ARMAGH

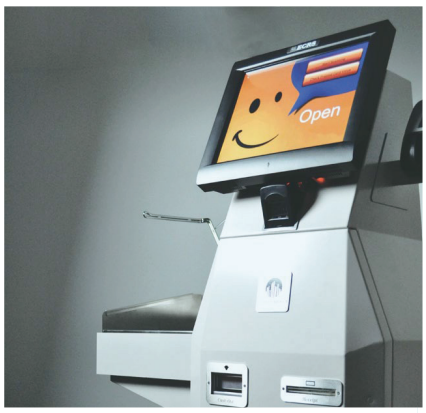
40th ANNIVERSARY *Founded in 1979*



CATAPULT™

Retail Enterprise Automation











REMARKABLE RETAIL SOLUTIONS

CATAPULT 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 Catapult'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, ECR Software Corporation (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

"What I like about the Catapult system is its reliability. Even if a file server goes down, we can still get customers through our checkouts because Catapult's redundancy system allows each machine to run on its own copy of the database."

– Scott Miller, Goodness Me

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 ECRS Gateway™, using LogicSync™ business logic technology, to improve overall enterprise performance and supply chain management.

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.

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.



Self Service Solutions

From unattended vending solutions to traditional full-pay self-checkout lanes, we have 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 our own CATAPULT POS product.



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.



Catapult e-Coupons and e-Receipt

As a compliment to Catapult's "Dynamic Promotional Combos", e-Coupons allow stores to assign specific promotions to specific customers so that promotions will be triggered by a) customer association at the POS and b) when the promotion requirements have been met.

With e-Receipt, stores can now allow customers to "opt in" to receive their receipts digitally (via email) in pdf format. This adds convenience and is eco-friendly, and can be turned on or turned off in seconds directly from the Catapult POS.



BACK OFFICE &
ENTERPRISE MANAGEMENT

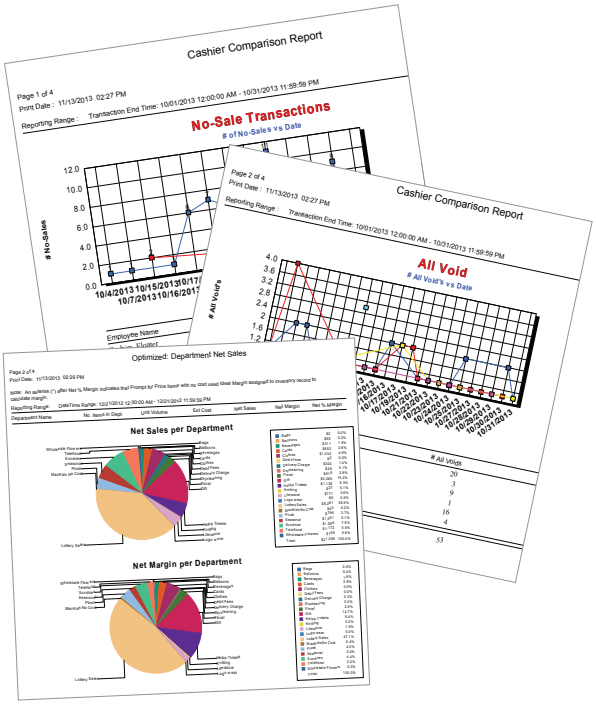
"It gave me a lot of comfort knowing we had the support of Armagh. They've done this many, many times, so when we had questions, they always had the answers."

– Adrian Titei, Avondale

Avondale FOOD STORES
CONVENIENCE WITH LOW PRICES

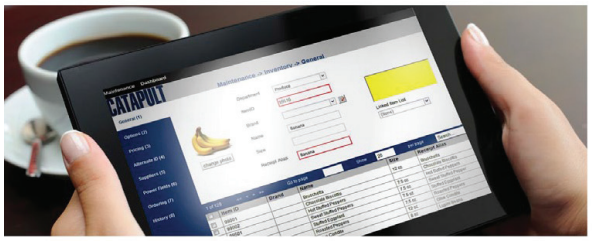
CATAPULT™… Back Office Reporting & Analytics

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.



Catapult Dash™ - Mobile Executive Dashboard

Your most critical data is now accessible anywhere with available Internet access. Catapult'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™.





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™ POS, LogicSync™, and ECRS Gateway™, inventory management has never been easier or more accurate. Catapult 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.

Catapult also offers mobile hand held inventory management through WebCAT™. As part of our 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 or on Apple iOS devices such as ipods, iphone and ipads. 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.

