MAXIMIZED CUSTOMER SERVICE, THROUGHPUT, AND EFFICIENCY – ALL FROM THE NAME YOU TRUST

Since 1984, Datasym has been helping Retail businesses work **more effectively, and more profitably.** That is why we have combined our Total POS Solutions™ mandate with our new Customer-Focused Solutions mandate, to help ensure we never lose sight of our goal – providing each one of our clients with a Complete POS Solution, built for their unique needs.

It is this **solutions-based/customer-focused** approach and responsiveness, that has set us apart in the POS Industry, and allowed us to garner the trust of some of the biggest (and the smallest) Retail businesses in both the U.S. and Canada.

It is a trust that has helped us become the leading Total POS Solutions Provider in the Industry. A trust that comes from ongoing research into specific Market and Client demands, to ensure that our products are always current to your requirements.

And, it is a trust that comes from providing each of our customers with the right mix of our full-function **Hardware**, industry-leading **Software**, and integral **Professional Services** *(Logistics, Tech Support, Training, Customized Software)*.

Datasym POS Solutions... Do more for your business.

CONCLUSION: LIMITLESS POSSIBILITIES

SYMFINITE is a revolutionary concept in the POS Industry – it gives you the future, today. It gives you the ability to do more for your business than you ever thought possible. With SYMFINITE, you can track as much information as you desire, **improve customer service**, **tighten security**, and even **maximize the efficiency of your daily tasks**. You not only have a better – and more profitable – way to do business, but will have limitless opportunities to do even more. With SYMFINITE, you can stop wondering about how you can improve your business, and start exploring all those limitless possibilities.

SOME OF THE FEATURES AND BENEFITS DESIGNED FOR YOUR NEEDS

FEATURE	FUNCTION	BENEFIT
Payment Processing Module		
External payment options for online TCP/IP authorizations	Allows for gift card ability, and much faster processing of credit/debit authorizations	Vastly improves customer service with transaction times in seconds
SKU/UPC Management Module		
Multi-Tasking	Item changes processed remotely with FM unit, or at back office during lookups	Improves efficiency, allowing tasks to be performed together
Built-In Integrity Checker	Tests database for potential problems	Maximizes reliability of stored data
Previous Balance Management Module		
Edit & Retrieve Previous Balances	Edit & Retrieve PBals (Customer's last purchase amounts) at back office	Immediately up-to-date at back office PC without the need to poll POS Terminals
Compatibility	PBals can be exported to other software for back office processing	Allows for integration with existing accounting software
MICR, Negative/Positive File Management Module		
Build Customer Loyalty Program	Create & Maintain Customer Database	Reward customers for loyalty & patronage
Edit & Maintain Error Conditions, and Messages & Actions. Track Bad Checks	Ability to program messages to prevent unapproved sales. Create database of bad credit risks	Increases store security with automated prevention of high-risk sales, and through identification of customers with bad credit

DATASYM POS SOLUTIONS... DO MORE FOR YOUR BUSINESS

From our Hardware, Software, and Professional Services, to the strength and reach of our Strategic Alliance Partners, at Datasym we are committed to providing our customers with a Total POS Solution that is designed to fit their specific needs.

Call today for a personal assessment on how Datasym can help you maximize your productivity & efficiency, and do more for your business than you ever thought possible.

The Genius Within
DATASYM Software™

435 Elgin Street,
P.O. Box 2080
Brantford, Ontario
N3T 5Y6 Canada

4600 Witmer Industrial
Estate, Suite 9
Niagara Falls, New York
14305 USA

DATASYM
POS Systems

Telephone: 1-800-265-9930 Fax: 1-519-758-5600 www.datasym.com

SYMFINITE
'Database Management POS Software'

"Improve customer service, increase throughput, tighten security, maximize efficiency"

DATASYM

DO MORE FOR YOUR BUSINESS

With the power of SYMFINITE, you have the ability to **improve your customer service** (create loyalty programs), **increase throughput/lower transaction time** (by freeing up Terminal memory), **tighten security** (prevent risky sales and reduce bad check occurrences), and **maximize efficiency** (update files from anywhere in the store).

Whatever your industry sector (Closeout, Grocery, Liquor, Cafeteria, Convenience, Bakery) with the power of SYMFINITE, you can store and retrieve more information than you ever thought possible – and have your POS System do more for your business, than you ever thought it could.

WHAT CAN THE POWER OF SYMFINITE DO FOR MY BUSINESS?

