



 **CSY**RETAILSYSTEMS

EPOS Solutions for Farmshops

Sell smarter with a tailored retail EPOS and ecommerce solutions from CSY Retail Systems

CSY Retail Systems was established in 1988 and has been providing EPOS systems to retailers ever since. The requirements of retail have changed in recent times and we have changed, embracing multi-channel retailing and offering it to all our customers.

Our customers include pharmacies, garden centres, tile and flooring, hardware stores, department stores, delicatessens, farm shops, specialist food stores (such as Kosher supermarkets), builders merchants and cook shops.

CSY's broad customer base has become one of our major strengths. We have been able to take good practice from one type of retail and use it in another. Time after time, our customers have recognized this valuable asset.

All of our services are provided in-house from our offices in Nottingham. This means we can ensure and monitor their quality of those services. We write our own software and listen to our customers who help drive its ongoing development.





Support

CSY provide a 7 day helpdesk service, including bank holidays, so you can have access to a Vector expert when you need them. Our remote access tools mean that we can swiftly resolve any questions or problems that you might have.

We provide a 'box-swap' maintenance service meaning that if your equipment was to fail, we will have a replacement to you the following working day.

At CSY, we believe in training so that you can get the best from your investment. We will provide you with the essential training that you need on-site to get your system up and running. Our purpose-designed training centre offers additional training courses so that you can explore the more advanced features of Vector.

You will have access to our online customer web portal.

Vector EPOS

Vector was launched in 1990 and has evolved into the most comprehensive Point of Sale system available to independent retailers in the UK.

CSY Vector has proved itself to be reliable, cost effective and an excellent tool for managing and increasing profits.

- Touchscreen for ease and speed of use.
- Create your own touchscreen driven menus for non-barcoded products.
- Account customer sales.
- Create customer deliveries.
- Postcode lookup.
- Loyalty Scheme with bespoke card design.
- Handle special customer orders with deposits.
- Automatically apply customer discounts.
- Manage staff discounts.
- Suspend and recall sales on any terminal.
- Provide sales prompts to sell related items.
- Integrated chip & pin card processing over broadband for faster transactions.
- Security coded gift vouchers and credit notes printed at the till.
- Manage your farm shop and food sales.
- Designed for use in your café or restaurant with table and bill tracking.
- Integrated weighing scale options



In the Office

CSY Vector offers the following features and benefits for Farmshops;

- Comprehensive reporting system to provide you with all the management information you need.
- Save time with automatic generation of orders including seasonal variations.
- Seamless multi-branch capability.
- Warehouse and inter-branch stock transfers.
- Easy configuration of product related messages.
- Integration with popular accounting packages.
- Simple management of account customers including invoices and statements.
- Printing of multiple label types including, shelf edge, self-ties, swing tags etc.
- Full security profiling to control system access.
- Handheld touchscreen terminal for stock takes, goods receiving, Queue-busting, order-picking etc.



Out the Office

CSY Vector offers the following features that allow you to stay connected with your business, even when out of the office;

- Use VectorAnywhere to access your data from any internet connection, whether it be on your home laptop, or even your phone or tablet!
- Vector HomeSync

