VIDEO	AUDIO
WIDE: View of retail environment using Teamwork Retail.	<u>MICHAEL M (VOICE OVER)</u> Teamwork Retail is a mobile, cloud-based technology solution to the problem faced by the modern retail business--how to integrate your bricks-and-mortar stores with online sales, pop-up stores and trunk shows.
CLOSE UP: TW Retail Business Customer	<u>TEAMWORK RETAIL CUSTOMER</u> We have been getting by with legacy PC-based cash wrap, online sales through a third-party vendor, and ad hoc mobile sales solutions, but using them creates constant problems--our customers can't expect the same buying experience online as in store, they can't buy something online and return it locally, and we are supporting three or four different systems for our sales channels. It hurts sales... it hurts our business.
andSmobileSdevices.TW's fixed	<u>Omni-channelOsalesVfoc</u>uses on a well-informed customer who expects knowledgeable employees and a consistent brand experience. An omni-channel retailer will engage a customer through merchandising and promotion across all channels, including web, email, and mobile, not just the traditional stores, television, radio, direct mail, and catalogs. When you're ready for a consistent brand, an easy-to-use interface available across all platforms, and the security, cost-effectiveness, and flexibility of a cloud-based point of sale, you're ready for Teamwork Retail.
DIAGRAM: How cloud architecture works.	<u>VOICE OVER</u> The cloud isn't the whole Internet, a random series of locations in cyberspace, or a loosely connected array of devices spread across your whole company. "Cloud" isn't a place at all.

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	Instead, cloud is a metaphor describing how your business's sales and communication can be integrated so that data is protected, yet available anywhere, at any time; applications can be used by the company, but maintained by others; and hardware needs are small because service resources are housed in a data center.
IMAGE: Advantages of cloud.	VOICE OVER Cloud-based services offer access to your store applications and data over a secure Internet connection. Your infrastructure is off-site, secure, and always just the size you need and not more. Using cloud-based services reduces capital outlay in favor of operating expenses; increases both physical and electronic security by housing data in a Tier 1 facility and operating with mobile hardware that can be tracked and wiped remotely if stolen.
IMAGE: Scene of retail headquarters operating	VOICE OVER Cloud-based services offer business more than just a fancy name for outsourcing. Pay-to-play hardware and software allows your business to use the Internet the way trucks use the roads to deliver merchandise--with costs shared and only as needed.
DIAGRAM: Deployment architecture	VOICE OVER Teamwork Retail is a suite of applications that work together to provide your business with both control and flexibility. The applications are deployed in the most effective way for each purpose--each device houses and runs just the apps required to perform a sale, return an item, order from the warehouse, advertise a sale, open and close a cash wrap, ship to home, track employee time, or manage inventory.

VIDEO	AUDIO
IMAGE: Scene of store operating	VOICE OVER A Teamwork Retail deployment gives you the best part of shared resources--cost savings--as well as the best part of legacy software--native applications that run locally on each device. In this way, if the Internet is briefly offline, your business continues uninterrupted; and while other stores struggle with slow-downs due to outages or increased use (think: food truck day!), your business operations perform at peak efficiency, synchronizing data whenever an Internet connections becomes availble, automatically.
DIAGRAM: SQL Server, Apple iOS, Android, and GAE	VOICE OVER Teamwork Retail uses best of breed tech for each application: At the headquarters level, Microsoft's SQL Server) ensures robust data storage and retreival. Apple iOS keeps information and communication accessible locally, and consumer apps use either Apple iOS and Android operating system. Google app engine (GAE) brag allows scale and high performance in lightweight data on the web. Data is replicated continuously to provide redundancy and reliability.

