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**Point of Sale Solutions for Gas Stations**

**Cash Register Express (CRE) Fuel Edition**

Cash Register Express - Fuel Edition is a robust POS solution that comes bundled with an integrated gas pump interface. Fuel Edition is an affordable software package designed to dramatically increase customer throughput at the fuel pump without sacrificing POS performance. Employees can seamlessly handle all fuel-related functions, foodservice and merchandise sales through a single point of sale terminal, making transactions quick and trouble free. Perfect for owners of independent stations, gas station chains, convenience stores and grocery stores that integrate fuel sales with their operations, Fuel Edition is simple to set up, easy to use and live technical support is available 24x7x365. Employees may easily process multiple tenders including cash, debit, credit, gift and fleet (gas) cards from the same POS terminal.



**Fuel Management, Sales and Reporting at your Fingertips**



Cash Register Express - Fuel Edition integrates with industry standard pumps and PCI compliant card readers, allowing cashiers to seamlessly control fuel pumps and related sales, as well as other transactions from your POS system. From a single terminal inside the store, employees can process pre-paid and post-paid transactions, pay-at-the-pump, loyalty cards, fleet (gas) cards, fuel drops, car wash sales, discounts and coupons.

Cash Register Express – Fuel Edition has extensive, built-in reporting capabilities, allowing managers to print sales reports by shift or day, track seasonal trends and manage inventory.



## → Fast and Simple Checkout for Merchandise, Food and Fuel



Cash Register Express - Fuel Edition allows cashiers to process merchandise, food service items and fuel pump transactions from a single POS terminal. Merchandise is easily rung up by scanning the barcodes on items being purchased. For products without barcodes, such as prepared foods or coffee, the touch screen interface is used to quickly process the items. For prepared food items like sandwiches that do not typically have a barcode, use the touch screen interface to quickly ring up the item. The POS system can also seamlessly process fuel transactions including pre-paid and post-paid sales, fleet (gas) cards and

pay-at-the-pump transactions. Sales pricing and any applicable taxes will automatically be calculated and displayed in a real-time running total. Quickly and easily process multiple tender types including cash, debit, credit, gift and fleet (gas) cards from the same POS system.

### Process Credit, Debit, and Gift Cards

Fuel Edition helps eliminate long lines and delays at the checkout by processing card-based transactions in as little as two-to-three seconds, including credit, debit, gift and fleet (gas) cards.

### Purchase Orders

- Assign a vendor, set reorder levels and quantities for each item
- Order items individually or by the case
- Set automatic reorder levels
- Quickly process new purchase orders

### Suspend and Recall On Hold Transactions

Suspend a transaction to allow another transaction to be processed. This feature comes in handy when you have more than one person waiting to check out and the customer realizes that they left their wallet in the car or forgot to pick up an item. Simply place the transaction on hold and then recall it to be tendered.

## → Track and Manage Inventory

Fuel Edition includes an integrated and robust inventory tracking module that enables retailers to reduce or eliminate shrinkage, stock outages, stock discrepancies, track best and worst selling products and overall inventory movement for merchandise, food items and fuel. Each item that gets sold automatically adjusts the store's inventory stock levels. Additional inventory management features that are standard in the Fuel Edition include purchase orders, automated stock replenishment, min/max levels, back orders and direct store deliveries.

### Inventory Reporting Features Include:

- Actual versus theoretical inventory counts
- Discrepancy reports
- Track item costs and profit margins
- Low stock alerts
- Fast lookups by barcode, description
- Detailed sales history of each product
- Add items "on-the-fly," even during a sale
- Track by case/individual

## + Other CRE Features

- Scan items or use the touch screen to ring up sales
- Automatically calculates sale pricing
- Item lookup by description
- Process gift and private fleet (gas) cards
- Weight scale support, NTEP/government certified
- Kits and item grouping
- EBT and food stamps
- Bar code label printing for food items
- Dynamic pricing



### Need Accurate Inventory Control?

Savvy retailers realize the need for up-to-date and accurate inventory information. Stock can be counted or received away from the register using the integrated Pocket Inventory software on a mobile computer. Simply scan the item, enter the quantity and the data synchronizes with your POS system. For more information, visit [www.pcamerica.com/Pocket](http://www.pcamerica.com/Pocket)



## → Customer Marketing

Solid marketing and loyalty reward programs are proven methods for attracting new and repeat customers into your store. Cash Register Express - Fuel Edition allows retailers to directly market to their existing and potential customer base. The software's marketing and loyalty features give managers the option to offer frequent customer discounts and the ability to cross-sell products and services through special promotions. Cash Register Express - Fuel Edition offers a variety of marketing tools to increase sales:

- Automatically tracks and gives rewards
- Frequent visitor discounts (Buy 10 coffees, get 1 free)
- Special promotions (Purchase gas, get a discount on a food item)
- Promote additional services (Purchase gas, get a discount on a car wash)
- Gas gift card promotions (Purchase a gas gift card, receive an extra 5 cents per gallon discount)

### Discover the Benefits of Social Marketing



Did you know pcAmerica can integrate popular social marketing tools like Facebook and Twitter into your POS system? Learn how to promote your business with integrated social marketing by contacting our knowledgeable sales staff.

