

# Sterling's Revolutionary Total Payment Solution



*ExpressLane PLUS transforms an affordably priced electronic cash register into an integrated powerhouse, with features not available in cash registers purchased off the shelf.*



## How Business Owners will Benefit

ExpressLane PLUS eliminates the need for a standalone credit card terminal, allowing merchants to accept cash, as well as credit, debit, gift and rewards cards, through one fast processing system. That means more sales, higher customer satisfaction, and less work at the end of the day for you.

### More Sales

ExpressLane PLUS provides high-speed processing – 2-second authorizations – and that means quicker check-out and increased sales during the busiest times. Its dial backup system means you can be confident your transactions will always go through.

With ExpressLane PLUS, you can customize your receipts with your logo, coupons or advertising messages. Expresslane PLUS also supports Sterling's custom Rewards and Gift Card programs, so you can increase new and repeat business and make more money.

### Saves Time

With ExpressLane PLUS, you no longer have to balance your cash register to your stand-alone terminal, so end-of-day reconciliation is a snap.

## Web Reporting and Communication Features

With ExpressLane PLUS, you have secure online access to Sterling Payment Technologies' proprietary reporting and communication tools, including Financial, PLU, Time, Clerk and Daily reports, and the ability to remotely manage, delete and update PLU information from any location at any time. These features are unique to an integrated electronic cash register at this affordable price point.

**PLU Updates** - Allows a merchant to add, delete or update PLU information on the ECR through a secure web portal at any time, from any location. ExpressLane PLUS eliminates the need for costly service calls to simply change a price. PLU Update also allows a merchant to monitor product trends and adjust services and inventory accordingly.



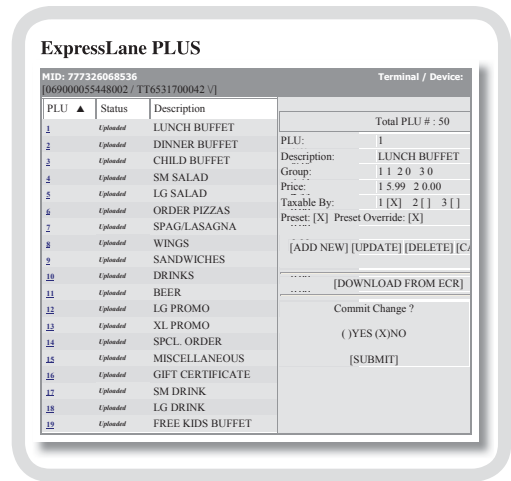
**Financial** – A breakdown of sales by cash, check, credit, debit and gift cards. Export this data to a spreadsheet or your bookkeeping software.

**PLU** – A snapshot of what products sold for the day. While a merchant can print this information on a daily basis, the ability to set unique date ranges from days to months significantly enhances a merchant’s ability to track trends and adjust inventory and promotions accordingly.

**Time** – A round-the-clock view of the day’s sales. This report allows a merchant to analyze when sales are high or low.

**Clerk** – A report that details employee sales across all tender types. Track which employee sells the most and set date ranges to determine why.

**Daily** – This report provides a merchant with a view of daily sales activity over a specific time span, allowing a merchant to adjust days of operation to those with higher sales.



## The Total Package

Expresslane PLUS includes a state-of-the-art electronic cash register with a one-year product warranty, integrated card reader, integrated high-speed thermal printer and a high-speed communication device (with dial backup) that handles payments and communications applications with simple plug-and-play installation.

**Also included in the package price is** custom setup, configuration and programming of up to 100 PLUs along with onsite product installation, training and 90-day dealer support. That means no struggling with manuals and no guesswork in trying to set up the system. All the help a business owner needs is built right into the ExpressLane PLUS package.



## ExpressLane PLUS Can Grow With Your Business

ExpressLane PLUS supports a variety of peripheral devices, including PIN pad, scanner, pole display, coin dispenser, interface scales and kitchen printer. It’s a flexible system that is suitable for any business – retail or restaurant.



**To learn more about how ExpressLane PLUS will transform your business, contact your Sterling Representative today!**

**Jennifer Crosby**  
Sasse Systems Inc

jrosby@sassepos.com  
541-610-8598  
www.sassepos.com

