



RetailShop Automation is the software solution for Retail Industries that covers Point of Sale (POS) to Back- and Head Office operations.

It is suited for a variety of vertical industries like:



RetailShop Automation is a modular application suite that provides a more efficient deployment system giving you the power to choose retail tools relevant to your business needs.

RetailShop Automation is designed to work with the **hardware and equipment that you already have**, including receipt printers, fiscal printers, barcode scanners, cash registers, and the like.

With functions specific to the unique needs of the retailers and our intuitive user interface, the retailer has easy-to-use retail POS system, requiring less training time for employees, while ensuring a quick and accurate checkout process for customers.

Point of Sale main features

User Friendly design for day-to-day operations

The features of a traditional cash register on a computer, that allows the printing of fiscal receipts on any receipt printer available on the market.

Cash operations

- Multiple Payment Methods
- Accepts cash, credit cards, debit card or a combination of the above on any transaction.
- Currency support
- Total and partial daily
- Withdrawals and payments
- Fiscal daily closing

Print fiscal documents (Receipt, Fiscal Receipt, Invoice)

- Subtotal
- Discounts and surcharges on items
- Discounts and surcharges on subtotal
- Ability to process returns, coupons and sales
- Receipt with details of the articles
- Blank Receipt (Receipt of courtesy or Gift Receipt)

Items and Departments Operations

- Sale for both items and departments
- Management of departments
- Management of item pricing
- Three item description, the main, the one for the user interface button and the printed receipt
- You can add a price and a photo for each product
- Reports to analyze sales by items and departments

Point of sale

- The sales interface allows the operator to supplement, modify or cancel the transaction data at any time before issuing a receipt or invoice.
- You can change list items
- Store receipt (suspended accounts)
- You can link a ticket to a Client/Table.
- Managing tables
- Parametric Search items being sold
- Lock workstation to change operator
- Open Cash till

Sales features

- Management of the sale in store
- Connection with the traditional cash register or fiscal printer.
- Completely tailored user interface
- Compatible with Barcode scanner with Bluetooth technology and also works with the integrated Web Cam to add products on a cash register ticket.
- Management of different VAT and tax rates
- Customer Data Base and information
- Unique ID user identification which keeps track of each person manning the point of sale
- Management of vendors /sales person

Wide range of reports

Real-time sales information allows you to analyze performance of your products, and gives you a convenient overview of your cash flow.

- End of day reports
- Merchandising reports
- Sales for department reports
- Sales analysis reports
- Sales history reports
- Report on VAT rate
- Track sales by employee, vendors and cashiers
- Payment and type of payment report



Additional Optional Modules

Every retailer is different. Our Retail Shop Automation software solution is adaptable to a variety of retail segments and has the flexibility to be configured and tailored to each retailer's unique needs.

The software allows the integration of optional modules and the ability to satisfy the needs of a wide range of Retail businesses.



LasertouchPro Add On

The mobile Point-of-Sale Solution.

This is an application installed on smartphones, Tablets or iPods and has the basic features of traditional Point of Sale software for the basic menu functions like: sale, refund, price, discount, quantity and total items.

Just tap to add products. This additional module works only in conjunction with Retail Shop Automation resulting in a more complete retail back end management.

The same Application can be used as a simple screen where the server enters the order. Departments are listed down the left side and the items within that department are on the right. Menu buttons can be configured with colors and pictures.

It is also possible to connect a payment device PinPad to accept credit or debit card payments. The same devices can be used as a **pay-at-the-counter solution**.

The Applications is available on Apple Store®, Google Play® or Windows Store®.



Warehouse management module

The warehouse management module is a key part of the Lasersoft software solution **Retail Shop Automation** which helps retailers keep track of important inventory quantities, locations, and cost data. Warehouse management software helps make sense of the complexities associated with tracking inventory quantities, locations, and costs.

