



Product overview 2018

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Overview

Cow Hills Retail and The Retail Online Suite

Cow Hills Retail is a leading software company and provider of Point of Sale (POS) software in Europe, with a variety of tier 1 customers including HEMA, Hunkemöller, Rituals, La Place and Zeeman.

The Retail Online Suite is entirely based on Microsoft technology (C#, .Net, SQL) and designed for large retail chains in all kinds of vertical retail markets, like fashion, food, consumer durables, household appliances, shoes, sports & department stores.



The Value Proposition



































The Retail Online Suite is a modern, tier one Point-of-Sale solution that considerably improves the customer engagement experience of leading international and centrally managed retail chains.

It significantly reduces cost while at the same time bringing the flexibility to quickly respond to business changes.

Designed for multi-currency and multi-language support.

Our Customers Retail Online Suite™

20 Retailers / 25.000 POS systems / >>>1.500.000.000 !! transactions each Year (only HEMA >250.000.000)

| 2008 - 2010 | 2011 - 2012 | 2013 - 2014 | 2015 - 2016 | 2017 - 2018 |
|--|---|--|--|---|
|        |     |     |         |            |

International Focus

Live

Austria
Belgium
Botswana
Denmark
France
Germany
Luxembourg
Norway
Ireland
South Africa
Spain
Switzerland
Sweden
The Netherlands
UK
USA

In progress

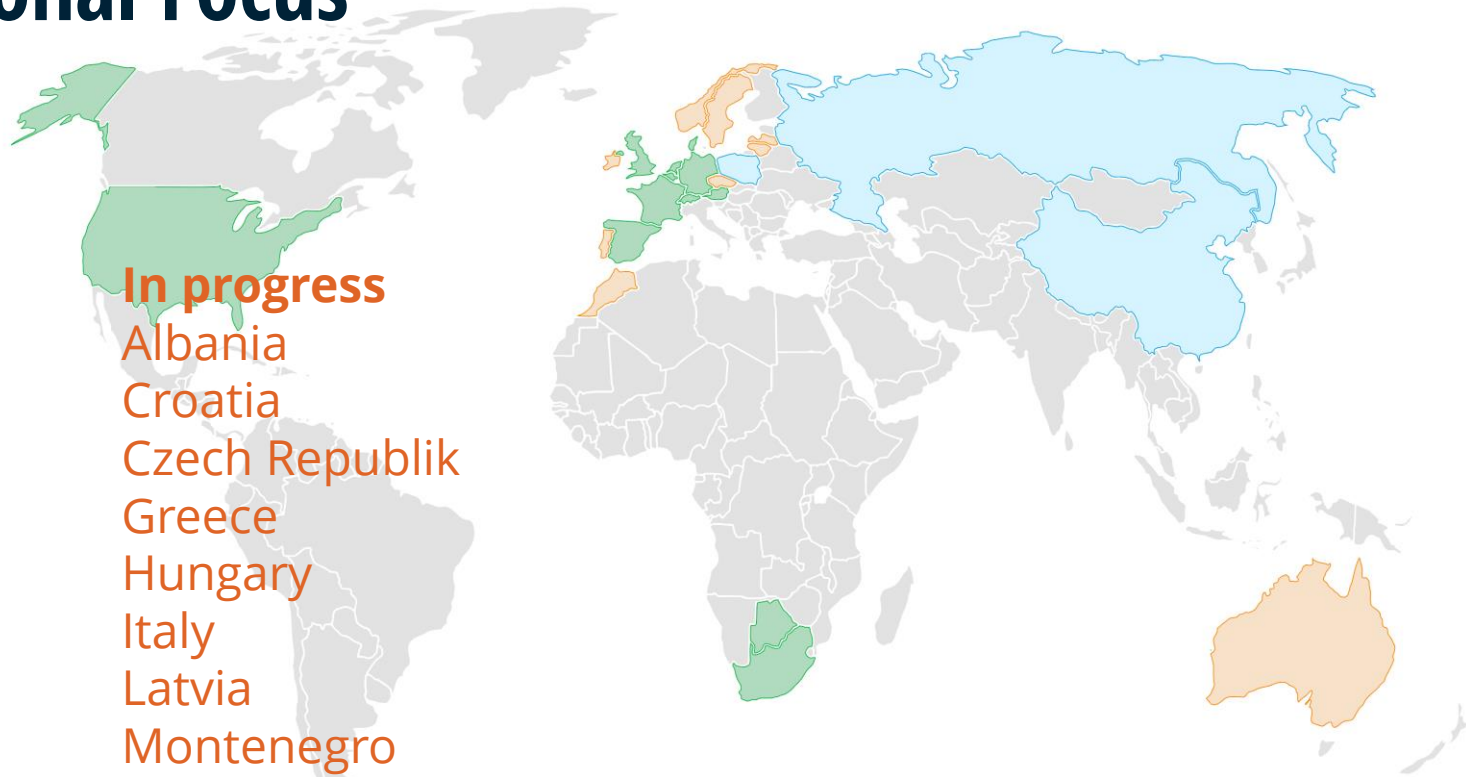
Albania
Croatia
Czech Republik
Greece
Hungary
Italy
Latvia
Montenegro
Poland
Portugal
Romania
Serbia
Slovenia

