

# MOBILESTORE

For Mobile Retail / M-commerce

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## Product Summary

**MOBILESTORE** is an easy to install, easy to deploy solution of hardware and software to provide mobile retail (M-commerce) and reporting.

It is designed to operate on a select group of portable devices designed for point of sale processing, providing the M-commerce retailer with a complete POS system in their mobile device.

The system uses a web-based interface for access from any location to allow for maintenance/reporting and export/import of system data.

The handheld provides for capture of:

- Price Look Up/Price Checker
- SKU Validation
- Barcode Scanning
- Weather Capture
- Customer ID
- Discounts
- Markdowns
- BOGO
- Location Barcode Scanning

The web interface provides the facility for entry and maintenance of the:

- Employees
- SKU/Item IDs
- Historical Reporting

**MOBILESTORE** communicates using WiFi and (optionally) broadband secure communication between the devices and the web site.

**MOBILESTORE** comes with a standard receipt format but can be modified to support custom stock.

## System Summary

**MOBILESTORE** is a handheld driven, cloud-based solution for providing mobile retail/M-commerce sales. As a result, installation and set up are simple and require no significant effort.

### System Features

The field product consists of a touch screen GUI, ATM style application and a PDT (Personal Data Terminal) that provides both the sales capture, as well as the hard receipt generation.

The management portion of the application is a cloud-based solution that supplies the functionality for managing both the databases used in the field devices and the reporting tools and system status.

