



### TouchPoint is reliable...

It's stable and bug and crash free; and it's among the market's most reliable systems. Here's the science bit...Touchpoint embedded Windows CE till systems are solid state, with no fans or hard drives. There's no need for a server and you won't need to connect Touchpoint to the internet or the back office PC (unless you want to combine TouchPoint with TouchOffice), so there are fewer things to go wrong.

If the power fails, at least you'll be able to count on TouchPoint. When the tills (and the fruit machines) come back on you'll find you haven't lost any data.

The system is robust and rugged and it doesn't crash, which means you don't lose a sale.



The leading UK based developer and distributor of EPOS software and hardware



# FOR PUBS & BARS

**ICRTouch's TouchPoint** is the number one EPOS solution to enhance business in a glow-in-the-dark nightspot, quiet rural gastro-pub, or pop-up event bar.

TouchPoint software is more than a decade in development and has sold more than 40,000 licenses.

Use it on its own or pair it with TouchOffice, PocketTouch or TouchLoyalty to boost its key features.

### Touchpoint's Fast and Easy To Use...

Maximum information and minimum effort. TouchPoint's designed for speed so you can make a sale with the fewest key presses.

Add new products and change prices without even knowing how to work a PC. Young and new staff need very little training to get up to speed.

Label the keys with images instead of text. We suggest you make use of this if you have a number of similar products for sale, want to make the job easier for new staff, or have staff members for whom English isn't their first language.

Running a tab? TouchPoint replaces bits of paper. It's easy, digital, accurate and all on screen.

### TouchPoint's great for promotions...

Running a buy-one-get-one-free offer? Happy hours, functions and promotions are simple. TouchPoint manages them at the point of sale and then adjusts stock levels accordingly. Suddenly it's happy hour for everyone!

Offer staff incentives by linking the sale of individual items to each staff member. Got some bottled beer that you need to shift quickly? Touchpoint tells you who sold the most.

Use TouchPoint's advertising screen to show customers what's being entered in the till, at the same time as advertising upcoming events or promotions.

### TouchPoint's secure...

Built in features help stop shrinkage from staff theft. Key features include:

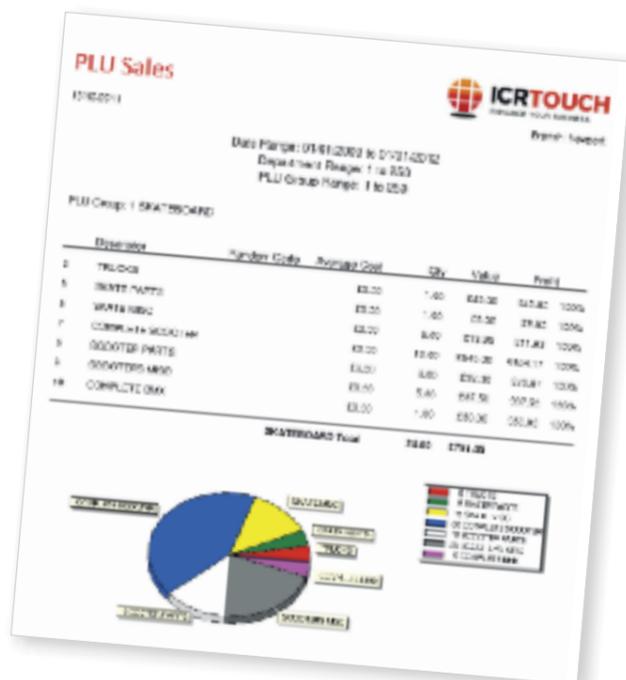
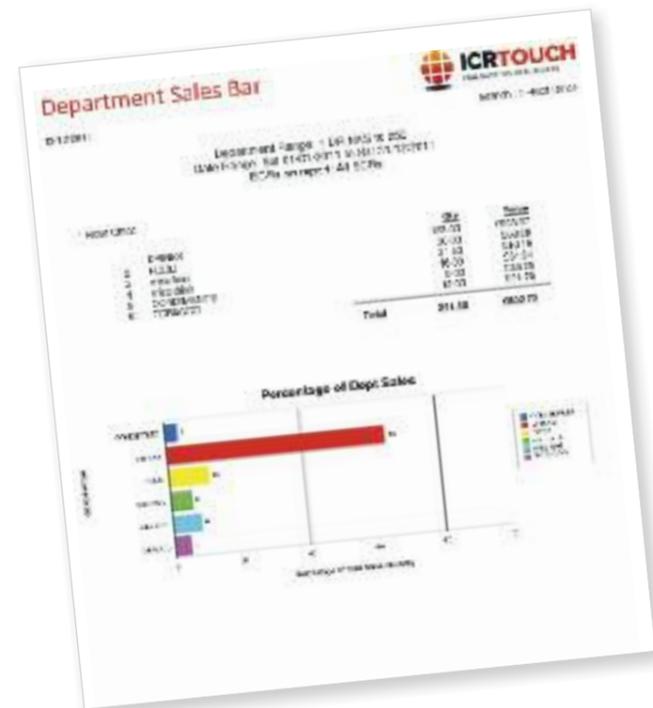
Identify the cashier using a pin number, magnetic card, iButton, finger print, RFID cards and more. You'll know who was at the till and when they were there.

Require a manager to count the cash in each till drawer before an end-of-day report. Touchpoint reports discrepancies.

Track your tills even when you're not there. Use "Remote Journal Viewing" to oversee bar sales from afar.

For visual security, "CCTV Journal Overlay" combines security camera footage with live information from the till.

ICRTouch's clever "Dispenser Monitor" allows you to track those little "perks of the job". Each alcoholic measure links to an entry on TouchPoint. If the measures don't add up, Touchpoint identifies the inaccuracy and works out which staff were on.



### TouchPoint

The must-have touchscreen till for your licensed venue. Use it as the basis for your EPOS solution.

### Combine it with...

### TouchOffice

ICRTouch's back office add-on software functions as a virtual version of what's behind the bar and in your cupboards and cellars. Together they give fantastic control over file maintenance, stock management and provide more detailed reports.

### PocketTouch

Take orders at the table (even if it's in the beer garden) with this handheld device. Send orders straight to the kitchen or amend them at the touch of a button.

### TouchLoyalty

TouchPoint features customer loyalty software that accurately tracks and targets promotions. It's the most comprehensive built-in loyalty software on the market. Combine it with TouchLoyalty and you'll have the secret to fantastic customer service at your fingertips and you'll even be able to send your own email marketing.

### Add the internet...

Offer customers the opportunity to reserve their table online. Gastropub managers, we're thinking of you! TouchPoint will process every little click — all you have to do is remember to set out the cutlery.