Intelligent WMS software can keep tight tabs on inventory across multiple warehouses and multiple "lots" or groups of inventory received at different times, even if they were invoiced at different costs. The module manages the stock control entering all the warehouse documents, evaluations, purchases, goods return notes, stock transfers, shipping documents and others managing the flow of product traffic in the warehouse(s).

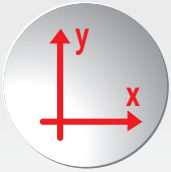
All the necessary warehouse documents can be customized including graphics and type of document. This module is ideally suited for the fashion industry because the retailer can classify items in departments and groups to identify the goods.

Retailers with the correct warehouse and inventory management tools have an advantage over their competitors due to flexibility in scaling their operations, thereby keeping errors and losses associated with manual inventory to a minimum.

As a result revenue growth and profits increase due to operational superiority.

Other features:

- Managing multiple warehouses;
- Management of multiple price lists;
- Management of different warehouse essential documents (shipping documents, invoices, Internal Transfer Orders, receipts, fiscal receipts, customer and supplier orders);
- Management of the stockpile and items below safety stock level;
- Management of automatic re-ordering depending on the established minimum lot size and items below safety stock level;
- Documents list (open, closed, kind of document, customer or supplier);
- Quantity or Value Inventory Management System;
- Product movements (loading and unloading) for any single item, and;
- Management of prices inclusive and exclusive of VAT



Variations module

This module enables the ability to define additional attributes for the items like season, fabric, color, style, class and more fashion retail attributes with user definable fields.

This is a very useful feature to trace items by category, season, class, etc., and not merely by item numbers. Sometimes there are items that have different sizes and color matrix and different prices. Retailers in the garment industry choose Lasersoft for specific features, the most important of which is Retail Shop Automation grids that allows retailers to track the colors and sizes of a specific item, rather than a separate item number for each color and size.

Main Features:

- During the sale or purchase phase, the module automatically asks for the combination size/color if a bar code is not present;
- During Inventory management it is possible to see only the item with the item number or more details including the color/size matrix;
- When printing the price tags (tickets) it is possible to customize barcodes to reflect the exact size and color of an item in the matrix. Retailers are extremely with the resulting reduction in data entry time and correct unloading phases in the warehouse, and;
- Fast and instant facility to look up items directly from the user interface when a barcode is not present.

This module is only available combined with the WAREHOUSE MANAGEMENT Module.



Garment grid module

This module is very important in generating specific documents necessary for garment retailers thereby, boosting work efficiency. This module was created to save time in the completion and management of these specific and necessary documents.

This module is only available combined with the Variations Module.



Label printing module

This module allows the creation and printing of labels for inventory items.

Barcoding and custom label design is one of the most important features in the retail industry, You can print labels for grid type items just received. The labels can have a completely configurable layout thanks to the Report Designer. It is possible to print the labels on any kind of paper using printers with a Windows driver. You can print standard labels or roll labels using a thermal printer. The label can be fully customized, allowing you to print the item number, barcode, department, and price.

If the retailer has the **Variations and Warehouse active**, it is possible to also print the category or subcategory of an item and the color/size matrix.

Other features

- Printing and re-printing of any single label;
- Printing and re-printing of groups of item labels, and;
- “Print from the document”, the ability to print automatically all the labels of the items related to purchase documentation. This is a very simple way to check the quantity of the goods that have arrived because each item has the label printed.

Additional Optional Modules



Converting and printing documents module

Main Features:

- The ability to print warehouse and commercial documents with totally customizable forms. This feature is very important when **a retailer wishes to print different types of warehouse or commercial documents**: shipping documents, sales invoices, customer or supplier orders.
The layout is completely configurable thanks to the Report Designer.
It is possible to see a print preview, print or export the documents in easy-to-manage formats such as a Word document, Excel or PDF.
- The ability to convert warehouse documentation into other types of documents.
For example retailers need to convert a supplier order into a purchase order. This module enables the total or partial process of an order and if necessary generates a shipping order that will handle the articles and stock of the retailers warehouse. It is possible to filter and manage the processed orders from full or partial orders sent in, and;
- “Invoicing from fiscal receipts” it is possible to print a commercial invoice in place of a printed fiscal receipt.



