users with the proper security level to edit price levels, membership fees, joining fees, payment frequency and just about every other aspect of member accounts. A powerful reporting engine provides information vital to cooperative and member-based programs.