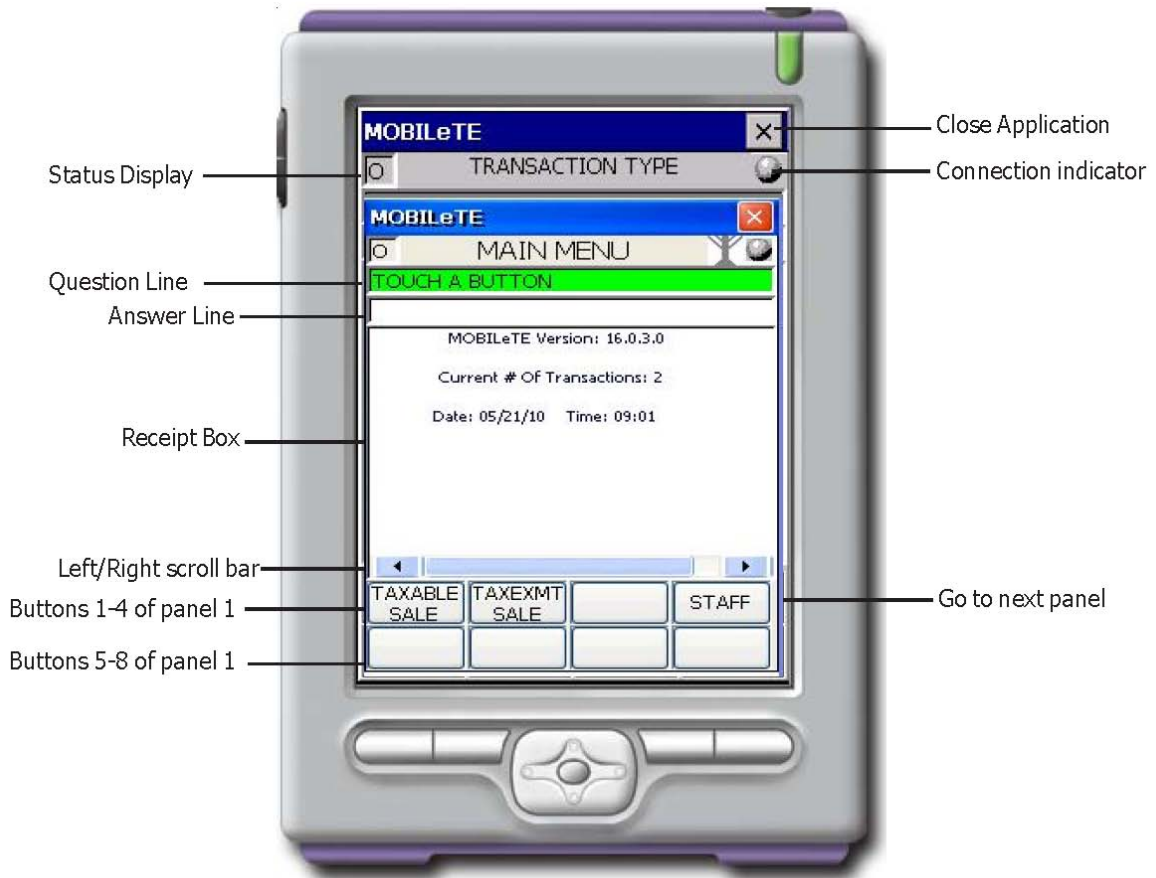
### System Requirements

**MOBILESTORE** requires the purchase of an approved PDT with integrated printer (single piece solution) or an approved PDT and a printer (two-piece solution). For access to the management cloud, a secure system appliance and a PC/laptop operating with Internet software is required.

### System Components

PDT	User can select from any of the approved models (Partner Tech, Honeywell, skeye).
Mobile Printers	Epson, Citizen, Sato, Avery Dennison, Zebra
<b>MOBILETE - MOBILESTORE</b>	The PDT application.
<b>MOBILEVE – MOBILESTORE</b>	Web based process for maintenance and reporting.
Security Appliance	Device installed at the location of the PC/laptop to provide secure interface to the Cloud.

# MOBILE<sup>e</sup>VE Screen Display



## MOBILEVE - MOBILESTORE Virtual Enterprise

**MOBILEDB - MOBILESTORE** is a command and control console providing maintenance and editing, reporting import and export of the data used by the **MOBILESTORE** system.

Users are provided with a unique user ID, password, and company ID.



The image shows the login page for MOBILESTORE. At the top, there is a header with the MOBILESTORE logo, the text "powered by MOBILETY", and the website "www.pssmobilestore.com". Below the header, there is a message: "Please use the form below to login to the MOBILESTORE web portal." The form contains three input fields: "User ID:", "Password:", and "Company ID:". Below the form is a "Login" button.

User is provided with a dashboard for a snapshot of activity.



The image shows the dashboard for MOBILESTORE. At the top, there is a header with the MOBILESTORE logo, the text "powered by MOBILETY", and the website "www.pssmobilestore.com". On the right side of the header, it says "You are logged in (Store #3502) | Logout". Below the header, there is a navigation menu with tabs: "Dashboard", "Locations", "Employees", "Items", "Journal", and "Reports". The "Dashboard" tab is selected. The dashboard content includes: "Last Login: 5/12/2011 10:50:19 AM", "Company: KKI", "Company ID: 35", "Number of Terminals in Production: 0", and "Number of Terminals in Quarantine: 14".

Sample Display

## MOBILEVE Report Selection

### Reports

Users are provided with a drop list of report options.

The screenshot shows a web interface for report selection. At the top, a dropdown menu is open, displaying a list of report options. The options are: SalesByTimeReport, --- Select a Report ---, ConsolidatedStoreFinancialReport, DailyStoreProductivityReport, FlashSalesReport, MerchandiseReport\_ClassSummary, MerchandiseReport\_EntireStoreByClass, and SalesByTimeReport. The 'SalesByTimeReport' option at the bottom of the list is highlighted in blue. Below the dropdown menu is a form titled 'Reports'. The form contains several input fields: 'Report:' with a dropdown menu showing '--- Select a Report ---', 'Start Date' with the value '09/29/2010', 'End Date' with the value '09/29/2010', 'Start Time' with a placeholder 'HH:MM', 'End Time' with a placeholder 'HH:MM', 'Event ID' with the value '123456', 'Terminal Number' with an empty field, and 'Employee ID' with an empty field. There is also a 'DBFlag' dropdown menu with the value 'Daily'. Below these fields are five checkboxes: 'Training Mode', 'Suspend Tran', 'Sales', 'Returns', and 'Void Tran'. At the bottom of the form is a 'View Report' button.

Sample List

# MOBILE Report Selection (Continued)

## Journal Viewer

Provides access to the electronic receipts created with each transaction.