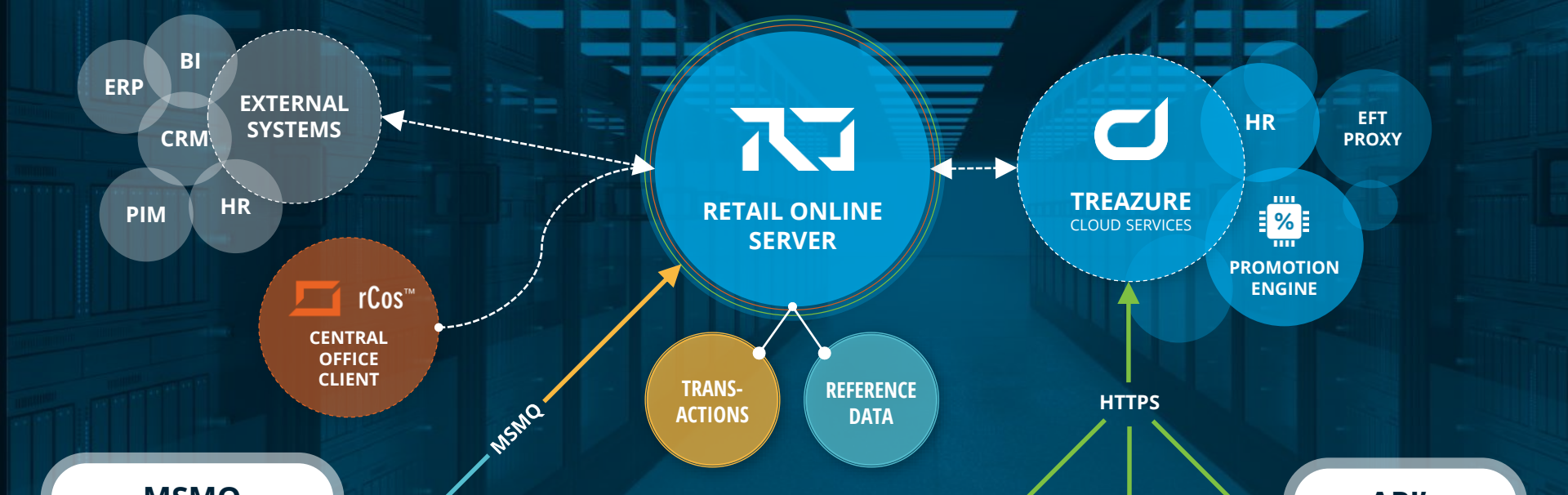
Roadmap

China
Poland
Russia

Languages

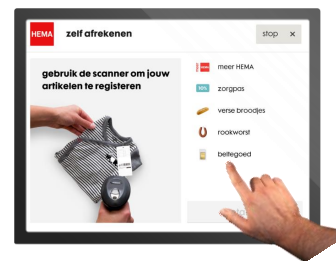
Dutch, French, English,
Spanish, Catalan, Portuguese
German, Norwegian,





MSMQ

API's



WEBSHOP

KIOSK



MOBILE POS

SELF CHECKOUT

external clients



Retail Online Server

The central environment running the central ROS services and containing the central databases. The central databases hold every transaction. This (sales) information is updated real-time and always available via web services for third party systems like E-commerce environments.