With SYMFINITE, you have the power to improve the way you do business:

• **Fast, secure electronic payment authorizations**, through online TCP/IP connections, which can **reduce transaction times to as little as 2 seconds!**

• Automatic updates of SYMFINITE by utilizing the Auto Import feature, which enables you to send down files from a Wholesaler's external PC

• **Enhanced reliability** with SYMFINITE handling multiple POS Terminals constantly requesting look-ups

• Application control provides support for **Electronic Journal**, and better management of program functions

• Item maintenance kept in one central location for fast & easy updates, and **improved look-up times**, (look-up times of less than 1 second for a 1 million item file).

WHAT IF I NEED MORE FUNCTIONALITY?

At Datasym, we take great pride in creating POS Solutions for Tomorrow, today. Each of our Hardware, Software, and Professional Services are created with upgradeability in mind – allowing you to create the right solution for your business, today, then building on that foundation for your needs tomorrow.

SYMFINITE offers 5 unique Feature Modules (purchase the features you need, when you need them): **Payment Processing, SKU, PBal, MICR,** and **FM**.

WHAT DOES EACH SYMFINITE MODULE PROVIDE?

— PAYMENT PROCESSING MODULE

Our Payment Processing Module provides for:

• **Better Efficiency, Customer Service, and Throughput -** Through a simple COM-port or IRC connection, and an ever growing list of payment processors, you have debit/credit transaction times at a fraction of previous methods.

• **Gift Card Processing -** With supported processors.

— SKU MODULE

SYMFINITE's SKU Module focuses on improved efficiency and productivity, allowing for better data control with:

• **Increased Efficiency -** Storing Item files on your back office PC frees up Terminal memory, resulting in shorter transaction times and increased management efficiency (with maintenance of Item file in one central location)

• **Automated Importing of SKU/Previous Balance changes -** Your head office can download Item maintenance, and have the system automatically import the maintenance file so the Item file is always totally up-to-date

• **Multi-tasking -** Change Items at the back office PC while look-ups are taking place

• **Maximized File Integrity -** Built-in integrity checker tests database for potential problems

• **Simplified Item Maintenance -** Integrated SKU Editor is fast and easy-to-use.

— PREVIOUS BALANCE MODULE

The Previous Balance (PBal) Module gives you:

• **Tighter Control -** Customer balances can now be maintained in one central location

• **Remote Access -** Modifications can be made from the back office or an external location while the changes are immediately updated in the system

• **An Active Database -** Edit and retrieve previous balances from the back office PC, without needing to poll POS Terminals (files are immediately up-to-date).

— MICR MODULE

The Magnetic, Ink, Character Recognition (MICR) Module is the most versatile of SYMFINITE's Modules, improving:

• **Security -** Track bad check writers and prevent their future check transactions; and prevent cashiers from processing sales that should not be approved

• **Customer Service -** Track loyal customers and create a "points" program to reward their repeat business, or create a prepaid program that allows purchases to be deducted from prepaid amounts at each visit

• **Efficiency & Flexibility -** a) Flexibility in identifying records with 40-digit Alphanumeric account numbers
b) Combine module with third party software, allowing the data to be exported for back office processing to other software.

— FM MODULE

Purchased with **Worth Data's** LT-71FM Scanner, our FM Module features enhanced RF Terminal support, and enables you to:

• **Do Shelf Price Verification and simplified Item Maintenance** by automatically updating the back office PC, and store Terminals, from anywhere in the store

• Provide the LT-71 as a **Price Checker for Customers**, when not in use by your staff

• **Do a Simple Inventory Count**, recording a tally of scanned items in a comma-delimited text file; you can also capture up to two customer questions for each item

• **Control Entire Database of Items** including Pricing Status (Mix & Match, Split, or Normal).

The LT-71FM Scanner is the industry's smallest Frequency Synthesized RF Terminal, and when combined with SYMFINITE, will allow you to:

• Verify pricing against an Item file
• Change pricing for immediate update
• Add new items on-the-fly for immediate use at the POS
• Create new, or modify existing, promotional events[§]

...all from anywhere in the store!

