



Retail Pro Prism™

Overview

Retail Pro International, LLC
400 Plaza Dr., Suite 200
Folsom, CA 95630 USA

USA 1-800-738-2457
International +1-916-605-7200
www.retailpro.com

Retail Pro Prism Overview

Retail Pro Prism is the next generation in the Retail Pro family of products. Prism represents a major advancement in technology with improvements that enhance the user's experience and the retailer's bottom line.

Retail Pro Prism Key Features:

- Thin-client runs via web browser (Chrome, Safari, Internet Explorer)
- Modular platform (Server, hardware devices, client can be on different machines)
- Designed for touch screen use
- Streamlined transaction process
- Thin-client architecture can run on iPad, Galaxy, Kindle, Android, iPhone or other mobile devices
- Real-time data access
- True international solution
- EFT support without customer data risk
- Customize the look and feel of the interface using xml, .css files

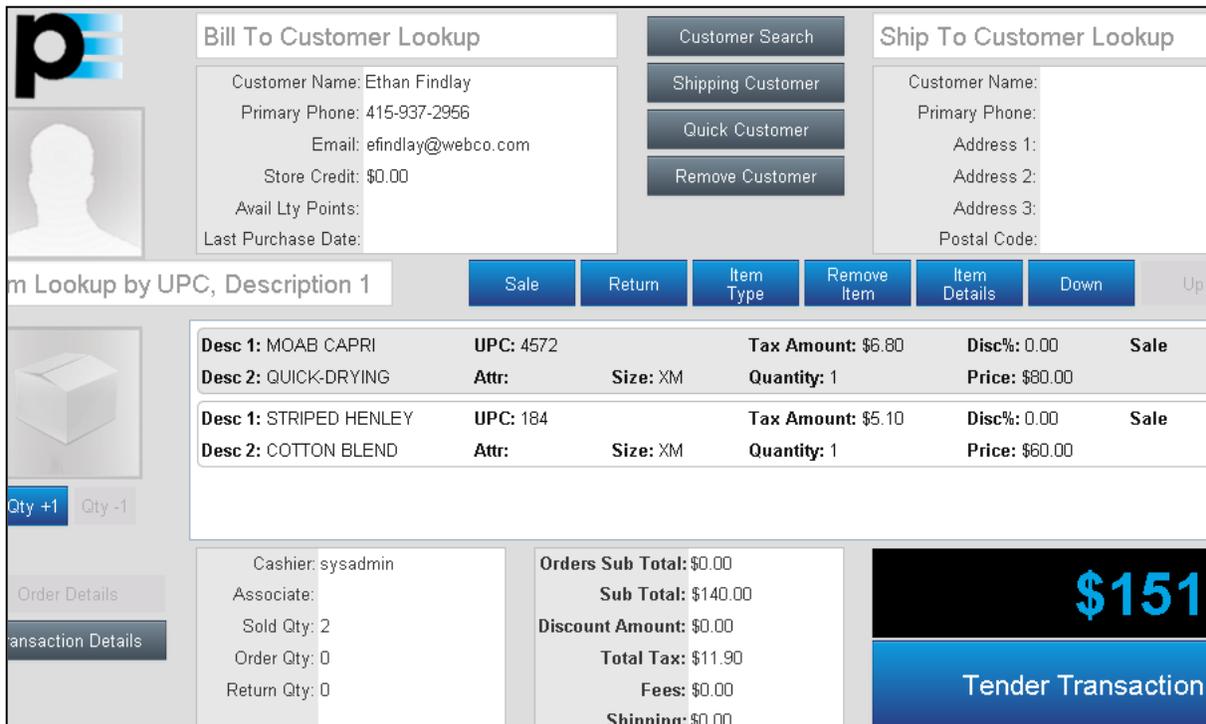
Comprehensive Feature Set

- Point of Sale Module
- Customer Orders
- Customer Management
- Inventory Lookup
- Integrated EFT
- Employee Security, Management and Productivity

Database Choices

Retail Pro Prism harnesses the power of two leading industry database platforms – Oracle and MySQL, giving you the choice to select the database technology that best fits your environment and budget.