Enrich and add data

rCOS Central Office client providing management of every functionality needed to run all stores.

Examples are management of financial promotions, return codes, stocktaking schedules, employee and shop information, software updates etc.

rCOS has a build in mapping tool to import reference data from, and export transaction data into external systems (like ERP, CRM, BI etc.)

rPos & rBos clients



rPos™

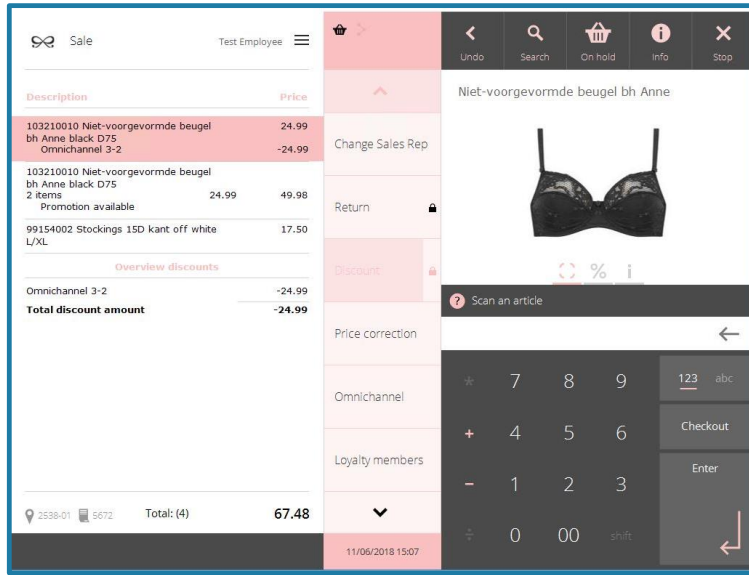


rBos™

rPOS Point of Sale application, appreciated for its highly intuitive GUI, providing functionality for every imaginable instore transaction. With unlimited price and promotion capabilities as the golden nugget of the system.

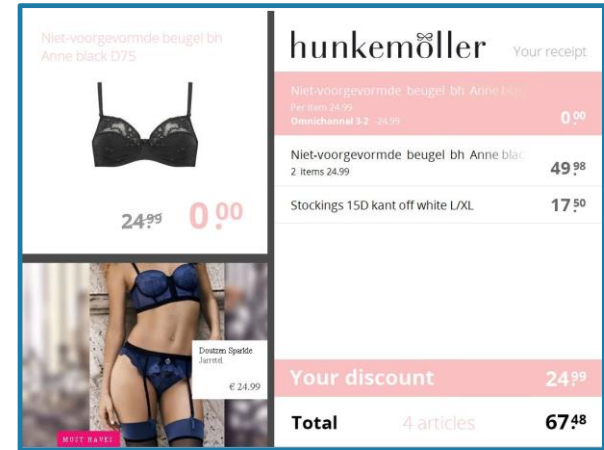
rBOS Back Office application for warehouse stores. For other retailers, these functionalities are integrated in rPOS. Functionalities include cash management, staff maintenance, printing reports, financial registrations and many others.