ECRS Gateway™ - Supply Chain Management



ECRS 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 instore CATAPULT system, thus creating a true “dock-tostock” 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, ECRS 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.

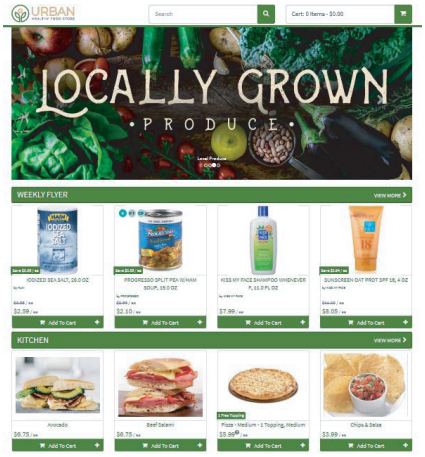
“We would definitely recommend Armagh and Catapult for any store with complex inventory requirements – it works very well for us.”

– Michelle Dennis, Gentle Rain

gentlerain
HEALTH FOOD STORE

WebCart Click and Collect

Catapult WebCart is a revolutionary click-and-collect solution that allows brick and mortar stores to step seamlessly into the digital realm. Click and Collect 2.0 represents a next generation approach to retailing, the ability to complete a transaction online, and receive the same dynamic transactional experience when shopping in the store, no matter how complex the transaction. No matter where your shoppers are or how they wish to communicate their needs, Catapult's single platform solution is able to accommodate the sale and provide up-to-date data in real time. Whether online or in-store, shoppers will have a captivating experience that will keep them coming back.



Accounts Receivable

Integrated A/R at the POS allows you to track your customer transactions over time and retain a history of customer charges, track credit limits, notes, and more. Catapult will generate invoices at the point of sale, provide monthly statements and charge interest on late payments, and accept account payments at the point of sale. The optional Accounts Receivable IP service provides a turnkey solution for exchanging customer charge and payment data with 3rd party Accounts Receivable service providers for a fully automated solution. Secure OneTouch™ biometric identification enables merchants to easily provide secure account payment without the need for cards or other forms of identification.



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, Sage AccPac 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 Deduction

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 office staff. 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 Multi-store 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, 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 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.

Multi-store 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.

- 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're in the convenience business. Customers come to us because they can get in and out of our store quickly and get what they need. Catapult has automated so many things we used to do manually, allowing our team to really focus on customer service."

– Kevin Despiegelaere, Little Short Stop

Little SHORT STOP Stores

Payment Card Industry Data Security Standard (PCI) DSS Compliance

Payment Card Industry (PCI) security 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-DSS 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. ECR Software has a team devoted to keeping our products and users current with payment card industry regulations.



Canadian Weight & Measure

Catapult is extensively tested to meet Weights and Measure standards to ensure retailer compliancy with Canadian laws. Weights and Measures regulations are intended to promote equity between buyers and sellers in the marketplace, thereby increasing consumer confidence. When the weights and measures inspection is done at your store you'll know Catapult has it covered!

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.

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.



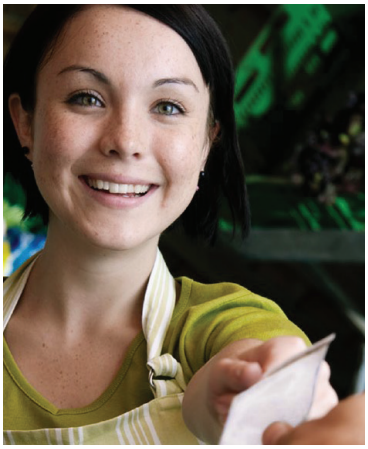
Fresh Foods Scale Management

Catapult has an interface with popular Plum™ Scale management software to integrate 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

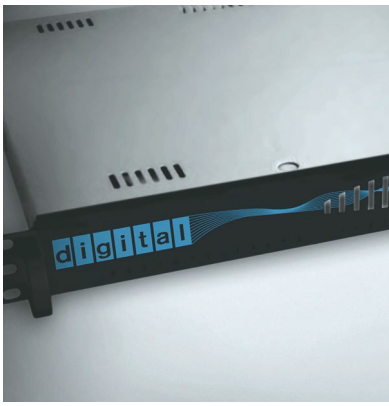
The ECRS CATAPULT Membership Server (CMS) gives cooperatives and membership based stores streamlined control over their member programs by tracking vital information in real time right from the point of sale. Member discounts can be calculated by price level, subtotal discounts, or both. Any number of 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.



CATAPULT™
Retail Enterprise Automation












ARMAGH
The POS Specialists

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