Prism Web Client transaction screen:



The screenshot displays the Prism Web Client transaction screen. It features a top navigation bar with a 'p' logo and a 'Bill To Customer Lookup' section. The customer information includes: Customer Name: Ethan Findlay, Primary Phone: 415-937-2956, Email: efindlay@webco.com, Store Credit: \$0.00, Avail Lty Points, and Last Purchase Date. A 'Ship To Customer Lookup' section is also present. Below the customer information, there are buttons for 'Customer Search', 'Shipping Customer', 'Quick Customer', and 'Remove Customer'. The main transaction area shows a list of items with columns for Description, UPC, Attribute, Size, Tax Amount, Quantity, Disc%, and Price. The items listed are: MOAB CAPRI (UPC: 4572, Tax Amount: \$6.80, Price: \$80.00) and STRIPED HENLEY (UPC: 184, Tax Amount: \$5.10, Price: \$60.00). The transaction summary shows: Orders Sub Total: \$0.00, Sub Total: \$140.00, Discount Amount: \$0.00, Total Tax: \$11.90, Fees: \$0.00, and Shipping: \$0.00. A large blue button displays the total amount of \$151.00 and a 'Tender Transaction' button is visible.

Desc	UPC	Attr	Size	Tax Amount	Quantity	Disc%	Price	Sale
MOAB CAPRI	4572			\$6.80	1	0.00	\$80.00	
QUICK-DRYING			XM					
STRIPED HENLEY	184			\$5.10	1	0.00	\$60.00	
COTTON BLEND			XM					

Modular Platform

Prism is a modular solution. You can install only those modules needed at each workstation. This enables retailers to take advantage of the web client's small footprint at POS and Retail Pro 9's data management and data consolidation abilities at the corporate level.