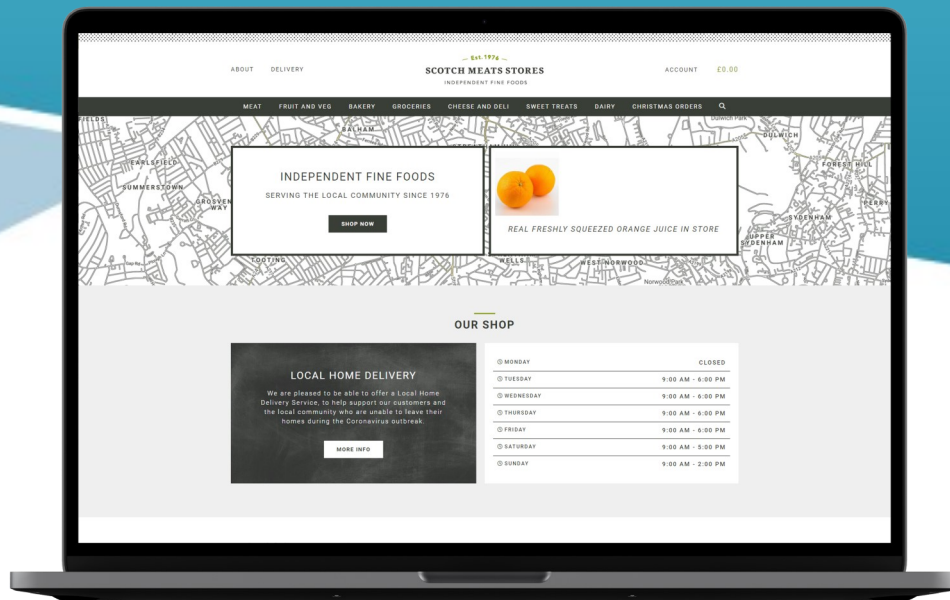
Web Design

CSY have developed Vector eCommerce so that we can get you selling online as quickly as possible. Whether you are new to selling online or already have an internet store, we can make your business run more smoothly.

Our in-house web development team can provide you with a great new website allowing you to quickly publish your products on the internet. We have moved over to WooCommerce, to allow our customers to get even more out of their ecommerce websites!

Our CSY eCommerce products are designed to integrate with your Vector EPOS System which provides many distinct advantages over stand-alone e-commerce solutions. Simple product management and order fulfilment are all managed through Vector.

If you already have an established eCommerce website talk to us about using Web Sync to integrate it with your Vector EPOS system.