Scale connection module

This module allows connection of the software solution Retail Shop Automation to the Electronic Balance or Scales. This module assumes that the scales can be connected to a PC. The connection gives two different results:

1.The module automatically transmits all the items to be weighed and prices transferred and loaded into the Point of sale System to the scales. This will allow the retailer to load SKU only once.

2.The second feature of the Scale Connection Module allows the connection of a scales in a network, for the management of an accumulative ticket. The accumulative ticket is a barcode sticker which contains the weights of several items.

Employees can weigh the products, type in a key code for each product and the scales will print a bar code sticker that includes all the items. At the cashier's desk, the bar code sticker will be scanned due to the point of sale system and the receipt will contain all the list items.



Serial number module

This optional module handles the loading and unloading of the registration numbers of individual product items for **traceability management**.

Thanks to the serial number it is possible to locate the movement of every single code that has entered the warehouse.

The retailer might start using a serial number to track the progress of a part/product from the time that the purchase order is received into their inventory.

When the cashier sells an item the Point of Sale System checks if there is a serial number for that item and therefore available for the purchase.

Once a product/item is assigned a serial number, it can be monitored as it moves through the retailers inventory system. A serial number tracking system helps to calculate the inventory turnover rate, which enables you to make better decisions in the future while purchasing inventory.

It is also important to use serial numbers for:

- Quality assurance;
- Dealing with product recalls, and;
- Addressing warranty claims, and more.



Bill of material (BOM) module

The BOM is a comprehensive list of raw materials, components and assemblies required to build or manufacture a product. A bill of materials (BOM) is usually in a hierarchical format, with the topmost level showing the end product, and the bottom level displaying individual components and materials.

The hierarchy interface with inventory, sales analysis, purchasing and order processing, ensures accurate inventory levels and materials planning.

There is also the management of a multi-level bill of materials, in other words items and goods that are part of a BOM but have their own separate bill of materials.

When a product /item is sold, it is possible to customize the inventory management deciding how to unload the warehouse: manual, deferred or on the fly.

Another feature is the ability to create and sell **KIT items**.

A KIT item, group items that are sold together under a single item number.

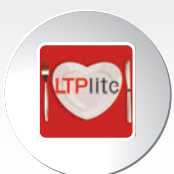
Groups are tracked per component for more accurate sales analysis. So for example, tables and chairs appear as a set of tables and the number of chairs for sales analysis and inventory purposes, while being priced as a set.



Restaurant handheld devices module

Improves Retail Shop with the management of restaurant handheld devices.

It is possible to connect two handhelds and **manage 35 tables**, increasing speed of service. This solution should be used in a small bar, pub or café.



LasertouchPro Lite

The professional paper-free way to take food and drinks orders. This revolutionary App for hand-held devices like Smartphones, Tablets or iPods has been designed and developed for the hospitality industry.

At the touch of a screen orders are recorded and processed straight to the heart of the bar or kitchen from the waiting staff's device.

In conjunction with a wireless credit card terminal, orders can be paid for at the table.

Additional Optional Modules



Document scan and digital signature

Thanks to this module and the ad hoc development of Lasersoft software, clients can give consent to data treatment **on to a pre-programmed tablet**.

In this way, the retailer is protected and it does not have to print and archive paper sheets about privacy regulations. The same module by means of a scanner machine allows retailers to digitize and archive suppliers' original documents and then store them with warehouse documents or invoices. In this way, all documents can be securely stored.

Scan bills/vouchers directly from the software and attach it to petty cash entries.



Fidelity management module

With customers demonstrating an ever-growing sense of entitlement, it is becoming increasingly important for retailers to enhance sales and shopper interaction efficiency.

To do so, they need be able to accurately target, classify and associate shoppers with specific clubs or interest groups, then precisely target and engage them as per demographics, shopping habits and past purchasing history.