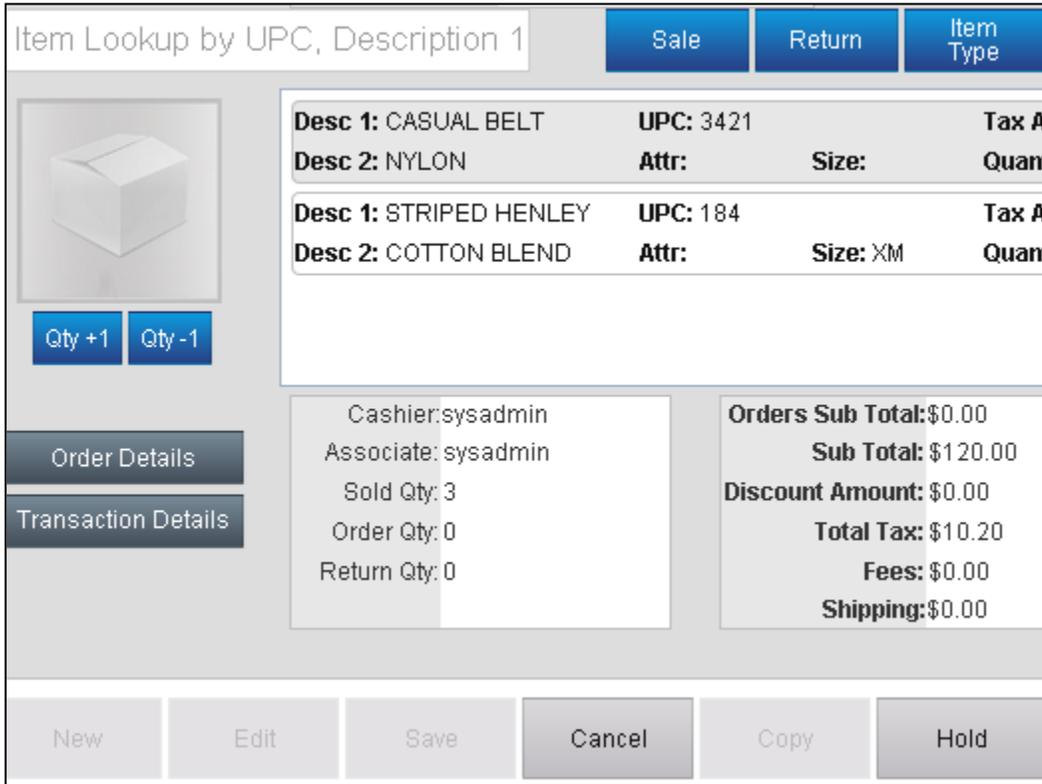
Agile Interface

In Retail Pro Prism, transactions have an intuitive, easy-to-follow workflow. Every effort has been made to streamline the transaction process and shorten transaction times. In previous Retail Pro applications, the type of transaction guided the workflow. To sell an item, a "sale" transaction was required; to return an item, a "return" transaction was required; to order an item, an order transaction was required.

With Retail Pro Prism, a single transaction can have items that satisfy a sale, a return, or a special order. This provides added flexibility, decreases customer wait times and maximizes employee performance.

Intuitive

The Retail Pro Prism interface leads users intuitively through tasks, reducing training times. Designed with touch-screen in mind, the user interface features large buttons that are easy to find and select and a virtual keyboard that can be displayed to type information.



Using Prism, users can drill down as needed for more information or to edit specific fields. For example, on the Prism transaction screen, the Transaction Details, Order Details and Item Details buttons enable users to view/edit transaction or item information.

Customizability

Prism is built upon a scriptable XML/CSS layer that gives the retailer more control and flexibility over tailoring the product to fit their unique business needs, workflow and processes, as well as branding and corporate image. You can edit these files as needed to produce just the appearance you want.

Use the Print Designer tool to customize the receipts and reports generated by your store.

Thin Client Architecture

Retail Pro Prism is a true thin client. By installing Prism at store locations and a full install of Retail Pro 9 at the corporate office, retailers can:

- Keep technical headaches at stores to a minimum
- Utilize existing hardware in many cases

Retail Pro Prism utilizes *Representational state transfer (REST)*, a style of software architecture in which clients send requests to servers; servers process requests and return appropriate responses.

Key Benefits of REST

- Simplifies implementation
- Reduces complexity
- Improves performance
- Increases scalability

More Architecture Key Features:

- Full Apache Server - The most reliable, robust platform for thin client applications
- Compatible with whatever database (Oracle or MySQL) best meets the technology demands of your IT staff
- SOA (Service Oriented Architecture) for maximum performance and scalability
- Pooled resources and industry standard cross-node caching for faster performance, scalability, and straightforward load balancing
- Easily switch between test and production databases
- Compatible with Internet Explore, Chrome, Safari and Firefox web browsers
- Utilizes its Business Objects and the Data Abstraction Layer (DAL) to safely send information to/from the Prism server

Near-Real Time Data Access

Retail Pro Prism uses Data Replication Services (DRS) to exchange data between stations and update store databases. DRS is a subscriber-based communication method that gives retailers more control and near real-time data transmission. This means that changes made in RP9 will immediately show up in Prism and transactions created in Prism will immediately be available for reporting in RP9.

In DRS, a publisher location, such as a Retail Pro Prism or Retail Pro 9 server, broadcasts changes made to records so that they can be picked up by other locations (subscribers).

Subscribers only receive notification of updates to data types to which they have subscribed. These notifications and updates are created on a per record basis, allowing a subscriber to receive smaller chunks of data sooner instead of waiting to receive all changes for a given data type at once. Data retrieval can be initiated as often as needed to keep the data as fresh as necessary.

This has the following benefits:

- Efficiency
- Scalability
- Flexible network topology

Note: Any single installation can act as both a publisher of data and subscriber of data from another publisher. For example, a store can subscribe to data from the corporate HQ and be a publisher of transaction data.