[§]feature available only when used with COMM2000's optional Event Pricing Module

> *Any business, Closeout, Grocery, Speciality Retail, Cafeteria, or Convenience Store can experience the power and productivity that SYMFINITE provides.*
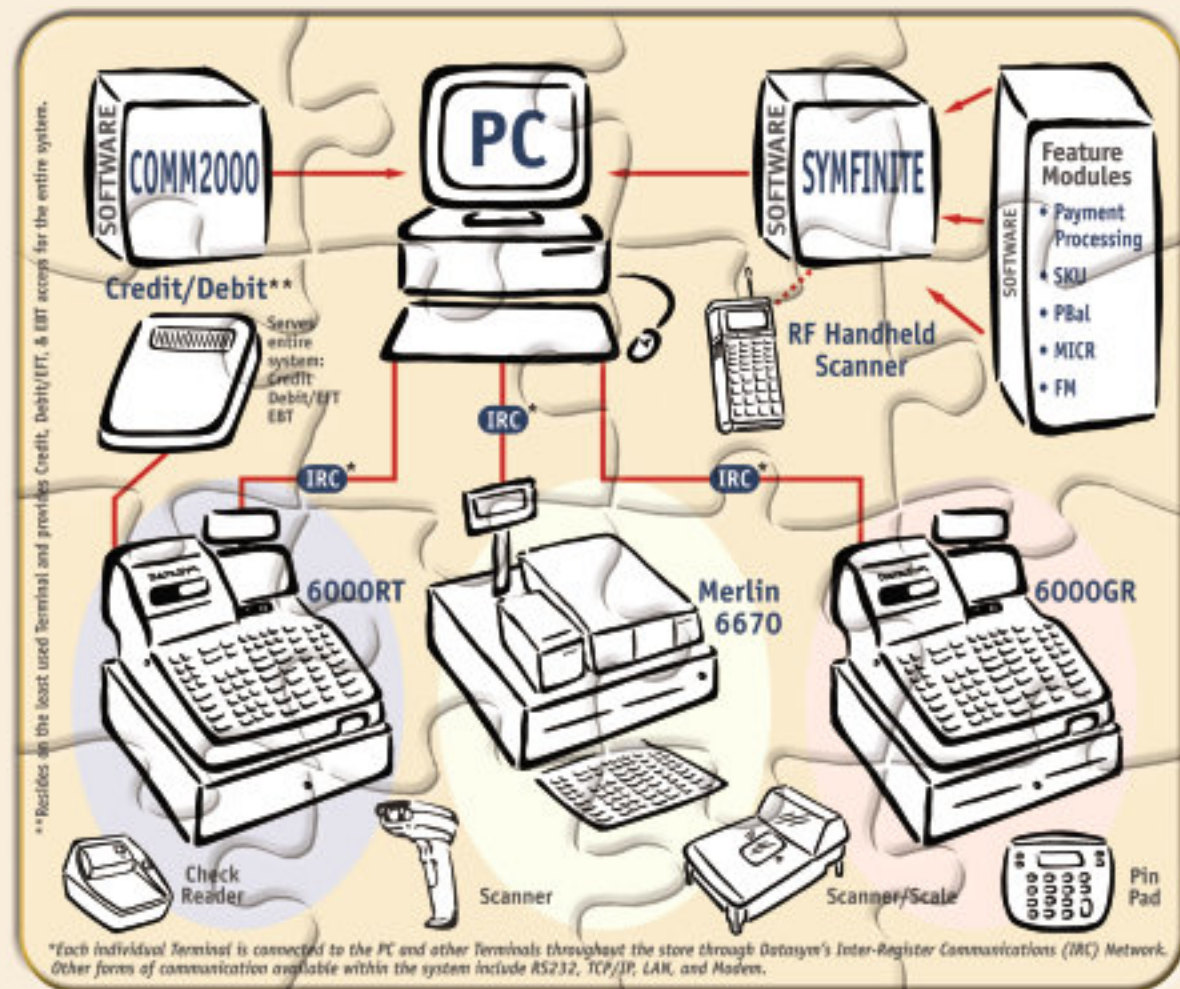
WHAT BENEFITS CAN SYMFINITE PROVIDE TO MY BUSINESS?

• The capacity to store and retrieve more than 2 billion items (hard drive space permitting)? ✔

• Password security to prevent unauthorized use (w/separate passwords for adding, changing, deleting)? ✔

• Integrated Database Editor that allows SKUs, PBals, and MICRs to be modified quickly & easily? ✔

• The ability to create an alias in a pull-down menu to access any software app from within SYMFINITE? ✔

• Automated importing of SKU/UPC, PBal, and MICR changes? ✔

• Visual editing of database records instead of manual modification of SKU entries through the register? ✔

• Ability to connect a standard RS-232 scanner directly to my PC and let SYMFINITE recognize and enter all the numbers for me? With support for multiple scanner types already included? ✔

• Complicated and intricate usage requirements that will constantly challenge me? ✘