Retailers must make the most of highly granular customer data – to focus and strengthen relationships with shoppers with appealing rewards that reinforce brand value, and respond effectively to shopper needs with appropriate offers promoted at the right time. Using the Fidelity and Promotion Lasersoft Module it is possible.

Main functions:

- **Promotion**

The promotions capability is extremely flexible and supports all types of promotions even if the customer doesn't have a loyalty card.

Prices can be set by leveraging different levels of the merchandise hierarchy or list items and can be created in style, option or SKU level.

- **Loyalty Program**

Customers can collect bonus points for every purchase. For example Card members earn 2 points for every €1 spent on net retail purchases, or Card members earn X points for Y items, products purchased.

- **Price Promotions**

- 1) Apply to price list: the price promotion is applied to a specific price list
- 2) Amount off or fixed amount
- 3) Discount
- 4) Buy X and Pay Y: the customers purchases a certain number of items or quantity of good and pays a Y price
- 5) Percentage discount
- 6) Mix and Match
- 7) Transaction level promotions,
- 8) Threshold promotions based on the total amount or quantity purchased,
- 9) Multi-buy promotions like meal deals and cheapest free.

Promotions can also be targeted at a specific customer segment or group.

- **Fidelity**

Fidelity card is a useful tool for client identification and is a loyalty symbol for the business. This module allows fidelity card management, client identification and associating promotions and discounts with the client. The following cards are accepted: chip cards (or smart cards), barcode or magnetic cards, transponder card, loyalty card on customers phone (**SMS Card Module**).

- **Payment**

- **Prepaid Card.** Clients put money on the card and money will be deducted every time a transaction takes place;
- **Credit Card.** It associates a loyalty debit account with a client. At the end of a fixed period or when exiting the business place, the customer will present the card and the card is read showing expenses and due payments.

- **Customer profiling**

It manages and monitors relational marketing. This option precisely identifies clients' tastes based on consumer behaviour. In this way, it is possible to target the offer and rationalise suppliers' orders.



Web card

This module is designed to manage the fidelity card via the web on devices that are not connected to each other. In this way, a client can be identified and his/her promotions can be used among different businesses that are not connected to each other.

The system is able to connect to all Lasersoft management software. This is possible because the clients' database and related transactions are recorded on the web.

Card management (issuing of the card, recharging or viewing its transactions) is controlled by a specific application connected to the online Database. Card holders will be able to access the fidelity card information through the web database. In this way, users can verify the card transactions (transactions, bonus points collection and promotions) by using the Customer Web module.

The following cards are accepted: chip cards (or smart cards), barcode or magnetic cards, transponder cards, loyalty cards on customers' phone (SMS Card Module)

Main functions

- The program is managed on the Web with no software installation required. Only internet connection is required;
- The module is independent of Lasersoft applications. However, if connected to the Lasersoft business management software, it manages all the fidelity cards used in different restaurants, bars, pubs, etc... (different restaurants connected by the same card, gaining the loyalty of more customers);
- Unique clients' master database for several businesses located in the same area, and;
- Unique database recording all transactions at one place or connected places.

Additional Optional Modules



SMS Card

This module replaces traditional paper cards or plastic point of sale cards with a loyalty card on the customers' phone. The SMS Card is an image containing a bar code or a QR code. At time of payment, customers have to show the image to receive the benefits of the loyalty program.

This module only works with the FIDELITY MANAGEMENT MODULE.



Payment terminals

This module connects computerized tills directly to the Payment Terminals (Ingenico). The program sends the billed amount to the Payment Terminal. Upon setting up the right payment mode on Retail Shop Automation software; the transaction is activated. If the transaction is properly executed, a receipt is issued, otherwise, an error message appears, the receipt is not printed and returns to display the till functions requesting an alternative payment method.



Batch terminals

Main features:

- **Loading**

This module allows the loading from a batch terminal. The terminal works on the spot and later connects to the software solution. The retailer can also issue a warehouse document, supplier order or invoice directly from the data collection terminal.