Resource Subscriptions

- All Resources
 - ALT_TAX_CODE
 - CURR_DENOM
 - CURRENCY
 - CUST_ADDRESS
 - CUST_CLASS
 - CUST_COMPANY
 - CUST_CONTACT_HIST
 - CUSTOMER
 - CUST_TERM
 - DCS
 - DCS_MEDIA
 - DISC_REASON
 - DISC_SCHED
 - DISC_SCHED_VAL
 - EMPLOYEE
 - EMP_STORE
 - EMP_SUBSIDIARY
 - INVN_SBS
 - INVN_SBS_KIT
 - INVN_SBS_LTY

True International Solution

Retail Pro Prism is engineered to be used on a global scale, meeting a variety of international requirements:

- All labels, descriptions and error messages can be fully translated into any language or modified to fit your specific needs
- Supports multiple currencies, including denominations, exchange rates and other details for each currency
- Flexible, region-specific tax structures
- Region-specific customers

Retailers can display the Prism interface in the following translations:

- French
- Spanish
- Russian
- Chinese (simplified or traditional)
- Japanese

Prism uses a different method for distributing translations than Retail Pro 8 or 9. Translations for Prism are distributed within the application so the retailer can begin using their POS as they would expect, in their own language with no need to go through a complex setup procedure.



EFT Support without Customer Data Risks

Retail Pro Prism provides integrated EFT support while removing the application from the heavy lifting of managing the EFT transaction. The EFT application used by Prism gathers the consumer's payment information from the EFT hardware and sends it (along with document details provided by Prism) to obtain payment authorization. Track data, such as primary account number and expiration date, is never seen or stored within Retail Pro Prism or its related applications.

This provides the following benefits:

- Provides a safe and secure mechanism to protect the consumer's sensitive payment information
- Ensures that Prism is never a point of risk on EFT transactions
- Removes Prism from the PCI scope, making PCI validation easier

Other Key Features

Point of Sale Features

- Line items and other records are displayed in multi-line format that enables users to see more details for each record
- Transactions can be completed as single tender, split tender or even using multiple currencies for those locations which receive an influx of tourism-based traffic
- Quick and flexible item entry using barcodes or product SKUs
- Place sales transactions on hold as needed, and un-hold them from any POS terminal

