

## **When you give your sales force the tools to better serve your customers... your customers take notice.**

### **Business Challenge**

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There is a great difference between integration and interfacing. True integration enhances your current system by adding features and functionality, while interfacing only creates limitations, multiples workload and creates redundant operations. When companies spend 10's of thousands of dollars on their accounting system, they should be able to tap into its abilities, not create disparity. This is why Fusion Integrated Software has developed the Fusion Retail Solution.

### **The Fusion Retail Solution**

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The Fusion Retail Solution utilizes the power of your accounting system, taking the guesswork out of customer and inventory management. This integration enables your sales staff to efficiently and effectively do searches for inventory across multiple locations, track serialized inventory, automatically use special customer/item based pricing, and kitting all created in the back office.

Fusion's integration enables you to maintain accounting system customers as well as marketing customers, take on-account payments, and view a customer's sales history right at the register and gain a valuable insight into your customer's purchasing habits. Fusion Retail includes:

- Fusion Retail Solution Register
- Fusion Retail Solution Accounting System Interface (ASI)
- Fusion Retail Solution Host/Administration Module
- Fusion Retail Solution Communications Server and Client
- Fusion Retail Solution Reports Module

### **Benefits**

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Today's highly competitive retail environment is forcing companies to adopt new technology to help drive new revenue and attract new customers, while maintaining their existing customer base. Most POS systems limit your ability to grow in this market place and fail to accommodate the changing trends in the retail environment. Fusion Retail presents a solution to your front line, enabling them to create a memorable environment that keeps customers coming back.

### **Features of Fusion Retail Solution**

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When a company reaches a certain size, growth is no longer needed. The new focus is to consolidate operations and invest in technology that will allow it to reach new economies of scale. It takes more than just product for companies to set themselves apart from their competition, instead companies need to give their customers choices and options. Grow your operations from the inside, by providing your work force with the tools that can make them achieve more.

Save your company a lot of time and money by instituting a technology that puts information at their fingertips. Most point-of-sale systems limit your ability to grow in this market place and they fail to accommodate the changing trends in the retail environment. Fusion Retail Solution presents a solution to your front-line -- your sales staff, enabling them to create a memorable environment that keeps your customers coming back time after time.