- **Warehouse Management**

Using this module it is possible to scan and store all stock and order details.

- **Inventory management**



Reports and statistics

This module improves warehouse management. Retailers spend countless hours calculating profits, expenses and payroll and performing a variety of manual tasks in order to run their business. The Lasersoft Report and Statistics Module contains **dozens of built-in tools to help retailers streamline administrative tasks and manage their retail stores more efficiently.**

By means of the statistics Retailers will be able to track sales, strengths and weaknesses of the store. For example the Sales analysis report helps retailers determine trends in clothing so the store is neither over nor understocked.

The Consolidated Grid report allows retailers to analyze product mix and track inventory values. The merchandising reports and Purchasing advice based on sell through(days of

supply and/or replenishment), especially the ability to select by class/season, etc. are also very important. Since most soft goods are seasonal, a good system must have the ability to provide an analysis of sales versus receiving for a specified period of time.

This information should be used to create planned markdowns well before the store is left with out-of-season merchandise. All the reports and statistics can be are customized and can be consulted immediately in a very easy and flexible way thanks to the intuitive graphics and dashboards.



Tax free module

In Europe most prices for goods include a value-added tax or VAT.

This is like a sales tax, except that it is included in the price rather than being added on at the cash till. Tourists who live outside the EU, may be able to claim a VAT refund inside the store's refund affiliate. Tourists who claim a tax refund can ask for a **Tax Free Form** at the time of purchase. The procedure of managing and issuing the Tax Free Form is very tedious and takes time and energy for the retailers.

The Lasersoft Tax Free Module allows users to issue from a fiscal receipt an invoice where the VAT amount is shown separately and print the Tax Refund Voucher. There is an automatic connection to the Global Blue for the management of the Tax VAT Off.

Thanks to this additional unique Module, customers can shop Tax Free and the retailer can manage the tax refund automatically.



Digital Signage

This module enables visualization over a second monitor connected to the till-PC showing three types of information at the same time:

- multimedia advertising (video, images);
- text advertising (information about promotions, discounts, opening and closing times, events); and,
- details of the purchased product at the moment of sale..

The second screen can replace the welcome screen and may be directly integrated into the till structure or connected via an adapter. When the till operator registers the due payment amount, the products will also be displayed on the second screen until the printing of the receipt. With this plug-in, messages, videos, advertisements and any offers at scheduled times can be transmitted, offering the possibility of programming multiple customised promotions adapted to fit various requirements. Using an intuitive interface the operator can define several graphic screen configurations, manage information to be transmitted to the customer and select any promotions to be launched.

This represents an innovative marketing opportunity because at the time of payment, the client is focused on the screen and he/she absorbs the additional information on the screen without realizing it. The total amount will be displayed for a short time because the client's privacy is of concern.

Additional Optional Modules



Lasercube

This module is also called '**Business Intelligence**' and it overcomes limitations affecting standard databases. In fact, relational databases are not able to elaborate data instantaneously or visualize a lot of data at the same time. **This program creates statistics and graphics from any data source independently, and in a very short time.** It also provides an analytic report of the clients' shopping habits. Lasercube enables data analysis from many angles.

For example, a restaurant may be interested in analysing financial data classified by product, time period, town, profit or expenses, or productivity with the aim of budget forecasting.

Apart from the cost related functions, it is possible to create statistics related to the Customer Relationship Management (CRM), by analysing the type of clients classified by age, budget, frequency, habits, average time spent at the table, etc...

The program creates reports such as Pivot tables, by entering items and fields that elaborate initial data. Furthermore, if parameters are organised in hierarchical order, the Roll-up and Drill-down functions are enabled. These two functions allow data visualization at different levels of aggregation: the Drill-down function refers to more detailed data; the Roll-up function refers to more summary data. Using different tables, each of them reporting information related to a specific component; i.e. a product table or earning and expenses table. Data from this table is very detailed, providing statistics that are not available in the Full program.

The Lasercube module can be connected to all Lasersoft software.