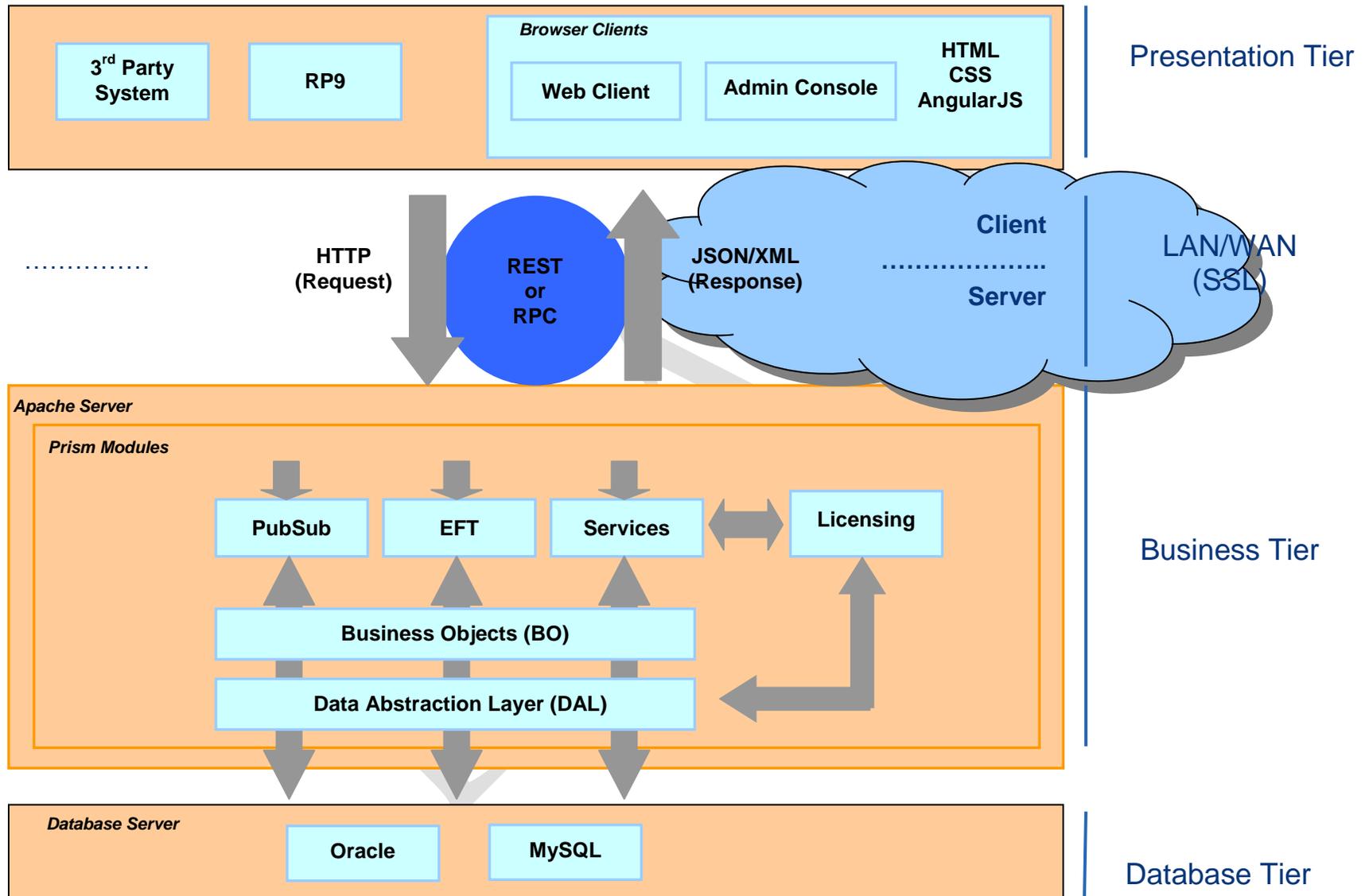
Drawer Closing Features

- Easy-to-follow closing process for registers
- Perform X-Outs, Z-Outs, for either a single workstation or storewide, and reconcile the drawer or till
- Capture detailed breakouts of POS tenders and events

Customer Management Key Features

- Maintain an unlimited number of customers within the database which can be shared or kept local to each installation
- Track key demographics via user-defined fields e.g., favorite color, favorite brand, birthday, etc.
- Flexible customer lookup using name, phone, ID # or company
- Establish customer specific pricing based on customer type, such as VIP, Retail or Wholesale Consumer, etc.
- Define contact information, including e-mail, and preferred method of contact
- Assign customer discounts or tax area