VIDEO	AUDIO
IMAGE: A series of images showing a view of each product.	VOICE OVER Mobile POS operates in much the same way on an iPad or iPhone, providing a way to make sales that can take a sales clerk from front of store for a customer in a hurry, to the cash wrap for a traditional sale, and then to a display rack to help a customer who wants to know what other options are available online. The clerk not only can make a sale anywhere, but carries a list of inventory--with photos, prices, location, and availability--anywhere a customer might need the information. This helps your employees keep potential sales that might otherwise walk away. Shopper Display runs advertising anywhere in the store you want your customers to see. Special deals, new merchandise, online only items, add-ons--anything you want to highlight, you can put it directly in front of your in-store customers, helping them make a purchasing decision. Change ads every day, every hour, or as desired. The Member Kiosk allows your customer to access their member cards, loyalty points, and payment history in any store. The Member App can be downloaded to your customer's mobile device--iPhone, iPad or Android--and offers the same interactions available on a Member Kiosk. Other applications include Orders, to manage creating and fulfilling customer orders; Drawer Memo/Manager, to create a better way to track cash wrap opens and closes, and record money drops; Shipments, to facilitate merchandise movement between

VIDEO	AUDIO
	stores, from vendors and warehouses, and to customers; Stock Count, which smooths out the messy process of inventory accounting; and Time Card, a simple way to clock employees in and out, using the same hardware and interface they'll be using for sales, shipping, inventory, and customer service.
IMAGE: Images of the iPod, iPad, and iPhone.	VOICE OVER Using Teamwork Retail, hardware is at once essential, and less of an issue. Form factor is the killer feature: iPad tablets do the heavy lifting of day-to-day sales, display, and iPodstperform,specificPtasks that don't require the larger user interface. The hardware is inexpensive, interchangeable, and off-the-shelf. Off-the-shelf hardware equals no special ordering process and no acquisition bottlenecks.
IMAGE: Images of available hardware.	VOICE OVER For other hardware, like barcode scanners and card readers, we've selected standard, easy to buy options. The Genius Customer Engagement Platform from Merchant Warehouse supports mobile commerce in addition to traditional cash, credit, and debit payments from single device, enabling technologies such as mobile wallets, loyalty and reward points gift programs, and even digital offers, coupons and rewards. iDynamo is a secure card reader authenticator delivers open standards encryption with DUKPT key management, card data tokenization, and card authentication to protect

VIDEO	AUDIO
IMAGE: Chip & PIN	data against theft. iDynamo allows you to accept credit products without handling or storing sensitive card data, avoiding the need to comply with Payment Card Industry, or PCI, Data Security Standard regulations. Honeywell enterprise sleds provide a 2D barcode scanner and card reader that enables employees to easily engage with customers on the sales floor. VOICE OVER Merchants will be required to accept the Euro Mastercard Visa Chip and PIN, also called the Chip & PIN or smart card, by October 2015. While merchants will still be able to process cards using magnetic stripe technology, they will have to pay the additional cost, as with Card Not Present transactions. With Teamwork Retail, you will be ready to begin processing Chip & PIN.
DIAGRAM: Competitive comparison IMAGE: Montage of targeted retail types	VOICE OVER akjdf VOICE OVER akjdf
	(VIDEO INTRO) SALES PERSON Making a sale is easy and familiar, whether it's on the iPad or at a traditional cash wrap. In this short video, you'll see everything you need to know about making a sale to an existing customer.

VIDEO	AUDIO
IMAGE: Select Sales Receipt app from interface	VOICE OVER After logging in and opening or connecting to a cash drawer, your sales staff can open the Sales Receipt app. You can also see the name of the cashier logged in.
IMAGE: Customer tab opens	VOICE OVER The customer tab is opened automatically. Here, the cashier can select an existing customer or a new customer. The search field is flexible and brings up matches for first name or last name.
IMAGE: Display customer	VOICE OVER On the customer page, the cashier can use the additional data to confirm that this is the correct customer. The cashier can then select the customer to continue the sale.
IMAGE: Item tab opens	VOICE OVER The item tab now opens automatically, with the selected customer associated. On the item tab, the cashier can then scan item barcodes into the search field and then select each item. Alternatively, the cashier can search for the item by name or other identifier.
IMAGE: Add item	VOICE OVER In the Add Item workflow, the cashier can verify the correct item using a picture of the item, if desired. Additional items are added in the same way. Once all the desired items are added, the cashier selects the Finalize button.

