



Innovators in Retail Technology

GROCERY



CBE is Ireland's leading EPoS provider to the grocery sector and works in partnership with all major symbol groups. With more than 100 employees, CBE manages over 8,500 scanning terminals in the grocery sector and over 30,000 terminals across the broader retail sector that also includes hospitality, fashion and general merchandise.



L-R: Group Directors, Seamus Murray, Gerard Concannon and Sean Kenna

Some new features of CBE EPoS available include:

CBE Loyalty Solutions

CBE offers fully integrated loyalty solutions across the retail and hospitality sectors. Through analysis of the vital management information provided, these solutions lead to a better understanding of consumer behaviour and purchase patterns.

CBE loyalty solutions enable the retailer to:

- boost sales revenues
- increase profit margins
- build customer retention
- plan more effectively
- better understand consumers

Till Advertising

The advances in software and hardware available from CBE can now facilitate in-store advertising at the point of sale. This new development option helps to influence customer behaviour and shopper choices.

The main benefits of till advertising are to:

- drive impulse purchases
- highlight special offers
- offer in-house promotions
- increase overall spend
- promote community messages for PR purposes



We Sell because We Service



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Self Check-Out

CBE has teamed up with Fujitsu to develop a new self-checkout system specifically for independently owned stores. CBE is the first and only EPOS provider to offer self-checkout solutions to independent retailers.

The main benefits of the system are:

- Reduction in labour costs
- Return on investment, typically two years
- Lifespan, minimum seven years
- Improved customer service

Bizerba Weighing Systems

CBE provides a full range of scales for control of meat and deli departments. The solutions range from basic label scales to the new fully PC compatible touch screen systems. The system seamlessly integrates into CBE's Win Retail Back Office. This solution helps reduce pilferage/shrinkage, and increase profit margins.

Integrated Third Party Services

- Mobile Phone Top-Ups
- Billpay
- Pre-paid Tolls
- Pre-paid Parking

There's no need for separate terminals. This integrated offering controls shrinkage, reduces clutter, and enables sales of these services from any till.



Electronic Shelf Edge Labels (ESELs)

ESELs offer an innovative way to communicate with and educate shoppers, to enable them to make informed purchasing decisions based on accurate information. ESELs can also offer retailers a cost effective solution.

ESELs offer a number of benefits including:

- Accurate, up to the minute pricing display in accordance with legislation
- Reduced labour costs by removing need to print, sort and arrange paper labels
- Instant price flexibility enabling targeted promotions to be conducted instantly
- Longer life labels

Complete Cash Management System

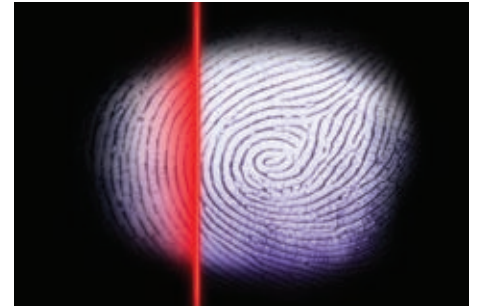
Facilitates complete cash control for all cash entering and leaving the premises.

Centralised Promotions

Facilitates management of centralised promotions

Integrated Scanner Scales

The Magellan Scanner Scales is a very powerful tool for retailers with increased margin of 3% reported in some cases. Cashier productivity is also enhanced because of the unique dual scanner design.



Biometrics

Biometrics involves using a finger print to verify a person's identity. This is now available as an option from CBE.

The primary advantages are:

- Improved accountability
- Greater security

Integrated Cigarette Vending

Controls dispensing of cigarettes from EPOS terminal

- Reduces shrinkage
- Compliant with tobacco control legislation
- Controls underage sale of tobacco
- Prompt the operator to ensure the customer is over 18

Off-Licence Functionality

- Compliant with alcohol control legislation
- Controls underage sale of alcohol
- Permits sale of alcohol only during licensing hours
- Prompts the operator to ensure the customer is over 18
- SEL provides detailed product description including country of origin



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Hand Held Delivers Greater Effectiveness

CBE's hand held solution has received a phenomenal response. Retailers no longer need to spend valuable time in the back office, and can now control margin, pricing, stock, and new products additions from the shop floor in real time. This advance follows two years of comprehensive research and development making it a leading retail tool. It enables greater efficiencies in managing stock both in the store room and on the shop floor, and facilitates more effective stock management.

Key features include:

- Total synchronisation via live wireless two-way link between back office and shop floor
- Ordering module
- Delivery module for order and non-order deliveries
- Fast, seamless addition of new products
- More effective overall stock management with real time accuracy
- Complete control of shop floor operations including pricing and margin control
- Shelf edge labelling updates/changes with option of direct printing to belt printer to enable labelling as you go
- Newspaper & magazine deliveries and returns

Newspaper & Magazine Returns

CBE has developed an innovative solution to more effectively and accurately manage the time consuming daily task of newspaper and magazine deliveries/returns. It may be managed in real time by wireless handheld and has many beneficial features including:

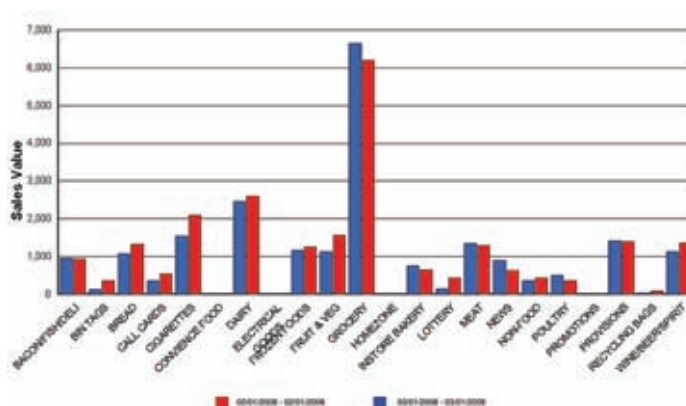
- Ability to intelligently read, recognise and differentiate barcode changes for price/date across all titles and, in case of price, prompts retailer to accept/reject price change
- Identifies and records in real time variances between delivery docket and actual delivery quantities
- Reconciles EPOS sales with unsold publications or sell outs
- Provides report to show sell out time by publication, offering valuable management information
- Potential to link to distributors for deliveries, returns and credit reconciliation on retailer invoice
- Records information electronically to enable reporting and comparison over time, rather than the cumbersome approach of preparing reports from paper-based information

Gift Vouchers

One of the latest integrated offerings from CBE is a gift voucher available to consumers at the point of sale. In our time poor daily lives, the availability of this service makes your retail outlet more important to your customers and helps build customer retention.

Some of the key features of the system include:

- Available promptly and simply at the till
- 25 various generic greetings to choose from: Happy Birthday, Anniversary etc.
- Voucher provides lines and space for handwritten message
- Operates from back office server
- New voucher issued if credit amount remains after presentation for payment, i.e. no cash returned to customer
- Full liability reporting and sales reporting on vouchers



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FORECOURT MODULE



CBE's comprehensive solution controls all the business functions and services on site through its EPoS system. This system is designed to seamlessly integrate with all third parties and provides full reporting capability including Head Office and Multi-site analysis.



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