



SENPOS Advantage



Point of Sale,
Point of Difference.



SENPOS



SENPOS (Sharp Electronics Newcastle Point of Sale) is a Point of Sale solution boasting ease of use, reliability, speed and an extensive range of features.

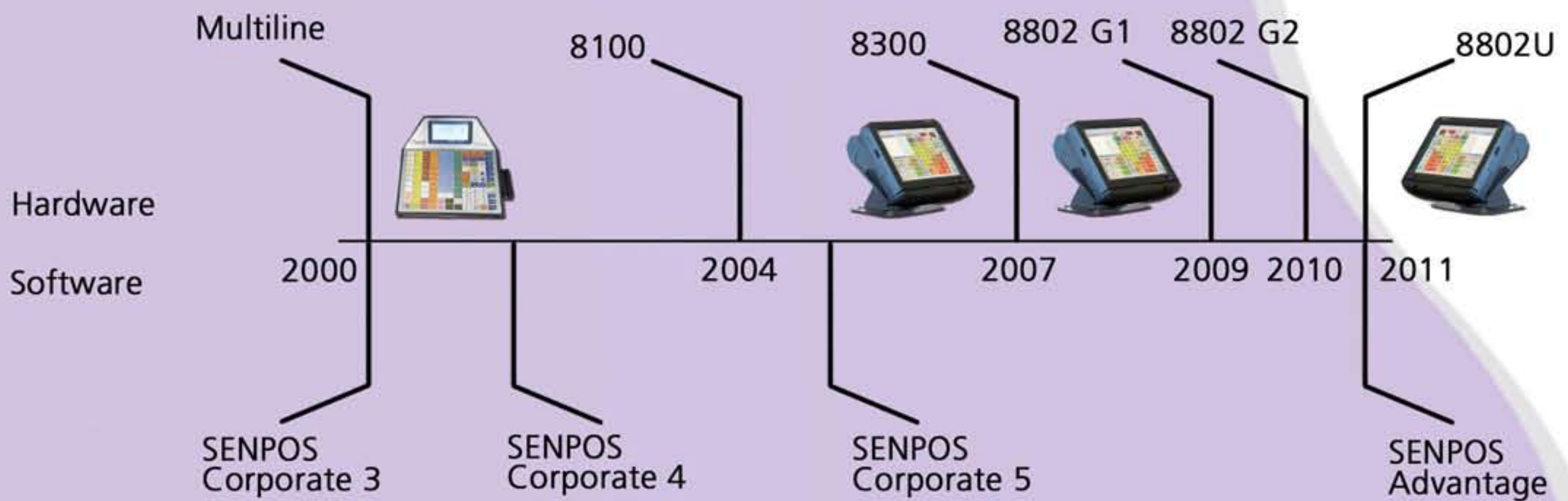
Sharp Electronics Group have been supplying Cash Registers & Point of Sale equipment for over 35 years and we believe the SENPOS system to be the fastest, most user friendly and the most reliable system on today's market.

The unique stand-alone / on-line configuration of this system makes price changes, adding new PLU items, re-organising keyboard layouts and generating sales reports as simple as "pointing and clicking" with the mouse.

SENPOS is designed for the hospitality industry with software solutions purpose built for food and beverage operations in Clubs, Hotels, Restaurants and Entertainment venues of all sizes.

Proudly designed, programmed, supported and installed by Sharp Electronics Group.

SENPOS Milestones



West's, New Lambton



Introducing the **SENPOS Advantage**



Stock Control / Metering



Membership / Multi-levelled Tiered Loyalty



Marketing & Promotions



Advertising



Gaming integration



Customisation



Portable ordering



Kitchen Monitors



Reporting



Wrist ID / Time in Attendance

SENPOS Advantage is the latest point of sale software on the market. We have worked closely with members of the Hospitality industry, to create a simple yet intuitive system of managing day to day business, increasing efficiency, increasing profitability and effectively managing and targeting membership schemes.

SENPOS Advantage builds on this original philosophy with an updated user interface, increased functionality to both increase profits and boost efficiency. SENPOS is the ultimate mix of the latest hardware advances and insightful software.