SMS

This module sends an SMS to clients directly from the Lasersoft software. Messages can be sent directly to individual clients or to a list of clients. The program is connected to the business management software and gets information directly from the database, allowing the extraction of master data according to selected criteria or purchasing behaviour.

Advantages: Keeping in touch with your clients, saving time and money, increasing prestige, rapid and effective communication.

NB! A traditional mobile phone is sufficient.



Import export module

This module enables the connection of the **Retail Shop Automation** software solution with third parties ERP systems. The module enables the automatic import, from a text file, of warehouse goods and items and inserts them directly into the database.

The module checks if the goods or items already exist, if not it inserts it into the database. The data import can be done immediately or it can be planned.

For example, when the Retail Shop Automation software solution is connected to another warehouse system the import can be planned when there is a periodic updating of the price list, sizes and colors. This feature is very useful for retailers who receive daily updated price lists from the suppliers.

By saving the import templates it is simple to update all the list items and price lists from different suppliers.



Employee presence registration module

This module is part of the new generation of versatile and user-friendly products. In the past, employee presence recording was monitored by the clocking in and out of clock cards. Today this system is obsolete and unreliable. This program allows real time monitoring of presences, absences and timetables of internal staff. It also provides a report including statistics about staff movement. It manages the presences of both full-time and part-time staff and monitors the entry and exit of employees as well as their timetables.

Main features:

- management of an unlimited number of employees;
- management of user's data and timetable recordings (time in, time off, breaks);
- detailed reporting function;
- filtering by employee function;
- computing working hours distinguishing between daytime and night time;
- option for adjusting and planning clock in and clock off time;
- adding and modifying clocking time manually;
- several devices can be connected to the same network in a building with numerous exits;
- option for double authentication: registration by combining Pin code and card; and,
- possibility for users to be identified by different ways: Chip or transponder card reading or fingerprint reading.

This is a stand-alone application and it works with any business management software.



Petty cash management

This module gives complete and professional management of double-entry bookkeeping and warehouse accounting. The bookkeeping entries and accounting can be entered either manually or directly from the warehouse accounting.

For example the sales or purchase invoices, issued fiscal receipts for the accounting of payment of amount due. A very easy to use module due to its accounting guidelines and standard purpose of accounting. The Petty Cash management permits the integration of processing documents of purchase or sale, resulting in the generation schedule of assets and liabilities. From the active schedule it is possible to generate bank receipts.

The Petty Cash Management elements are as follows:

- Accounts and sub accounts records;
- Purpose of accounting records;
- Payment records (direct remittances, Riba, bank transfers with one or more instalments);
- Automatic accounting of warehouse documents;
- Automatic accounting of fiscal receipts;
- Management and printing of accounting data;
- Schedule of assets and liabilities and automatic payment deadlines;
- Issue Riba (bank receipt);
- Balance Sheet, and;
- VAT returns and payments.

Additional Optional Modules



Multiple warehouse management module

The Multiple Warehouse Module performs the automation of the Headquarters, management centralization and global analysis of all data provided by a single store.

This module was designed for the management of multi-site businesses and franchise chains. In this situation the Head office inserts all the list items, price list, price or product promotions and all the warehouse inventory, the branch stores transmit the sales.

One of the most important features of this module is that the branch stores can work off-line. There is an automatic sync between the Head office and the branch stores. In this way the store can work even if the Internet is down. The synchronisation can be implemented whenever the Head office or the branch store decides.

The Multiple Warehouse management software helps you to consolidate the data from your various branches into one system and do an integrated analysis of sales, inventory and purchases. It helps you to control expenses, cut costs and increase profits.

The Head office can perform activities in branch stores, for example, goods movement between branch stores. To ensure a good synchronisation between Head Office and peripheral stores, the Main office must have a Static IP from where the branch stores sync the picking and adding items and products, the warehouse and other useful information.