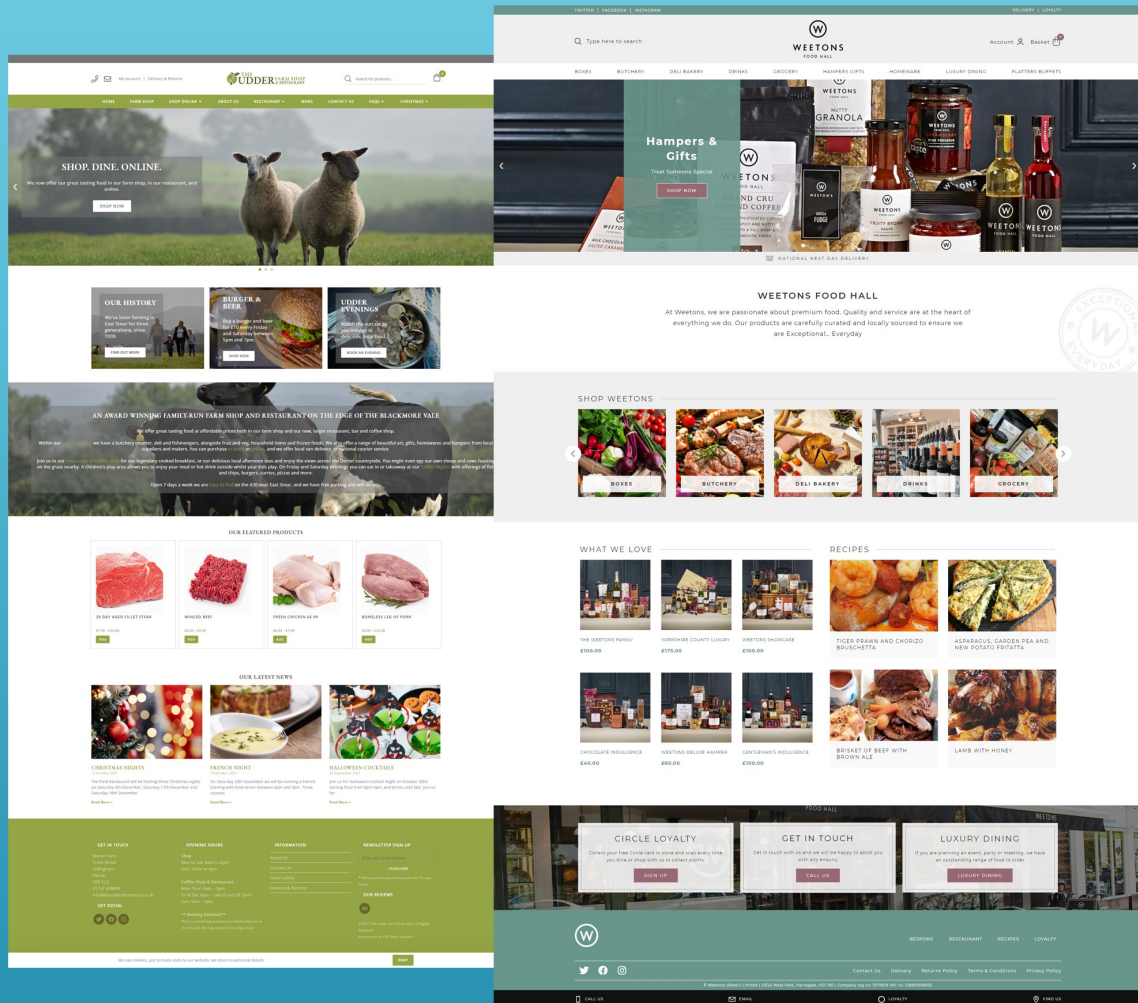
Web Integration

Our websites are fully integrated with Vector. All of your product information, images, pricing and stock levels are all transferred directly from your EPOS system to your website. This makes control of your products much simpler with everything being managed in one place.

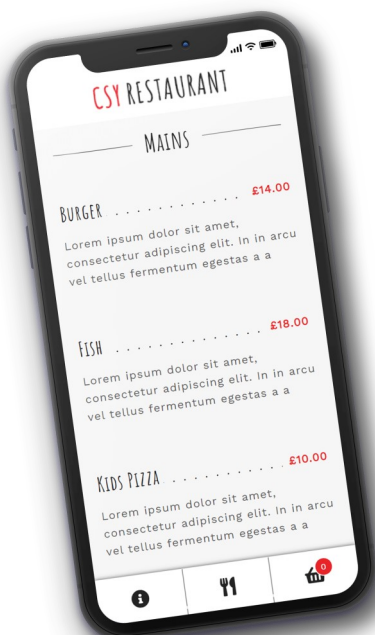
Use Vector's comprehensive reporting tools to analyse your internet sales.

As your system is linked directly to your website, orders that are placed on your website are automatically transferred into Vector so that you can produce picking notes, dispatch notes and keep track of remaining stock levels.

We also integrate with Amazon to allow you to sell through the Amazon marketplace.



At Table Ordering



With the challenge all Hospitality businesses have faced during the Coronavirus Pandemic, the ability for customers to place orders at a table or from home for a later collection using their Smartphones has been key in ensuring businesses can remain operational.

Using CSY's "At Table Ordering" solution allows you to do just that.

On arrival at your venue, customers scan a QR code at their table of choice which will open the ordering platform. The customers then select their menu options and pay for their order on the smartphone.

This seamlessly links with your EPOS on site and with all connected peripherals such as Kitchen Printers.

Customers can also use the same platform to order at home for collection on-site at a designated time.

IndiCater Integration

We have partnered with IndiCater to bring you a way of using your Vector system to sell items on your restaurant/café menus.

IndiCater allows you to break down your menu items into recipes, which will generate a cost price and a RRP. Vector then gets this data from IndiCater allowing you to sell the product in your restaurant/café.

We also pull the available stock levels of each product, based on the quantity of ingredients you have in IndiCater. This information is also sent back to IndiCater at the end of the day, so your quantities of ingredients can be updated as per what you have sold that day.