For more information, visit [www.pcamerica.com/socialmarketing](http://www.pcamerica.com/socialmarketing)

## → Digital Signage

An integrated digital signage feature included in Cash Register Express - Fuel Edition enables businesses to display eye-catching advertisements. This function allows retailers to display advertisements on a variety of point of sale peripherals including LCD pole displays, full-size LCD displays, and pin pads. Advantages of using digital signage include:

- Promote sale items, prepared foods or impulse merchandise
- Cross-sell food, merchandise and gas with promotions
- Generate additional revenue by selling advertisements to vendors/suppliers
- Deliver specific messages to target audiences in key locations
- Replace the traditional 2-line pole display with a display showing the last few items rung up on a transaction



## → Security: Reduce or Eliminate Theft



Protect your business and give employees some peace of mind by integrating a security camera and DVR system into your store. Strategically placed security cameras—pointed at the door, cashier and back office—will record daily activity and add an additional layer of security.

Introduce a new level of accountability by tagging your security record every time a key function is registered on the POS system. Functions such as refunds, voids, age verification, discounts and price changes can be accessed or restricted based on an employee's unique login ID or job code. Strict cash control features can be used to identify cash discrepancies down to the shift or the cashier.

- Integrate security cameras with a DVR system to deter theft and crime
- Sales, age verification, voids and other activity displayed on security monitors
- Exception tracking to spot suspicious activity
- Cash control features to force cash drops throughout the day
- Employee security with unique IDs, password protection and secure login cards



## → Age Verification



Protect your business from fines and penalties. An age verification system restricts the sale of prohibited items like alcohol and tobacco to minors, reducing liability and insurance costs for your business. The same barcode scanner used for customer checkout can be used to scan a driver's license to verify a customer's age.

## → Employee Management: Reduce Labor Costs

Utilize the integrated time clock and labor scheduling functionalities in Cash Register Express - Fuel Edition to help manage staffing and reduce labor costs.

- All store employees can clock in and out, as well as check out for paid or unpaid breaks
- Hours and Wages reports summarize employee earnings and commissions
- Integrated labor scheduler makes it easy to manage shifts and ensure that sufficient labor is on hand
- Create and print labor schedules including hours, breaks, and job codes being worked
- Punctuality controls ensure employees' timely arrival and prevents clock-ins from those not scheduled to work

## → Detailed Business Reporting to Help Control Expenses and Improve Profits

Cash Register Express - Fuel Edition is designed to provide the most useful and comprehensive reports for gas station owners and managers. It's easy to stay on top of sales figures, costs and inventory levels with all of the information just a few clicks away.

The reporting screen has been designed with ease-of-use in mind. You can choose the type of report, select the date and time range you'd like to see data for and narrow the report by adding additional criteria. Selection of a report will display a description of what will appear on the screen. Select to view a report by store number, cashier id, customer, vendor, department or item.

- Seamless integration with QuickBooks Accounting
- Optionally view reports online through web site
- Extensive sales reports summarize overall cost, labor cost percentage, sales, profits and performance
- Number of customers, average transaction amount
- Monitor sales for food vs. merchandise vs. gas
- Track sales by the shift, day, week or month
- Monitor seasonal trends



## POS System Components

Have specific POS needs?  
Contact us for all of your POS accessories.



### → Simple

Our POS systems are pre-packaged to be plug and play so set up is simple.

### → Easy

Cash Register Express - Fuel Edition is easy to learn and use. Train new employees in minutes, not days.

### → Helpful

pcAmerica offers 90 days free technical support 24 hours a day, 7 days a week to ensure that your POS system works properly. Need more help? Hourly training is also available and included with the purchase of certain POS bundles.

\*Installation may require coordination with a fuel pump technician



### OnCloud Reporting

OnCloud is an Internet-based system that allows users to run reports, change prices, create purchase orders and several other back office tasks from a web browser on any computer with internet access. This is a perfect solution for retailers that need to easily monitor and manage their business from a remote location.



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