The branch store upon receiving the product loading can print the necessary labels or manage goods returns, depending on the authority they possess. One of the unique features of this Module is that the Branch stores can check the stock inventory and the availability of the goods of the other branch stores' warehouse or the head offices' warehouse. Availability can be checked directly on the POS interface. This is a very important feature and allows the cashier to be more efficient and communicate the availability in real time and improve the customer's shopping experience.



Help Me OnLine

This module allows access to instant phone assistance.

Through a touch screen function, the PC is connected directly to the support team where technical and software problems are solved. This is an essential, intuitive and user friendly module which works with any type of internet connection.



Lasersoft Remote Terminal

This module transforms a Windows Xp, Vista, Windows7 or 8 (professional version) into a Terminal Server. In this way, the user, upon providing username and password, can connect to his restaurant or office from any PC with an internet connection, without interfering with the work of the staff at the place of business. This module allows distance monitoring of all business activities. In fact, the user can access all enabled program functions: master data of sold items, warehouse transactions, clients' data and statistics. It is also possible to print all data. There are two versions of this module: up to five users at the same time or unlimited number of users can have access to it.



Key Recovery

This module is a key product within Lasersoft production.

It is also called '**Disaster Recovery**' as it allows immediate data recovery without technical support. The module is modelled on a USB key where updates are automatically saved together with users' operations and transactions. Critical situations can occur such as hardware component failure or lack of power. The module enables automatic saving of any business operation. In critical times, the USB key should be unplugged from the non-working PC and connected to a working one. The operation continues without any loss of data. The activation key, program and archive are automatically updated without the need for additional technical support. Everything is saved on the recovery key.



Laser Web

The module creates, maintains and manages websites. The module, by means of a text editor application (i.e.: MS Word), enables the creation of 5 pages: Home, Where we are, Contacts, News and Work with us. Contents can be personalized according to needs. Domain hosting and registration as well as management of 5 email boxes are also included in the service.



E-Retail Shop

Launching a website can be a daunting task. Often this responsibility falls on the owner of a retail establishment or some other individual tasked with creating and uploading thousands of items, item descriptions, photos, etc. Lasersoft ERetailShop software gives your entire staff the ability to create, upload, and modify items with an easy-to-use interface. This module represents the key for the maintenance, updating, and management of the eCommerce website. This software includes the features for the items uploading and the orders downloading. There is a tight integration between RetailShop Automation POS software solution and the eCommerce site. Basically, the systems talk to each other allowing your website to populate with items and information, connecting the point-of-sale and inventory management process between retail and eCommerce operations. Once your site is populated and running and you begin receiving web orders, information is sent from the POS software to the eCommerce. The information sent back to RetailShopAutomation is critical to adjust inventory, associate sales and invoices with the proper customers, account for the sales, and fulfill web orders.

Other Features:

- Facilitated items research by family/ sub-family or personalized groups
- Optional Inventory Management
- Optional size/color management
- Last item management
- Simplified process of completing orders
- On line payment management
- Promotions and pricing management
- Order download and invoicing



Lasersoft provides leading software solutions for Hospitality and Retail industries.

Lasersoft was established in Rimini (Italy) in 1988 by merging several working experiences in applied informatics.

Lasersoft's mission is to develop full, high quality, user-friendly and intuitive business management software solutions. The solutions proposed by Lasersoft are developed by listening its clients' needs. The most innovative results have come about by adopting clients' most precious advice.

A qualified pre and post sale support is provided by the certified network of Lasersoft Sellers and Partners, that are networked all over Italy and Europe.

In 2003, Lasersoft got the UNI ISO 9001 quality certificate for software development and assistance. This is an important achievement towards the development of more and more efficient and affordable products.

The Lasersoft product range counts more than 25 solutions for Hospitality and Retail businesses. These are constantly up to date with current fiscal regulations and adjusted to clients' needs.

By focusing on research and quality Lasersoft is able to provide more complete products.

The winning recipe that Lasersoft uses to create his products hasn't changed over the years. It is based on: Passion, Experience, Research, Training, Updates and Customer's relation.

"A client's smile is our best result", this is the slogan that guides us every day at Lasersoft.

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