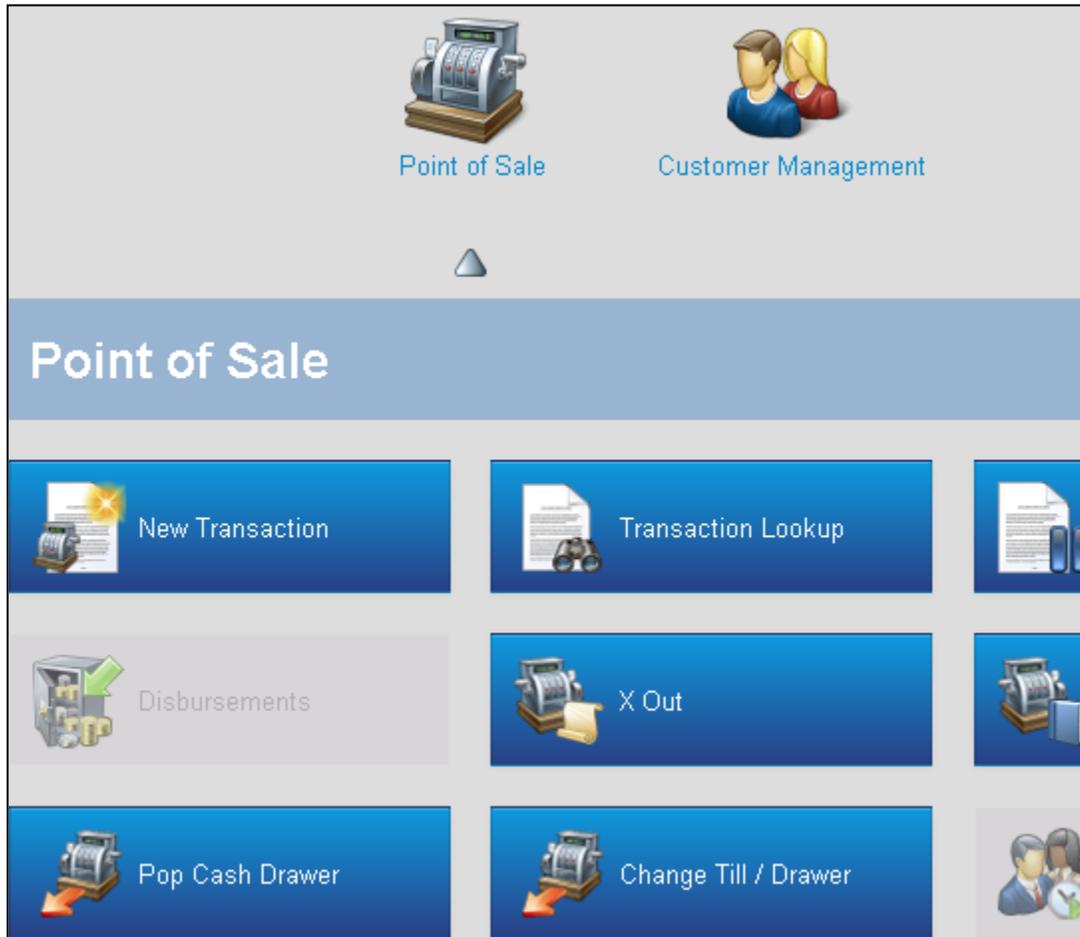
Prism Architecture and Components



Prism Home Screen

The home screen of the Prism Web Client provides an easy point of entry to key program areas (e.g. POS and Customer Management). Simply select a button for the desired module on the home screen.

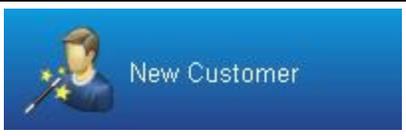
Buttons for the selected module's sub areas are displayed, providing easy access to key tasks. The illustration below shows some of the buttons for the Point of Sale module.



POS Sub Areas

Button	Description
 New Transaction	Start a new sales, return, or order transaction.
 Transaction Lookup	Find an existing transaction. You can search by: Document Date Customer Last Name Document Number
 Pending Transactions	Access pending transactions for viewing/editing.
 Touch POS	Access Touch POS for using touch menus and item buttons
 Pop Cash Drawer	Open the cash drawer.
 Change Till / Drawer	Select a different till and/or cash drawer.
 Z Out Close	Run a Z-Out to close a cash drawer/till.
 X Out	Run an X-Out report.

Customer Management Sub Areas

Button	Description
 New Customer	Press (or click) to create a new customer record.

Button	Description
 A blue rectangular button with a white border. On the left side, there is a small icon of a person's head and shoulders. To the right of the icon, the text "Customer Lookup" is written in white. The background of the button is a gradient of blue.	Press (or click) to find an existing customer for viewing/editing.

Initialization and Configuration

The Retail Pro Prism Admin Console provides a convenient central point of access for configuring key settings for a retailer's Retail Pro Prism installations.

Using the Administrative Console, you can:

- Configure preference settings at the company, subsidiary or store level
- Customize POS workflow and tendering options
- Set up hardware and EFT for individual workstations
- Configure DRS communication and initialize with data from a Retail Pro 9 database

Reference: See the *Prism Admin Console* and *Prism EFT Configuration* documents for more information.