### Journal Viewer

\*Location ID:  Terminal ID:  Journal Date:

Enter a word, transaction number, description or anything to search on:

Location: 3502 Terminal: 004 Date: 3/24/11

Search Journal:

Transaction #
3565
3566
3567
3568
3569
3570
3571
3572
3573
3574
3575
3576
3577
3578
3579
3580

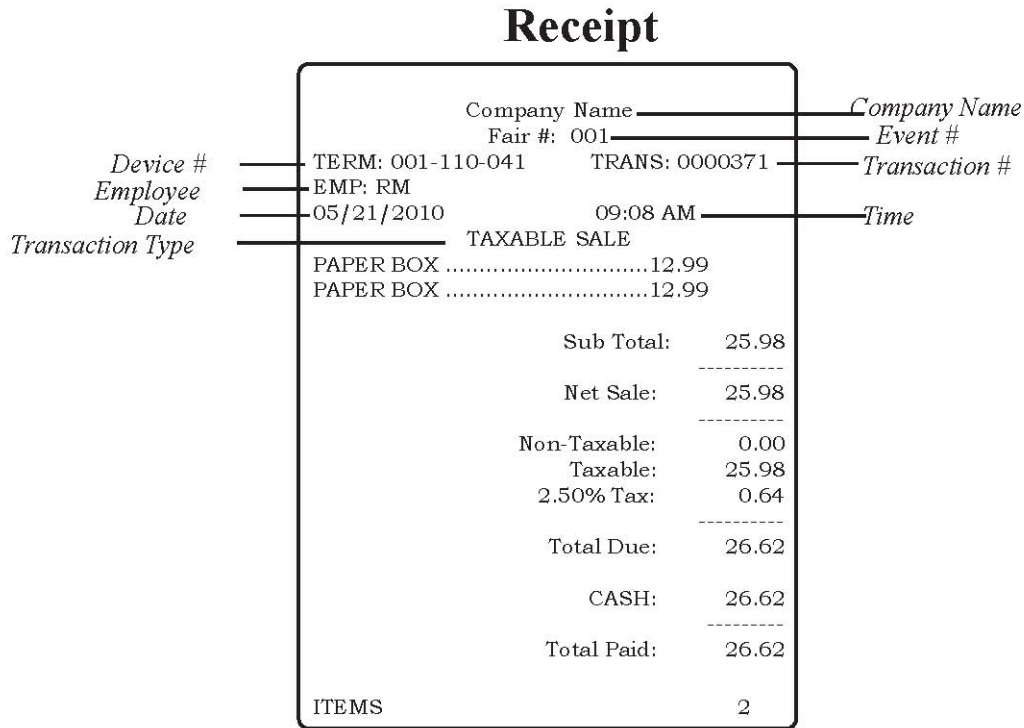
```
01 test      01      004  35735
035      3502      03/24/11 07:14 AM
854397002006  RED WINE VINTURI
1 @ 1/$39.99      $39.99
TOTAL QTY      1

Sub Total:      $39.99
Net Sale:      $39.99
Non-Taxable:      $0.00
Taxable:      $39.99
7.00% Tax:      $2.80
Total Due:      $42.79
CASH      -$42.79
```

## MOBILESTORE Receipt Format

MOBILESTORE provides a standard receipt format to support 2" and 3" printers. However, custom receipt stock and formats can be designed and created.

### MOBILESTORE - Receipt Field Definitions



Receipts can be set to automatically print a second copy. This is a parameter and can be changed to print only a single copy or multiple copies.

## Import/Export Templates

### Import

**MOBILESTORE** provides a template for importing the system files.

Example:

- Employees
- SKU/Item IDs

This allows for easy integration with the merchandising system without the requirement to re-key.

The format template allows for the export of the file from the user's ERP system in a standard .CSV format and can be imported automatically or manually to the **MOBILESTORE** system. Below is the outline of the template for importation.

