



# eStar Store: True Unified Commerce

eStar Store combines the rich content and user experience of online shopping with the functionality of in-store POS and operator initiated orders/sales, creating a true unified commerce solution.

In-store consumers are demanding the same levels of access to information and immediate service they receive online.



## Integrate the in-store and online experience

POS systems are becoming increasingly connected within the overall business system architecture, and retailers who are clinging to systems that have limited integration capability are finding themselves increasingly struggling to adapt to rapidly evolving customer purchase journeys.

In the ever-evolving retail environment, having an easy to use and quickly deployable POS system that is completely integrated with your eCommerce offering provides a seamless customer experience, and a competitive advantage.

## Integrated POS provides seamless customer experience

With eStar Store any product can be sold to a customer, whether it is in-store, Click & Collect from any store location, delivered or online only. The sale can be paid through a multitude of payment methods such as Eftpos providers, gift cards, layby/deferred payment solutions, or a mixture of them all.

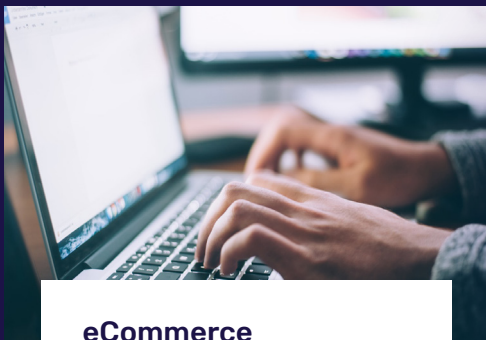
All customer transactions occur within the same ecosystem, so it's irrelevant if a sale has been made online or in-store, or a combination – such as a customer starting the process online and then deciding to complete the purchase in-store (or vice versa) – their entire sales history and interactions are available.

eStar Store provides a complete view of the customer to enable increased loyalty and spend through a seamless and elegant customer experience. In-store assistants are no longer constrained to being at a counter, but can provide information and complete transactions in a timely manner anywhere.

## Comprehensive functionality

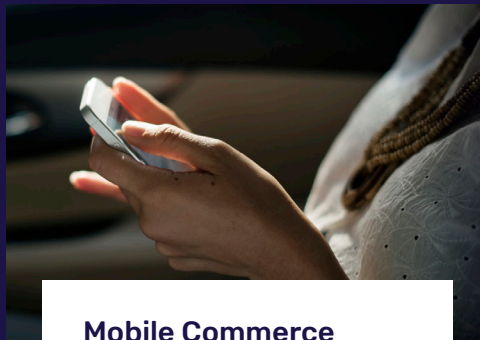
The functionality of the eStar Store offering includes:

- Mobile terminals (sales can be processed on tablets/iPads or other mobile devices) as well as on current POS terminals
- Access to in-store network and online stock
- Split fulfilment: take now, Click & Collect and delivery
- Electronic receipting
- Cash payments and reconciliation
- Multiple (and split) payment methods (eg: credit card, Eftpos, gift card, loyalty card, Apple Pay, Afterpay)
- Customer order enquiry (including both online and in-store sales)
- Returns and replacements (from in-store and online)
- Instant reporting and BI information, whatever the sales channel
- Browser interface, greatly reducing implementation/training costs and effort



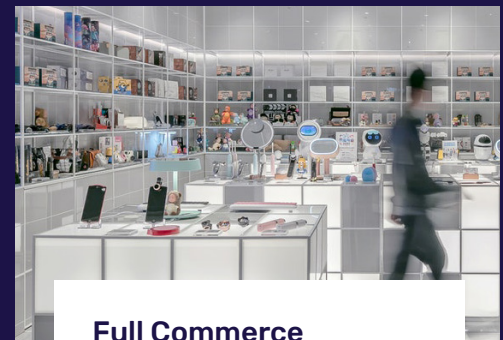
### eCommerce

- One system for online, in-store and serviced sales
- One channel for all sale receipts
- One channel for a complete view of customer
- eCommerce-grade scalability
- Integrated address book and digital wallets



### Mobile Commerce

- In-store payments
- Integrated to eCommerce
- Big ticket purchase with delivery
- Endless aisles and Save the Sale (and in full)
- Popup stores
- Digital receipting
- Queue busting



### Full Commerce

- Cash management and reconciliation (and in full)
- Small footprint till
- Fixed till placement
- Restricted goods sales



brand experience  
delivered together

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