VIDEO	AUDIO
IMAGE: Payment tab	VOICE OVER The payment tab appears automatically. Here, the cashier can accept credit cards, cash, payment in an alternate currency, or a number of other options like gift card, house charge, and check.
IMAGE: Payment in cash	VOICE OVER When the payment is made in cash, the cashier selects the Cash button, enters the amount tendered, selects such options as Email receipt or Gift receipt and then completes the sales by selecting the Finalize button.
IMAGE: Change due	VOICE OVER The change due is displayed clearly for the cashier...
IMAGE: Print receipt	VOICE OVER ... and then the receipt is printed. (VIDEO EXIT) SALES PERSON And that's all there is to it. The interface is ready for the next customer.
	(INTRO) SALES PERSON Now we'll look at the Items tab and inventory in more depth, showing how an associate can: * Select items from inventory or enter them ad hoc * Add multiple items * Apply special fees, discounts, and taxes both individually and globally * Search for out of stock items in other locations * Save a sales receipt for later

VIDEO	AUDIO
IMAGE: Item tab without customer tab	VOICE OVER The item tab will be presented first if you choose not to use the Customer tab. Teamwork Retail gives you the ability to customize your sales flow, so that your associates have everything they need to make a sale in your system, without being distracted by unused options.
IMAGE: Add item	VOICE OVER Using the search field, an associate can add items to the sales receipt using a barcode scanner (by SKU or item number) or selecting from inventory (by number, name, or other identifier). A picture can be included to verify the item, which helps to prevent tag switching fraud. You can also change the purchase quantity by selecting the blue Quantity button. Once you've added an item, you can also apply discounts, add fees, and apply taxes to items individually or globally. Items can also be removed; all removed items are logged on the End of Day Drawer Memo.
IMAGE: Applying discounts	VOICE OVER To apply a discount to an individual item, the associate selects the item on the sales receipt, then chooses the blue Discount button. In the popup, buttons for discount reasons established in the system are displayed on the right; in this example, Competitive, Damaged, Employee, or Loyalty discounts. Once a discount reason has been selected, the associate uses the default discount or enters a new discount percentage, amount, or price. To apply a discount globally, the

VIDEO	AUDIO
	associate would use the black Discount All button on the Item tab. This allows the entire sales receipt to be discounted.
IMAGE: Adding fees	<u>VOICE OVER</u> To add a fee to an item, the associate selects the item, then chooses the blue Fees button. In the popup, the associate selects the desired fee; in this example, possible fees are Alterations, Gift Wrap, Shipping or Restocking. Once a fee has been selected, the associate uses the default fee or enters a new fee percentage, amount, or price. The fee is then added as a line item to the sales receipt. To apply a fee globally, the associate would use the black Global Fee button on the Item tab. This allows a fee to be applied to the entire sale.
IMAGE: Manager override	<u>VOICE OVER</u> Discounts and fees over a set amount can require a manager override. If an override is required, the associate chooses the Manager Override button from the Discount or Fee popup and the manager on duty can enter his or her credentials and allow the transaction. This roles-based security helps prevent employee fraud.
IMAGE: Location availability	<u>VOICE OVER</u> Teamwork Retail's Location Availability system uses a stock ledger updated in real-time to help associates discover out of stock items at another location, either another store or a warehouse. To check location availability, the associate adds the item to the sales receipt and selects the blue