The main focus of SENPOS Advantage is to maximise revenue throughout your whole facility, shifting the focus from gaming alone, to a more wholistic approach. At the same time, SENPOS Advantage offers state of the art, up to date accurate stock control. The latest update allows for increased efficiency and features an advanced membership module as well as an integrated promotions & marketing module.



West's, Mayfield

SENPOS Advantage is a proud supporter of



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Point of Difference.

SENPOS



Membership

Reward your valuable customers while increasing your sales and generating customer loyalty. Our specially designed software allows for tiered membership schemes and specific targeted marketing activities.

Understand your patrons habits, target certain groups and communicate more effectively.

- Membership Tiering Support
- Send direct mail or email campaigns to members from SENPOS Advantage without the need for 3rd party software.
- Notify members via SMS of promotions and special events.



Gaming integration

SENPOS Advantage integrates with most major gaming systems. The software is designed to allow your customers to accrue points on gaming machines, but also throughout your facility via point of sale terminals. The gaming integration feature encourages your patrons to focus on the entertainment value of your facility and promotes patrons to spend more, stay longer and return more frequently.

Key Benefits

- Unite loyalty systems : Increase the value of your facility to your patrons by integrating the bar, restaurant and gaming.
- Flexible setup : reward your patrons by dollar spend, certain time periods, spend per product.



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SENPOS





Marketing & Promotions

With SENPOS Advantage you have the ability to program promotions and events on particular times and days to suit your needs. Promotions can be based on points, certain products, upsell, price break, price change and multi-buy promotions. Some examples include - Happy Hour Promotions - discounts, double membership points or prize draws.

In-house LCD advertising displays help promote current promotions and upcoming events, these can be implemented via the easy to use SENPOS Advantage scheduler.

Targeted Marketing campaigns - target specific groups of members and create specific promotions based on previous spending habits. For example target only wine drinkers for wine tasting promotions.



Hotel Delany, Newcastle



Ticket Printing

Automatically print tickets for promotions, special offers and events. Printing of dockets can be scheduled at specific time periods or on selected products after a purchase has been made.



Accounts

The accounts module enables you to run short term and long term accounts with the capacity to limit chargeable items. For example special events such as Weddings - only allow beer and wine on selected accounts.



Gift Cards

Patrons have the ability to purchase giftcards for your facility either through use of accumulated points or payment. The giftcards can be used at any bar or restaurant throughout your facility at any SENPOS terminal.



Wests, New Lambton

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Stock Control

Multilocation, multisite stock control system that allows you to easily and efficiently manage stock levels. With the addition of metering options SENPOS Advantage allows you view live stock levels on hand at any time.

Stocktake - our specialised stock take module allows for stocktaking of goods with the use of a handheld PDA with barcode scanning capabilities.