Shelf Edge Labels

CSY offer two types of shelf edge labels.

We have standard black and white labels and our new colour shelf edge labels which can be used to show your customers whether a product is fair trade, organic, gluten free, vegetarian, vegan or any other attribute that you wish to highlight. These can be customized to different colours, shapes or symbols for each attribute.



Natasha's Law

Natasha's Law, which comes into effect from October 2021, will require food businesses to provide full ingredient lists and allergen labelling on goods packaged for sale on the premises. The law has been introduced following the tragic death of Natasha Ednan-Laperouse, who suffered an allergic reaction to an undeclared ingredient in a prepacked baguette.

Pre-packed for Direct Sales food is food that is packaged at the same place it is offered to customers and is in the packaging before it is ordered. But what needs to be displayed on the packaging?

- Name of the food
- Full ingredients list, with allergen ingredients emphasised (e.g. in bold, italics or a different colour)

The 14 allergens that must be highlighted are:

Celery, Crustaceans, Eggs, Fish, Gluten, Lupin, Milk, Molluscs, Mustard, Nuts, Peanuts, Sesame Seeds, Soya, Sulphur Dioxide

CSY have provided allergy labelling for a number of years so our customers are all ready for Natasha's Law. Our partnership with Avery Berkel means our farm shop, deli & butchery customers can be prepared for labelling prepackaged items correctly with all the right information in the right format. We also recently started a partnership with IndiCater, for recipe management, so we can make sure you have all the bases covered.

Electronic Shelf Edge Labels

With CSY Vector, the shelf edge labels can be linked wirelessly to your stock database. Change any stock details in Vector and your labels change automatically.

With a battery life in excess of 5 years, why not introduce paperless labelling?



Scales



With CSY, you can now control your butcher and deli scales from within Vector. Programming of new items and price changes can now all take place in Vector, meaning no more running around to each scale.

By entering all your product ingredients into Vector, you can send the information directly to your scales over the network. All allergens are automatically highlighted saving you time and effort.

Handheld



Our touchscreen handheld terminal helps save time and effort with stock takes, goods receiving, order picking, price amendments and more...

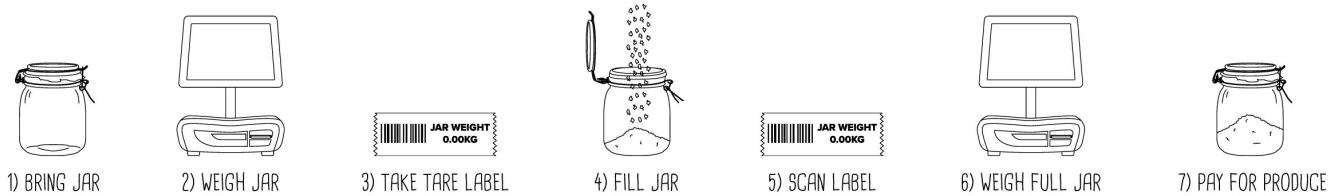
Printer



There are often reasons to reduce prices on items. For example those with short shelf life or those that have been damaged. Our portable printer allows easy reduction label printing.



Zero Waste



CSY are now able to support “Zero Waste” shopping. By using our scales, your customers can bring in their own containers for goods and pay for the produce inside.

Simply weigh your container, take the label that is produced, with the weight of your empty container on, then once you have filled your container with a product, select it on the scales, scan your label and reweigh your container.

The scales will then take away the original weight of your container and only charge for the amount of produce in the container.



Loyalty Schemes

Our customer loyalty scheme allows you to go that extra mile with returning customers;

- Helps promote customer retention
- Allows you to run loyalty customer promotions
- Give extra points on slow moving items to boost sales
- Gives you the information you need for direct customer marketing

With our in-house design service, we take the hassle out of sourcing professional custom designed customer loyalty cards to fit with your company branding.

