



Pulse Retail Systems – Monitoring the Heartbeat of Your Retail Business



Executive Overview

Pulse Retail Systems supplies computer solutions to retail businesses.

Since 1980, Pulse Retail Systems has helped to increase the profits of retailers. From inception, the company has developed solutions for multi-location retailers in a multi-user environment. During that time, we have continually enhanced our products and maintained a leadership role in software and technology. Pulse Retail Systems' responsiveness to our users has allowed us to incorporate our clients' input to provide highly effective solutions tailored to their businesses.

Our clients regard Pulse Retail Systems as a key strategic partner. The company is noted for its integrity, competence, and reliability.

Pulse Retail Systems is focused on:

Retail Information Systems

Solutions...Not Just Technology

Customer Support

Standards-based Technology

Our retail products are based on a Stock Keeping Unit (SKU) that integrates the stock item, size and color in an intuitive format. Pulse Retail Systems's unique SKU method reduces the overhead of a large number of SKU's to accommodate many size and color combinations. This efficiency directly translates into lower labour costs from reduced data entry and minimized errors.

Pulse Retail Systems's applications are flexible, fitting the needs of a wide range of clients. We have installed single PC systems to complex multi-user, multi-site systems. We have successfully integrated technologies such as **XML/Web Services, Portable Data Collection, Real-time Communication, and Barcoding**, which saves time and allows you to maximize your inventory investment. Our references include:

Nevada Bob's Golf, Jersey City,

National Sports Centres (a division of the Forzani Group Ltd.), and Wholesale Sports.

Our technological leadership is illustrated by an early adoption of "Open Systems" and "Client-Server" architectures. Our applications are standards-based and run on platforms from many manufacturers.



Corporate Profile

Pulse Retail Systems specializes in high performance retailing.

From chains of stores, to stand-alone retail systems, Pulse Retail Systems helps retailers maximize return on inventory investment. Pulse Retail Systems' proven Retail Systems provide information to maximize performance and profitability.

For over 25 years, Pulse Retail Systems has developed and expanded its retail software product line. Leadership, power, and cost-effectiveness are yours when you invest in Pulse Retail Systems Retail Systems.

POSability is Pulse Retail Systems' Windows-based Point-of-Sale product. It can work as a single register in one store, or as a component in a multi-lane, multi-store retail system. The same scalability is yours with *ReACT Classic*, Pulse Retail Systems' Retail Analysis and Control Tool that consolidates information from multiple locations. We put client-server technology to work for you to enhance your profit picture.

ReACT DSS is Pulse Retail Systems' store back-room software that gives store staff enhanced capabilities in a Windows-based environment. The *Visual Forecaster* allows you to plan for optimum inventory levels to support your sales. An intuitive click and drag tool simplifies the process of developing market specific 'what if' scenarios.

Our next generation multi-store business intelligence (BI) software, *ReACT EKG*, reports live multi-store sales, traffic, and staff productivity via the EKG dashboard (Enterprise Knowledge

Grid). This allows you to make critical decisions when they need to be made, helping you to efficiently run your business while increasing your sales potential. *ReACT EKG* includes a benchmark/scorecard tool to monitor and communicate key performance indicators.

Pulse Retail Systems' advanced *Automated Communications* reliably tie everything together, while controlling operating overhead.

Retail information systems are only as useful as the information generated; Pulse Retail Systems' systems provide you with critical data in meaningful formats.

Customers drive your business. Understanding your customers can dramatically improve your profitability. Pulse Retail Systems has tools to identify customer attributes, preferences and spending patterns.

Pulse Retail Systems works with hardware vendors to provide a product line that conforms to Pulse Retail Systems' goal of providing best value retail solutions.

Without support and service, even the best retail solution will fail. Pulse Retail Systems' customer support is second to none. We support our customers 7 days a week, 24 hours a day from coast to coast. We achieve this unparalleled level of customer support by adopting leading edge support technology. We can diagnose and put right almost any situation, anywhere.

Let Pulse Retail Systems help you achieve competitive advantage.



Product Overview

Pulse Retail Systems' products include software to automate Point-of-Sale and Inventory Management functions.

POSability is our Point-of-Sale product that captures information during the selling process. It is easy to implement, easy to use, and will maximize your staff productivity while minimizing errors.

ReACT DSS is our store back-room system, which provides an extension to the Head Office ReACT system (DSS = Distributed Sore System). PO's generated at Head Office are integrated at the store system so that receiving and tagging can be done at the store. Store PO's, Transfers, Receiving, and Vendor Returns are entered at the store and then integrated into the Head Office system. Automated system alerts remind store staff of incomplete tasks and because of the integration to e-mail, Head Office staff are able to monitor the alerts as well.

Visual Forecaster simplifies the inventory planning and budgeting process. With data imported from your current system, you are able to modify forecast inventory levels, and perform rapid "what if" analysis at the click of a mouse. The Visual Forecaster also shows projected GMROI (Gross Margin Return on Investment) & stock turns, which is very useful in determining the right asset mix for your inventory.

ReACT Classic is our Head Office Inventory Management System which tracks inventory for multiple locations. Purchase Orders, Stock Transfers, Receiving, Vendor Returns, Physical Counts, Sales Audit, Order Entry, Sales Analysis and Inventory Analysis are some of the key functions of ReACT Classic.

Inventory control is essential to running a profitable retail business -- we put inventory control to work to maximize profits for your business. Automated reporting that alerts your staff to potential problem areas, as well as automated summary reporting, makes this an efficient environment. The system utilizes e-mail and on-line analysis to help contribute to a paperless environment – you only print the specific areas that you require.

ReACT EKG (Enterprise Knowledge Grid) is our new multi-store, Windows-based business intelligence module. ReACT EKG allows a real-time view of your organizations' sales, staffing, and traffic through our EKG dashboard. The graphical formats show a clear view of your organizations' performance. This allows you to make critical and timely business decisions.

Automated Communications keep your remote sites in touch Automated retrieval and updates allow you to expand your network easily and cost-effectively.

Pulse Retail Systems has built an excellent reputation due to our client support. We have an integrated voice mail and voice paging system that allows our service representatives to respond quickly to customer concerns. Through the use of special communications software, we can service your computer system from practically anywhere, cost-effectively and quickly.

The company has also recognized that many retailers, both small and large, do not have the internal resources to run an effective retail information system. Pulse Retail Systems fills this requirement by providing **Application Hosting Services** to many customers. *Pulse Retail Systems effectively manages the operation of your information system, freeing you to concentrate on your area of expertise – Retail Merchandising.*

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