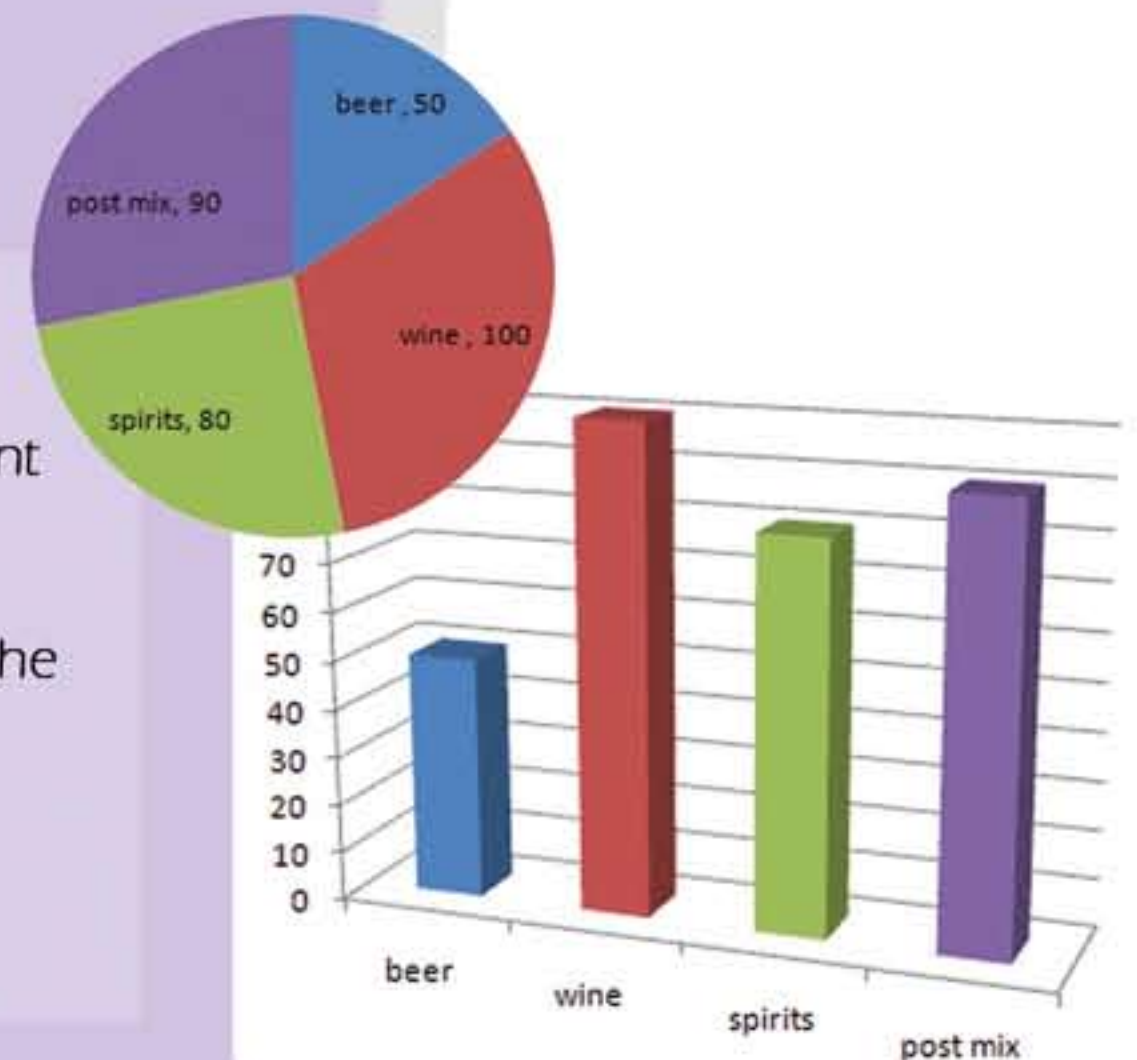
Report Manager

The SENPOS Advantage sophisticated report manager can provide your operations manager with all the required reporting.

Reports can be scheduled at certain times or dates and be based on different options such as - sales, by products, margins, departments, metering, stock levels, sub-clubs and much more.

Automated reports can be emailed or sent directly to your printer without the need to run them each individually.

Reports are clear and provide the reader with accurate and up to date information and can be displayed as graphs, charts or tables.



Support

As part of our commitment to SENPOS Advantage we offer an extensive 24 hour technical support service. We also offer support agreements with phone and on-site support included. Implementation and initial on-site training is provided as well as access to our help desk for any enquiries.



Hardware



8802 Gen 2	Hardware	8802 U
Intel Celeron M 1.5 Ghz	CPU	Intel Core i5 M 2.4 Ghz
1 Gb	Memory	2 Gb
1 Gb Industrial CF	Drive Space	8 Gb Industrial CF
2	USB Ports	4
Internal	Power Supply	Internal
Integrated	Mag swipe	Integrated
Integrated	RFID	Integrated
1 x 10/100	Ethernet	2 x 10/100/1000
Integrated	Rear Display	Integrated

The latest SENPOS hardware features a faster CPU and increased memory with a 8Gb industrial grade compact flash card.

The hardware is designed specifically to have a compact footprint, the power supply, rear display, Mag swipe and wrist ID reader are all integrated to maximise bench space.



Wests, Mayfield

Peripherals



Kitchen Monitors

Send orders directly to the kitchen monitor which will visually display each order with various colour combinations. Communicate with wait staff with a simple touch.



LCD Advertising Displays

Advertise specials, promotions and events. Schedule different advertisements at different times and locations.



PDA

Portable ordering and stock control.



Wrist ID

Light and easy to use wristbands. Individually coded to track sales by particular staff, and can be used to monitor time in attendance (bundy clock).



Hotel Delany, Newcastle



Wests, New Lambton

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SENPOS Advantage

Designed, programmed & supported by:



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