Master Price & Alternate Price field definitions					
Field #	Field Name	Format	Max Length	SBF's Description	Delimiter
1	Sku number	ASCII	14 var.	SBF Item #	,
2	Tax/Price Type 1	ASCII	2	80 = Alternate Tax - user price in regular price field 20 = No tax and Prompt for Price A0 = Alternate tax and Prompt for Price	,
3	Regular price	ASCII	6.2	Price	,
4	Description	ASCII	38	Description	,
5	Promo Flags	ASCII	1	0 = No discount 4 = Default CAWSE discount 5 = Alternate discount	,
6	Non Merch Merch Flag	ASCII	6	Flags data as: 1 = non mdse 0 = mdse	,
7	Gift Certificate Prompt	ASCII	6	Applies only to Gift Certificates and One 4 Books: 1 = Prompt for Gift Certificate # 0 = Do not prompt for any additional information	,
8	Item #	ASCII	20 var.	Item # - used to link to Merchandise Report	

Export

**MOBILESTORE powered by MOBILETY** provides a template for exporting the sales data.

This can be used for external analysis of the **MOBILESTORE** system or to feed an external merchandising system sales data.

The export template allows for the creation of a file in a standard .CSV structure. Export is manually initiated from the **MOBILEVE** console. Below is an example of the export file and the file values.

**Example of an 02 File**

```

1           2           3           4 5       6 7
02,009903123456780099876543000424,5/28/2009 10:03:00 AM,1,1,001005,,
8           9           10 11 12 13       16       19
198979,BT1111610001,00,19.99,,TIN CAN,,,,1.00,,,NO,
                                     14-15       17-18
    
```

#	02 Record - Merchandise	Description
1	Record ID	Number to identify the type of record.
2	Transactional Key	Concatonation of CompanyID, StoreNumber, TerminalNumber, TransactionNumber.
3	Tran Date/Time	The date and time the transaction occurred.
4	Store #	The store number the transaction occurred.
5	Terminal #	The terminal number the transaction occurred.
6	Transaction #	A unique transaction number for the current device.
7	Employee#	The employee number.
8	Link ID	An autogenerated database number that is used to link all the corresponding records for one transaction together.
9	SKU	Item purchased.
10	Tax Type	Tax Type. 0 = No tax, 1 = Standard Tax, 5 = Altemate tax
11	Unit Price	Item price.
12	Dept/Class	Department number associated with the item.
13	Description	Item description
14	Option 1	Memo data
15	Option 2	Memo data
16	Quantity Sold	Quantity
17	Scan vs Keyed	0 = keyed, 1 = scanned, null = keyed
18	Non-Mdse Flag	1 = Non merchandise item, Null = standard item
19	Void Item Flag	Yes = Item has been voided. No = Item is valid



## Communication Environments

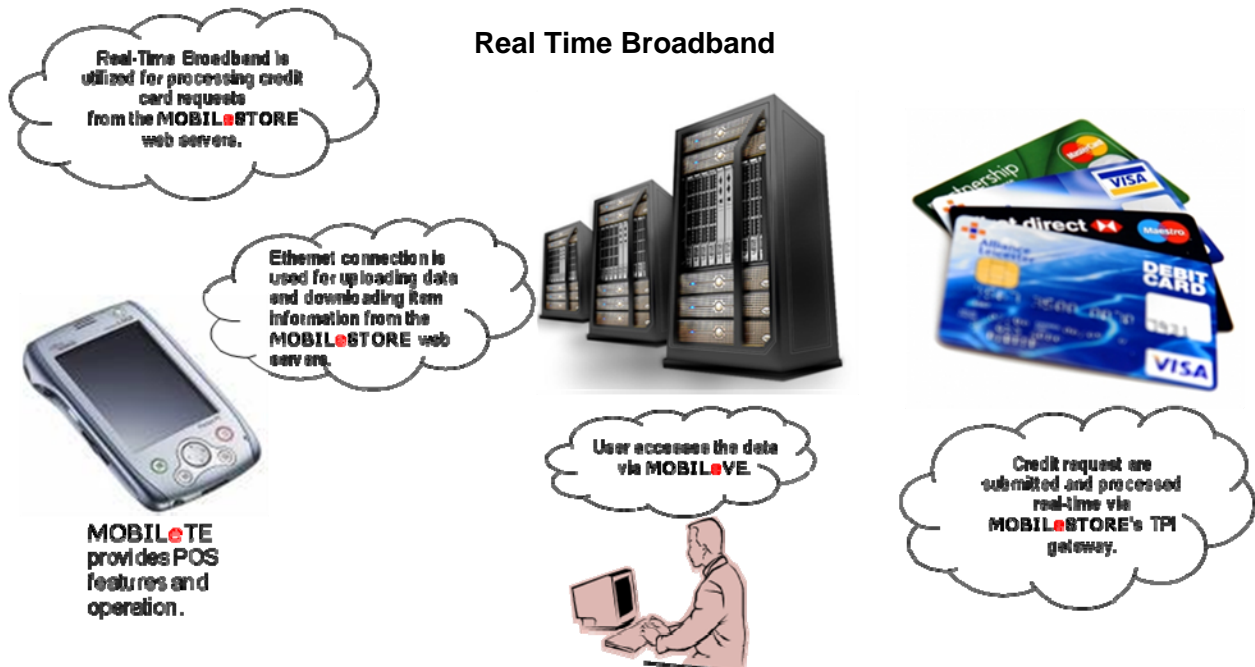
**MOBILESTORE powered by MOBILETY** can operate in either a batch USB, WiFi, or broadband communication environment.

