

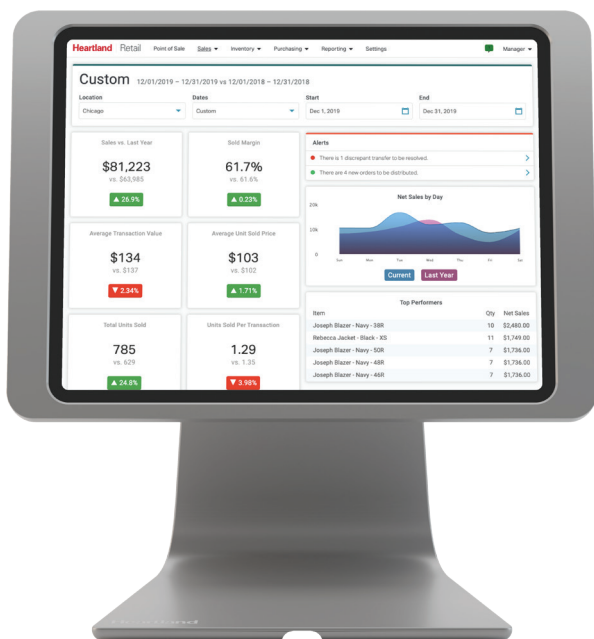
Retail

Powerful, flexible, cloud point of sale

Retail is a cloud-based commerce platform purpose-built for retailers.

Designed by retail veterans with over 100 years of collective experience, the software provides merchants with better control over sales and profitability by placing actionable real-time data in the hands of every person who needs it, from the executive desk to the store floor.

With inventory management, unparalleled custom reporting, open API and portability across platforms and devices, Heartland Retail is easy to use, quick to start and applauded by its users for making their jobs easier.



Key Merchant Benefits

- Boost** efficiency and streamline retail operations
- Access** real-time data from anywhere, on any device
- Delight** customers in store and online
- Empower** sales associates
- Integrate** with e-commerce seamlessly
- Optimize** inventory across every channel
- Grow** profitably and confidently with a flexible platform that scales alongside your business

End-to-end Retail Management Platform

- **Cloud-based Point of Sale**
Serve customers quickly and efficiently with a mobile, easy-to-use POS
- **Multi-channel Inventory Management**
Manage inventory efficiently and in real time while boosting margin and sell-through
- **Customer Management**
Engage every customer personally through data-rich clienteling dashboards
- **Order Management**
Facilitate cross-channel sales quickly and accurately
- **Purchasing & Receiving**
Empower buyers with the data and tools to land the right products, at the right time, for the right price
- **Real-time Metrics & Reporting**
Gain a competitive advantage with data-driven insight

Target Audience Vertical Markets

- 1-200 location multi-channel retailer
- Apparel & Accessories
- Footwear
- Gifts
- Home & Lifestyle
- Beauty & Wellness
- Museums & Cultural Centers
- Sporting Goods
- Toys
- Pets

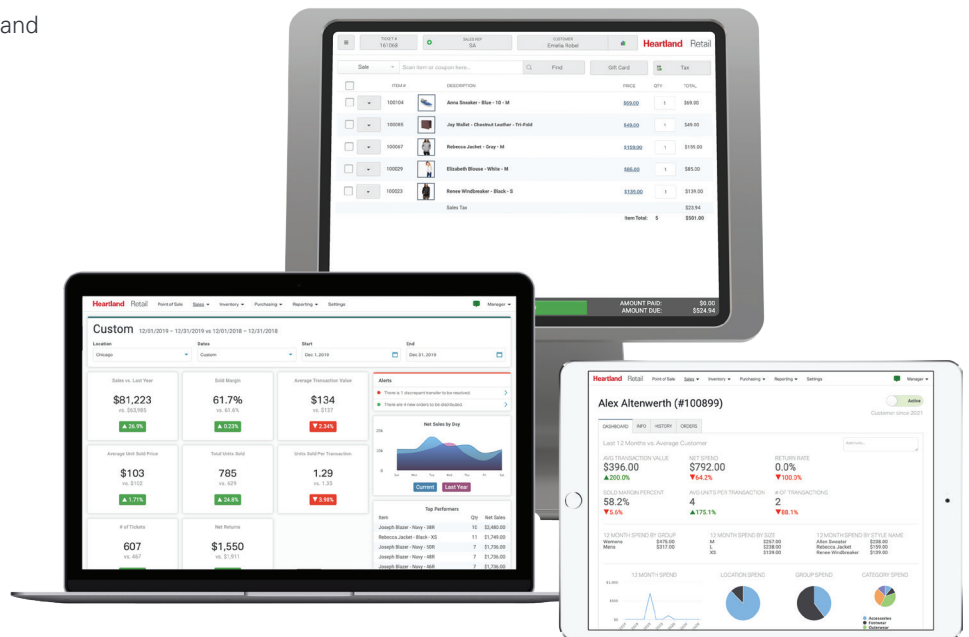
Heartland

Benefits: A Closer Look

- **Gain a competitive edge with data-driven insight**
 - Remain agile and proactive in the face of dynamic market conditions
 - Use custom fields to collect the data most relevant to your business
 - Access up-to-the-minute data from anywhere on any device
- **Boost customer engagement and loyalty**
 - Empower sales associates with the data they need to offer every customer a personalized experience
- **Understand and manage inventory like never before**
 - Know exactly how much you have, how much is on order and how many dollars you're sitting on
 - Detect trends and pivot quickly when things aren't selling
 - Delight customers by having the right stock at the right time in the right place
- **Assemble a low-cost enterprise-grade retail technology stack**
 - Integrate with best-of-breed partners in e-commerce, loyalty and more to build the best technology stack for your business
 - Developer-friendly Open API
- **Reduce costs**
 - Ditch expensive implementation and annual maintenance costs
 - Save on payroll by streamlining business operations
- **Keep your hardware and your data**
 - Hardware agnostic
 - Migrate your inventory, transactions and customer data

Features

- **User-friendly Mobile POS**
 - Reduce training time, IT costs and headaches
 - Multi-channel inventory lookup
 - Compare sales to plan
 - Powerful promotions tools
- **Built-in CRM**
 - 360-degree view of your customers no matter where or how they shop
 - Loyalty & marketing integrations
- **Analytics Engine**
 - Real-time data
 - Unlimited custom fields & reports; export in multiple formats
 - User-based permissions
 - Compare data at any point in time
- **Robust Inventory & Order Management**
 - Omnichannel e-commerce integrations
 - Multi-channel inventory visibility & order distribution
 - Partial and full inventory counts
 - Transfer management, including discrepancy feature
 - Bin location field for warehouse management
 - Fulfillment alerts on dashboard



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