VIDEO	**AUDIO**
	Location Availability button. The popup displays any information you have select to identify each inventory item--in this example, a shoe is identified by size, color, and quantity available in each location. Once located, an item can be held for customer pickup or drop-shipped to the store or to the customer directly.
IMAGE: Hold	VOICE OVER Sometimes a sale is interrupted--either by the customer going back for another item or by the associate. So that sales for other customers can go forward, the associate can choose the Hold button to save the items on the sale for later. Any items held at the end of the day will display during closing, and the End of Day Drawer Memo can't close the drawer until it is removed using the Discard button. Discards are logged on the Drawer Memo. (EXIT) SALES PERSON That was a quick look at the functionality of the Items tab, which can be used with or without an inventory system. You've seen how you can: * Add single or multiple items to a sales receipt * Prevent tag switching by using item images * Apply fees and discounts individually or globally * Apply taxes to the whole sales receipt * Prevent employee fraud by using manager overrides on discounts or fees over a set amount * Search for out of stock items * Monitor discarded sales receipts to prevent employee fraud

VIDEO	AUDIO
	Next, we'll look at...
	(VIDEO INTRO) SALES PERSON With Teamwork Retail's emphasis on customer relationships, the process of adding a new customer is important. Proper information means good customer service, and good service equals customer satisfaction and more sales. So, the more information your cashiers can capture, the better. Teamwork retail makes it easy and fast to do from the register--fixed or mobile.
IMAGE: Customer tab	VOICE OVER From the Sales Receipt application, the cashier chooses the customer tab and then selects the Add New button.
IMAGE: Customer interface	VOICE OVER The customer interface opens. Here, the cashier enters all the pertinent information--name, address, email, phone--along with additional fields as desired, like favorite color, height, or shoe size.

VIDEO	AUDIO
IMAGE: Headquarters customer interface	VOICE OVER You may have seen all this before and wonder "Is this really going to be useful? My customer database has been a source of pain. It hasn't improved business, and we have pretty much let it go." But with Teamwork Retail's Universal Customer concept, all data is kept centrally and propagated quickly across the business, including online. From anywhere on the system, staff can locate a customer by partial names and phones, emails, gift cards, anything in any non-freeform field. Duplicate customers are a thing of the past because each customer must have a unique phone number and email address.
IMAGE: Customer interface showing multiple family members for customer	VOICE OVER Of course, customers can have more than one person associated with their customer account, such as children, spouse, authorized buyer, or company accounts. (VIDEO EXIT) SALES PERSON The Universal Customer concept is one that we're really proud of. We can tell you more about that if you would like to see how you can improve your customer service and really use your customer database.
	(VIDEO INTRO) SALES PERSON The iPod/iPhone Mobile POS app is the same as the iPad option more associated with a fixed point of sale, but it has a smaller format and access to fewer other applications, to help keep the application fast and light. The Mobile POS is used for linebusting, and can be associated with register printers in strategic locations in

VIDEO	AUDIO
	the store to help speed up sales and prevent unhappy customers.
IMAGE: Mobile POS interface	VOICE OVER On the interface, the cashier must first connect the device with its cash drawer using the Open Cash Drawer button. Then the cashier simply opens the Sales Receipt app, just like in the iPad point of sale.
VIDEO: Cashier using iPhone with Mobile POS running to check out customers	VOICE OVER From adding virtual registers, to creating a more casual, customer-friendly sales experience, Mobile POS works to make your business fast and responsive.
CLOSEUP: Highlight sled and swiping capabilities	VOICE OVER With a robust card-swiper like the Honeywell sled, your cashiers can accept and process any credit card, even Chip and PIN style cards, quickly and securely.
CLOSEUP: Highlight printer locations	VOICE OVER At the end of the sale, the cashier can print out a receipt on a nearby printer, bag the customer's purchases, even make change for cash, all without tying up a fixed register location. Customers will appreciate the speed, too. (VIDEO EXIT) SALES PERSON The Mobile Point of Sale adds a new avenue for sales. Your checkouts will be faster, customers won't get tired o waiting, and you can even use the Mobile POS to create pop-up retail stores on short notice and take your store on the road for trunk shows--anywhere you can think of it, Mobile POS can sell.