

Alpha Bay Point of Service



Assist Customers from Anywhere in the Store

Customers expect more out of their retailers than ever before, and retailers know that the customer experience determines revenues today and in the future. All too often however, customer expectations are far from met.

Many retailers are still using outdated green screen solutions that require far too many keystrokes to get the job done. Everyone has been held up in line while a cashier calls for a manager to do an override, approve a transaction, or simply find a price. The customer has already spent enough time shopping; now all they want to do is pay for their goods and go home. Retailers know that checking out is not only the last experience they have with every customer, it is a lasting experience.

Behind the traditional Point of Sale terminal is a patched-together network of legacy software and hardware systems that are difficult and expensive to maintain. These systems communicate poorly — if at all — with other elements in the retail enterprise. This makes reporting difficult if not impossible, resulting in nightly or weekly batch data transfers and incomplete or inaccurate data that can kill a business.

Today's retailers need complete, accurate, real-time data access from everywhere in the enterprise to empower the instant decision making required to

compete. They also must have the flexibility and scalability their legacy system cannot provide. What's needed is a completely new, fifth-generation enterprise retail system based on proven, state-of-the-art technologies. The answer is aBay Point of Service from Alpha Bay. Alpha Bay has taken Point of Service still further into the future with aBay Mobile POS. Please see the aBay Mobile POS datasheet for full details.

aBay Point of Service utilizes proven, leading edge technologies, to speed up lines and give managers the real-time information they need to optimize the supply chain. This permits retailers to flowcast, not just forecast, and greatly improve the customer's experience and loyalty.

aBay Point of Service simplifies the creation and integration of retail business applications using a service oriented architecture (SOA), making it easy to integrate and link into the extended functions of any business enterprise system (CRM, ERP, HR, etc.). The full SOA implementation exposes business logic as discreet web services, providing well-defined accessible application interfaces. Whether you're implementing a point solution in a local store or an enterprise system worldwide, aBay provides a tightly integrated software environment.



Alpha Bay
SaaS, Cloud, Mobile POS Solutions



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αBay Point of Service is a full-featured, easily customizable component of the Alpha Bay Retail Suite, which includes αBay applications such as Web Store, Pricing and Promotions, Catalog Order Management, Store Operations, Customer Management, Item Management, Inventory Management, Business Intelligence, Reporting, and more. αBay permits the use of all leading-edge technologies plus provides the opportunity for radio frequency identification (RFID), touchscreens, biometrics, and other beneficial technologies most current systems cannot fully support.

Next-Generation Features and Functions

αBay provides the full set of features and functions you'd expect from a best-in-class solution, plus a number of features not available in most retail applications.

Customizable Client

Alpha Bay recognizes the uniqueness of every retailer and has therefore developed a powerful architecture that provides unparalleled flexibility in both the graphic user interface and in operational workflows. No longer do retailers have to conform their operations to fit the mold of a software vendor's application.

αBay supports easy changes to the GUI and workflows to adapt to the retailer's process without months or years of expensive consulting services. This allows the addition of functions, features, and workflows that allow retailers to increase productivity, dramatically reduce training time, and greatly reduce the stress of system upgrades.

Single User Interface

Typical retail environments have many different application interfaces based on legacy systems implemented over many years. Analysts report that the average retailer uses between ten and twenty

different retail software applications to cobble together an enterprise solution.

The αBay user interface is consistent throughout all of the αBay applications. The unique architecture of the αBay solution provides a consistent Web 2.0 client interface to all users of the system, from customers at in-store kiosks to financial analysts with laptops. This powerful advantage dramatically reduces training and empowers employees to move throughout an organization with ease.

Dashboards and Alerts

The αBay software fully supports unlimited real-time dashboards and alerts that allow the user to analyze all transaction activity at a glance. From the dashboard, the user can dynamically drill down to the lowest level of data in order to make important decisions. αBay business intelligence dashboards and alerts use role-based security so each user can have their own dashboard without having to filter out unnecessary data. In addition, users receive critical information in dynamic alerts sent as emails or SMS messages. αBay applications are fully integrated with the central database and other αBay applications, supporting updated reporting in real-time to each individual's dashboard.

Loss Prevention Agent

αBay uses a proprietary technology to bring the power of artificial intelligence and computational analysis together—to recognize, track, and report potential theft and fraud. This technology is not a standalone application but is an integrated component of the base transaction architecture.

The loss prevention agents address all areas of threat including: employee theft, customer theft, administrative errors and vendor fraud. αBay can dramatically improve a retailer's ability to identify the people and processes responsible for the billions of dollars retailers are currently losing every year.



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Role-Based Security

At sign on, the system determines the rights and privileges of each user. The user's security level is automatically applied, activating their application environment. With this role-based security model invoked, all the functions, applications and features are customized for that individual, including access rights for read, write, edit and delete.

For example, an executive could log on to a αBay Point of Service terminal and access HR files and other corporate data, while a clerk would only see the standard Point of Service functionality. Each user in your organization can be defined by the role they play and then in turn be presented information pertinent to that specific role on any mobile device or computer in your environment.

Integrated Real-time Business Intelligence

Rather than an afterthought or add-on product, Business intelligence (BI) is an integrated design foundation of the αBay architecture. Real-time querying, analysis and reporting support is built in as part of the foundation of the system.

In today's e-commerce environment, BI must be integrated to provide the real-time reporting, monitoring, tracking and analysis required to support a successful enterprise. This includes data-driven notifications, alerts, automated reporting, mass report distribution and real-time querying capabilities. For the first time, you can access all the data in your system in real-time, to see the information you need, when you need it.

