

## The advantages of POS Expert:

**affordable** – Flexible leasing options... you start making profits right away.

**faster** – Up-to-the-minute reporting to make informed decisions.

**easy** – Windows based. It is easy for all to use. You do not need to send staff out for expensive training.

### more compatible

- Works with all modern retail devices including barcode, bar-coded scales, EFTPOS, cash drawer, etc.

**more reliable** – Can keep working even if the network is down, meaning no loss of sales.



**proven** – Strong technical support 24/7.

- 98% of the questions resolved over the phone or internet.
- 89% of our businesses are referred from existing customers.
- Competent professional services, integrity and honest company value, we have won customer's trust to our services.

**multilingual** – Support English and Chinese.

- Support to more languages is developing.

*"They are able to tailor the software perfectly to suit our needs. Now I can sit in my office monitoring all our 4 retail stores with sales figures and video images displayed in two large LCD monitors...."*

Mr. Wei Li – (Stillwater Homewares NSW)



## Be confident in your choice

**POS Expert** is designed for small to medium retail business. As a point-of-sale developer, we are able to customise a complete point-of-sale solution to fit your business needs.

If you are not completely satisfied with our software, we will **refund** 100% the money you spend to buy our software. That's how confident we are that the **POS Expert** software will bring your business under control.

So, if you're really serious about your retail business, you can't wait, take action NOW!

Call the Developer now on (02) 9887 4688 or 0422 116 189 to arrange **free** demonstration.

Industries that are currently using our systems include:

|                                   |                    |             |
|-----------------------------------|--------------------|-------------|
| Homeware                          | Supermarket        | Fashion     |
| Warehouse                         | Duty free shopping | Jewellery   |
| Manufacturers                     | Hospitality        | News agency |
| Chinese grocery store... and more |                    |             |

We **guarantee** your satisfaction and look forward to being your POS partner.



**Helec**  
**SYSTEM**  
complete pos solutions

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## YOUR COMPLETE POINT-OF-SALE SOLUTIONS



**...100%  
GUARANTEED**



**Stop doing POS  
the old way...**

**At last, you can manage your business  
and free yourself by using the fast and  
advanced retail technology  
without paying a fortune**

# POS Expert\* IS YOUR COMPLETE POINT-OF-SALE SOLUTIONS - 100% GUARANTEED

Running a retail business in today's ever-changing retail environment is more complicated. To be successful, you need retail technology to help manage your business and free yourself.

Introducing **POS Expert**, this software is a complete point of sale solutions which seamlessly integrates point of sale, in-store back-office, and head office. Information on sales, customers, inventory, cash flow and more is available in realtime, enabling you to make better decisions.



## With POS Expert, you can:

### Improve service, save time and make money

**POS Expert** streamlines and simplifies the check-out process.

- Process transactions quickly at point of sale register.
  - Bar-code scanning, reduce pricing errors.
  - Integrated with EFTPOS, minimize human errors.
  - Improve employee productivity; up-sell and cross-sell your other products and services.
  - Serve customers better.
- Access customer information, to meet specific customer purchasing needs.



*"With Helecom's touch screen system not only is it fast and efficient, it is also easy to use. Plus, it removes all the errors of pricing and incorrect orders in the past with manual order..."*

Duc Tran – Spices - Westlakes (S. Australia)

\* Trademark pending

### gain control over your business

Powerful **POS Expert** Back office creates up-to-minutes reports on sales, profits, inventory, employee, etc., helping you make adjustment and maximize profits.

- Sales information tells you what's selling best and worse. Armed with this information, you can negotiate better price points to increase your profit margins.
- Inventory control helps you buy the right merchandise. Avoid overstocks and out-of-stock situations. Improving your cash flow management.
- Handle with ease the highly diverse inventory types, which can be standard hard and soft goods. Also weighed and non-inventory (such as services).
- Financial reports that show you exactly where you're making money.
- Automatically generate purchase orders when inventory drops below a specified level.
- Show what you owe and highlights who owes you, so you can control your cash flow.
- Reports that identify the peak selling hours, gives you informed decision to staff up or cut back to minimize labour costs.

### grow your business

**POS Expert** advance Head office helps you handle multi-store environments from one central site with ease.

- Monitor all branches business activities at once or one at a time.
- Centralized purchase order, decrease overhead costs.
- Control margin.
- Have consistent and accurate reports.
- Maintain customer information, inventory and pricing for all stores. *And more...*



### have peace of mind

Preventing theft and safeguarding your business data and assets are critical in today's retail world. **POS Expert** has the security features you need to reduce shrinkage, prevent employee and customer fraud, and capture events behind the scenes.

- Logon security systems prevent unauthorized access to your business data.
- Sales transactions are logged with date, time, name of the sales person.
- Manager password required before a sale can be void.
- Comparing sales with cash received will help identify dishonest employees.
- Integrate with Advance Surveillance Technology protecting you from employee theft and loss of cash while you are away from store.



*"We choose POS Expert because its ease to use and save us so much time by making our sales, stock control and reporting so much faster."*

Eva – Oriental Arts (Alexandria NSW)

### regain control of your life

In today's retail world, small business retailers work long hours. Administrative activities have to be done during off hours. Your life is completely taken over by your business, but with the help of **POS Expert**, you can improve your quality of life rather than burying your head in books and spreadsheets.

- Calculate sales tax instantly.
- Print statements in seconds.
- Save hours by letting the computer enter daily 'close-out' for you. *And more...*