

# First Data™ Retail Solution



**First Data has created an easy-to-use, dependable and affordable solution that helps streamline your retail business for greater profitability.**

Designed to replace a cash register, the multi-tasking First Data™ Retail Solution helps retailers process payments, manage inventory, track sales, control costs, improve customer service and better guide business decisions. Through this combination of a personal computer, business management software and a payment processing system, you can enjoy the capabilities the big retailers enjoy at a price that fits your small business.

## The Challenge

Many small to mid-size merchants want to compete with larger retailers while maintaining their uniqueness and offering a superior level of customer service. The First Data Retail Solution offers the necessary tools to be competitive while allowing you to minimize the time spent on store operations and focus more on the customer experience.

## The Solution

The First Data Retail Solution easily integrates with back-office functions and provides flexibility for future enhancements. It can help streamline your store operations and help you better manage every aspect of your business.

By integrating payment processing with your back-office tools, you free up time to focus on your customers and create more personalized service. As a result, you greatly improve customer satisfaction and retention.

## Here's How It Works

The First Data Retail Solution consists of three retail-designed components: a retail-hardened personal computer powered by an Intel® processor at the point of sale, a robust retail software package that handles inventory and customer management, and integrated First Data payment processing that allows you to process virtually every payment type.

This solution processes all major credit cards, including Visa®, MasterCard®, Diners Club®, Discover® Network, American Express® and JCB, as well as PIN and signature debit transactions. It also supports gift cards and, through peripheral products, you can process paper checks electronically using the TeleCheck® ECA® service.

This integrated solution is designed to be up and running quickly, while our over-the-phone training allows you to ask questions and become familiar with your system. Intuitive operation helps provide the features and benefits you need and keeps your business running smoothly.

# First Data™ Retail Solution

## Industries Served

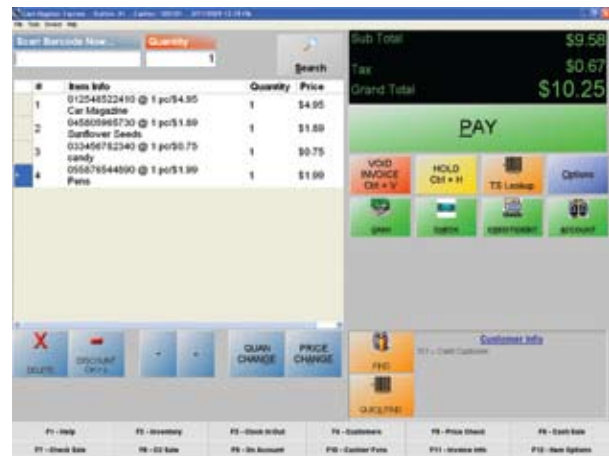
- Liquor Stores
- Convenience Stores
- Car Washes
- General/Specialty Retail
- Florists
- Clothing/Apparel Stores
- Dollar Stores
- Cellular/Electronics
- Gift Shops
- Cosmetics
- Chain Stores
- Rental Stores

## Help Your Business

- Speed up checkout time with built-in transaction processing
- Check prices, inventory availability and stock location with ease
- Create tailored sales programs to drive store traffic
- Eliminate time-consuming, paper-based tracking
- Decrease the amount of time spent on store operations
- Prompt cashiers regarding cross-sell and up-sell opportunities
- Track customer visits and purchase histories to offer more personalized service
- Identify sales trends in every department and category to optimize stock levels
- Minimize theft and shrinkage

## Help Your Customers

- Expand range of payment options
- Get personalized attention and offers



## Features

- Touch-screen functionality
- Real-time, customizable sales activity and inventory reports
- Retail-tested hardware for optimal performance in the most demanding locations
- Automatically generate purchase orders based on reorder points and restock levels
- Installation support, training, customer service and a three-year warranty—with no monthly maintenance fees

## A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your First Data Sales Representative or visit [firstdata.com](http://firstdata.com).