Open Database

Many of today's retail systems store data in multiple proprietary and/or locked databases that do not allow employees to access the necessary data. Often these databases have duplicated and inconsistent data. This results in high maintenance costs and

time-consuming reporting and analysis to convert data to competitive information.

All αBay applications are database independent, letting you select from the most popular and proven databases, including Oracle, DB2, MSSQL, Netezza, and Teradata. The database-independent design supports a flexible data model where all data, from transactions to warehouse inventory, resides either in a single database for real-time querying and reporting or in a tightly integrated component of a larger data warehouse.

Scalability and Clustering

αBay can support retailers from the largest Tier 1 retailers to the typical entrepreneurial SMB retailers without any change in code. Tier 3 retailers and some Tier 2 retailers will choose to use αBay either through a Software as a Service (SaaS) offering, where the server will reside at a hardened data center managed by Alpha Bay professional services, or choose to install on a single, low cost server located in their store.



Larger Tier 1 and Tier 2 retailers may implement an enterprise based server farm in either a single corporate datacenter or in a distributed multi-tier server farm where servers reside in stores and at corporate headquarters. αBay can support a broad range of implementation scenarios due to its flexible distributed architecture.



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αBay has been engineered to support full scalability across multiple servers and multiple databases or to run on a centralized multi-processor server. Server farms support clustering to guarantee 99.999% uptime where required.

An additional benefit of the αBay architecture is that retailers automatically gain load balancing between the multiple servers, which provides both increased performance and reliability. When properly implemented, there is sufficient power at the server level to take down a server with complete transparency, including no appreciable reduction in performance. This design supports anytime maintenance and resiliency to hardware, software and OS failures.

Flexible Implementation Models

The αBay distributed architecture allows the retailer the benefit of multiple implementation scenarios, allowing a retailer to choose the option that best fits their needs. The αBay Software as a Service environment gives retailers optimal cost savings and performance and reduced maintenance effort and cost, while the traditional, enterprise-licensed software model allows retailers maximum familiarity.

Alpha Bay's SOA model and ESB can give retailers numerous hybrid environments that blend the benefits of traditional in-store servers and in-house data centers with new RIA software that leverages state-of-the-art commercial data centers and inexpensive VANs. Because αBay has an open, standards-based architecture, a phased approach to implementation from single store to worldwide enterprise is possible. The retailer may choose to implement a single αBay application tightly integrated with their legacy systems at the store or enterprise level, or they may choose a more aggressive implementation that allows them to deploy a new enterprise solution to replace their existing products, while having the comfort of doing full system testing, trial go-live testing, and parallel production.

Proven Technology

αBay is a 21st century solution proven in many industries, not just patched-together software from a variety of vendors. The αBay technology is capable of handling millions of transactions per hour, billions of individual items, thousands of simultaneous users, and hundreds of remote locations on a single distributed enterprise system.

The technology is completely independent of database or hardware and provides the highest availability and performance. αBay is built using J2EE, J2SE, JMS, JDBC, JMX, Java, ARTS, IX Retail, SOA, ESB, AJAX and other leading industry technology standards.

BENEFIT OVERVIEW

- Enhances the customer experience
- Increases customer loyalty
- Enhances up sell capabilities
- Fast implementation, fast ROI
- Lower cost of ownership
- Reliable and secure
- Easy to deploy, update and upgrade
- Provide more personalized service
- Integrates with legacy POS systems
- Highly scalable Cloud platform



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αBay Point of Service is a feature-rich application that empowers employees so you can improve the customer experience, while increasing your bottom line. Built with the features that retailer's need most, αBay Point of Service offers an exhaustive list of features for:

- Administration
- Customer/Marketing Management
- Inventory/Price Management
- Transaction Management



Application Features

Administration	Customer/Marketing Management
Internationalization	Search customer by any field
Integration with website	Add/Edit customer
Fully customizable GUI	Multiple address capability
Customer interface	Multiple phone number capability
Peripheral support	Multiple email capability
Role-based security	User definable customer fields
Clock in/Clock out	Privacy preferences
Log on/Log off	Campaign management
Audit trail	Item/transaction discounts
Employee maintenance/security	Promotional/seasonal pricing
Configurable parameters	Customer profiling
Reporting/tracking/monitoring data	Temporary shopping pass
Standards based	Add customer accounts automatically
User defined keyboard shortcuts	Shoplifting/theft prevention
Smart touchscreen technology	Preferred customer discount options
Loss prevention	Secured purchase history
	Flexible loyalty programs
	Customer notifications/alerts





Application Features Continued

Inventory/Price Management	Transaction Management
Search by any field	Up-sell assistance
Inventory lookup between stores	Access like-items
Kit support	Sale/exchange/return management
Special pricing/discount management	Item search and inquiry
Promotional pricing	Price lookup
Restocking fees	Transaction suspension and retrieval
Scheduled pricing options	Special order
Demographic pricing/promotion support	Unknown item sale
Displayable up-to-date availability	House card payment
Displayable up-to-date on-order items	Alterations
User definable inventory fields	Work orders
Vendor fraud prevention	Payment processing
	Multiple tender types/split tenders
	Retailer definable tenders
	Personalized receipts
	Gift cards
	Void processing
	Coin/change ordering
	Multiple sales tax options
	Tax exemption and override
	Signature capture
	Gift registry
	Gift receipts
	Employee discounts
	Price adjustments
	Discounts by dollar and/or percentage
	Cancel transaction
	Cashier accountability
	Commission tracking
	Pick up orders
	And much more

Find out how an Alpha Bay implementation can reduce costs and improve revenues for your retail enterprise. Call us at 801-462-0816 or visit our website at www.alphabay.com.