Gift Cards

As well as our loyalty schemes, we also have the facility to offer your customers gift cards;

- Fully customised design to integrate into your company branding
- Any value can be added to a gift card
- Customers can top up existing gift cards
- Back office financial reports on gift card activity



Retail Intelligence

In an ever-changing retail world, it is important to make the most of your customer base. You need to be increasing spend, visits and the size of the customer base itself. Many of our customers are already using our customer loyalty program to help with this.

We wanted to offer you the chance to take this further, which is why we have launched our new retail intelligence module. This sits alongside our existing customer loyalty system allowing you to create targeted offers that will help you invigorate your customer base, get them visiting more often and spending more!

With CSY Retail Intelligence you segment your customers into groups based on one or more of the following:

- Customer spend in a time period
- Customer visits in a time period
- Customers who haven't visited in a time period
- Spend in a particular department(s) in a time period
- Non-spend in a particular department(s) in a time period
- Purchase of a particular item(s) in a time period
- Non-purchase of a particular item(s) in a time period
- Current loyalty points balance
- Postcode area

Then once you have created your target group, you can attach a targeted promotion to make your campaign.

You can also create an export of the campaign information if you want to use this in a mail merge as part of a postal campaign.

The Retail Intelligence module includes additional reporting tools to measure the effectiveness of your targeted campaigns allowing reporting on:

- Total customer spend for a campaign
- Number of campaign promotions redeemed
- Customer spend before and after a campaign including basket size and average item price
- Total sales to the campaign (with quantity/profit/avg basket/avg spend/visits)
- Promotion sales to the campaign (with quantity/profit/avg basket/avg spend/visits)
- Sales by day (with quantity/profit/avg basket/avg spend/visits)
- Additional spend (showing the summed spend on top of the promotion item sale)
- Baseline sales – sales that have no marketing cost.

We also include a number of different ways of analysing and exporting the above information to make sure that it is working as effectively as possible for you, allowing you to adapt your campaigns to suit your retail environment and your customers.

What our customers say...

"A representative from CSY came to see us and provided a full demonstration of their EPOS system and all its benefits for a growing business. Their stock control and reporting systems were very impressive and the introduction of card processing via broadband allowed a much quicker and efficient cashiering service."

Dinah Blagg, Arrow Farm



"Overall it is an easy to use system that has huge benefits with regards to retailing effectively and efficiently. Most importantly to us, it allows us to control our stock and report on sales and transfers to other departments, enabling us to analyse our business better."

Emma Blandford , Uncle Henry's



**BETTER
FOOD**
Organic. Local. Ethical.

"CSY put in significant effort to bring existing data across to Vector and make sense of our complicated existing set-up. Having a team of developers on hand allowed this to happen and now we're in a great position to exploit the features of Vector that have given our teams more insight than ever before on our trading performance. So much so, that within a year of installing Vector on both sites, we've already seen an increase in our gross profit margin."

Martin Hiscox, The Better Food Company



Also working with...

Milletts
Farm Centre

**THE
UDDER
FARM SHOP**

Cottage Delight
Speciality Foods

**BETTER
FOOD**
Organic. Local. Ethical.



Leekford Estate
THE FARM SHOP

Riverford
farm shop

Seasons
FARM SHOP

*Uncle
Henry's*
THE HEART OF
GOOD FOOD

Farm Shop
at Craxwick

Stanley's
The Taste of Home Grown



WEETONS
FOOD HALL

Waitrose

depden
farm shop
& training

FRIDAY STREET FARM

sharnfold
farm & shop

**DENTS
FARM
HILGAY**



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BEN'S FARM SHOP

Partnered with ...

Verifone® sage



Avery Berkel

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BOOKER

Nisa

Tel: 0115 948 4848
Email: info@csy.co.uk
www.csy.co.uk

CSY House, 9 - 10 Chase Park,
Nottingham,
NG2 4GT