



The Integrated Retail and Online Sales Solution.



Flex is the solution to manage your store's inventory, sales and customers all in one simple and easy to use package.

In a constantly changing world, it pays to be adaptable, *flexible*. **Flex** takes the difficulties of managing and operating your business and streamlines the processes so you can concentrate on the more important aspects of life. Whether you want to sell stock in-store or online, it's all at your fingertips. Want to encourage customer relations and have access to direct-to-customer marketing from the get go? Simple. Want to easily support a range of different physical and electronic payments? Done. Want a Point-of-Sale system that will also reflect stock adjustments from online sales? **Flex** does this and much more.

Utilising the power of the Apple Macintosh computer, **Flex's** functionality is easily extensible to your requirements and facilitates new avenues previously unavailable to Point-of-Sale systems.

Relieve yourself from the frustration and pain of rigid POS systems and consider the one solution that will bend to your will: **Flex**.

At a glance...

Mobilise

As the world continues to shed its burden of cables, **Flex** taps into the potential of Wireless networking to allow you to order wirelessly from mobile devices such as the Apple iPod Touch and iPhone.

Management

Flex has features such as low stock warnings and real-time bestsellers will allow you to optimise your business so you can operate at your full potential. The added bonus of customer tracking means you can easily give that extra special something to your business's most valuable asset: the customer.

Multizone

Flex will allow you to effortlessly connect multiple areas of your business so they can operate as one slick whole; audio, video and print capabilities will connect, coordinate and communicate the many facets of your day-to-day needs.

Online

At the heart of **Flex** is an e-Commerce software package that is ready for public deployment. A simple flick of the switch and you'll be processing sales online and boosting your business growth through new audiences.

What you can do with Flex

Easy to use

- Manage sales, inventory and customers like you would browse the internet and check your email
- Have all the flexibility, functionality and software an Apple iMac computer provides with Word processing, Spreadsheets, Internet and Email, Communications, Media management, Video conferencing, etc.

Powerful Features

- Sell physical and virtual products
- Receive low stock warnings the second the item sells out
- Create user accounts to track customer purchases and trends and accommodate different types of customers (Instore, Wholesale, Internet, etc)
- Encourage customer interaction through features such as customer reviews, ratings and forums
- Sell gift certificates
- Easily set group pricing and discounts defined by individual customer, grouped customers and quantity
- Direct-to-customer marketing by using the periodic email newsletter system
- Earn extra revenue by selling ad space or promote your own products through the banner advertising manager for your e-Commerce store

Reporting

- Easily track daily, weekly, monthly and yearly sales
- If you have more than one store, you can remotely manage sales, inventory and customers

Point-of-Sale

- Effortlessly sell your products in a physical location with the necessary equipment to make it so

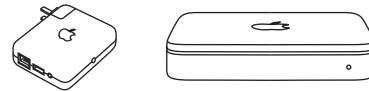
Global e-Commerce solution

- Sell all or just a few of your products all over the world (or just in your neighbourhood) with our Internet-ready set-up
- Alternatively showcase your items without having to sell them online

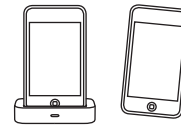
Hardware



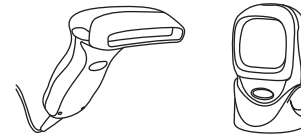
Apple iMac with Mac OSX and the FLEX system installed



Apple Airport for Wireless access and Apple Time Machine for backing up



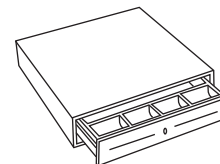
Apple iPod Touch for accessing FLEX remotely



A range of corded and wireless handheld and stationary barcode scanners



Corded and wireless receipt printers



Secure cash drawers

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