### Batch Store and Forward



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### Real Time Broadband



# MOBILESTORE Reports

MOBILESTORE						
Date: 7/12/2011						Page 1 of 1
Time: 3:01:15 PM	<b>Consolidated Store Financial Report</b>				Terminal:	
Store Number: 2	Date Range: 4/6/2011 To 7/12/2011			Account Number: 0		
ACCOUNTABILITY BY FORM OF PAYMENT						
	Sales	Returns	Bank Pickup	Loan In/Out	Accountability	Count
CASH	38.50	(130.99)	.00	.00	(92.49)	6
DEBIT	71.00	(2.00)	.00	.00	69.00	3
CREDIT	70.50	(3.00)	.00	.00	67.50	3
CHEQUE	28.00	(4.00)	.00	.00	24.00	3
PURCHASE ORDER	387.50	(5.00)	.00	.00	382.50	3
GIFT CERTIFICATE	269.24	(173.04)	.00	.00	96.20	4
COMMISSION	254.00	.00	.00	.00	254.00	3
<b>Totals</b>	<b>1,118.74</b>	<b>(318.03)</b>	<b>.00</b>	<b>.00</b>	<b>800.71</b>	<b>25</b>
CALCULATION OF NET SALES						
	Dollars	Count				
Total Accountability	800.71	25				
Non-Midse	.00	0				
Net Tax	.00	0				
<b>Total</b>	<b>800.71</b>	<b>25</b>				
<b>Net Sales</b>		<b>800.71</b>				
Post Void Name	PostVoidAmt	PostVoidCount	VoidImmediateCount			
PostVoid	22.50	1	3			
<b>Total Discounts</b>		<b>.00</b>				
Description	Debit	Credit	Count			
Online	.00	.00	0			
Manual Auth	.00	.00	0			
<b>Total</b>	<b>.00</b>	<b>.00</b>	<b>0</b>			
***End Of Report***						

MOBILESTORE													
Date: 7/12/2011												Page 1 of 1	
Time: 3:15:43 PM		<b>Store Productivity Report</b>								Account Number: 0			
Store Number: 2		Date Range: 4/6/2011 To 7/12/2011											
Terminal Number	Terminal Description	# of Trans	Units Sold	Gross Sales	Units Returned	Gross Returns	Net Units	Avg Units Per Trans	Avg Trans Amt	Hours	Trans Per Hour	Dollars Per Hour	% of Total Trans
30640003	Mobile0886725	2	18	234.24	(5)	(83.49)	13	6.50	75.38	.00	.00	.00	22.2
30640007	Mobile0886539	6	54	630.50	(4)	(46.50)	50	8.33	97.33	.00	.00	.00	66.7
30649003	a	1	0	.00	(11)	(188.04)	(11)	(11.00)	(188.04)	.00	.00	.00	11.1
<b>Total</b>		<b>9</b>	<b>72</b>	<b>864.74</b>	<b>(20)</b>	<b>(318.03)</b>	<b>52</b>	<b>5.78</b>	<b>60.75</b>	<b>.00</b>	<b>.00</b>	<b>.00</b>	<b>100.0</b>
***** End of Report*****													