rPos screenshots



Cashier display

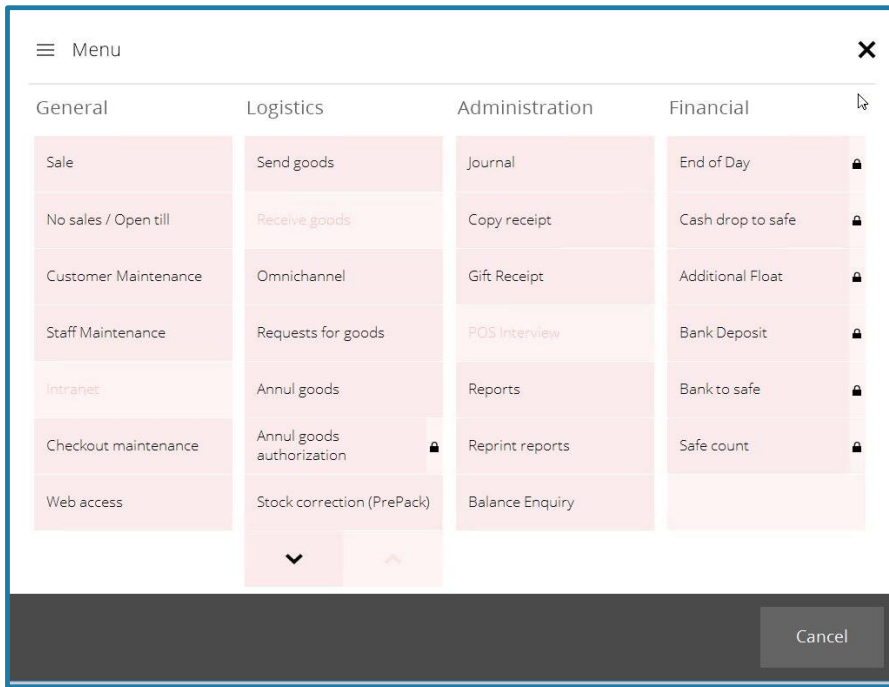
- Easy to use
- In the look & feel of corporate identity
- Promotions calculated automatic
- Photo of the article to immediately recognize that the correct article has been scanned (prevent fraud / theft)



Customer display

- Promotions calculated automatic
- Customer see there discount and it will be calculated om each line item
- Photo of the article with calculated price
- A place for video, photos or text during the transaction

(* In our test file the article description is in Dutch, We take 1: 1 the information from Dynamics AX including the language in which the article is offered.



rPOS back office (rBOS)

- Back Office fully integrated in the rPOS
- The rBOS look & feel is the same as rPOS (easy to use)
- The padlock means your authorisation do not allow this particular
- In the Web Access you can start Dynamics 365



Customer screen

- When the POS is in Idle state you can show usefull content
- The HEMA use their customer displays as a self check out on the same hardware as the "normal" rPOS solution

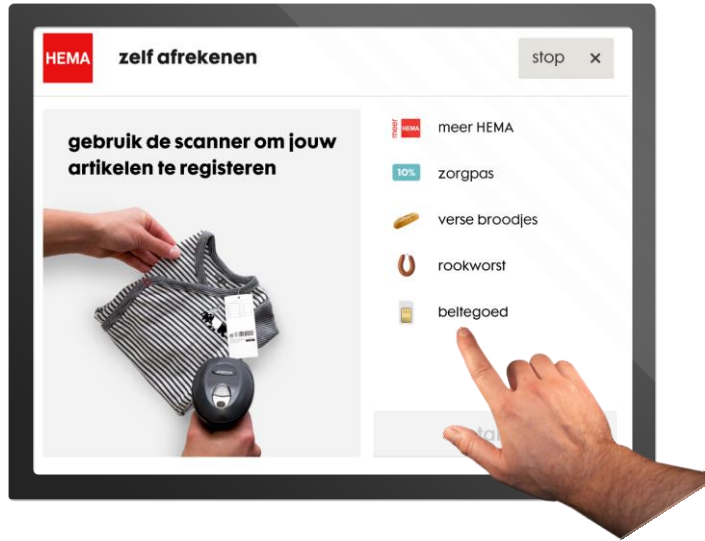
MOBILE POS



rPOS Mobile, the online version of our traditional rPOS client, providing queue busting functionality and many more.

Hooked up to our Treasure Cloud Services this agile client is fitted to meet the look-and-feel of the retailer, without any bespoke development.

SELF CHECKOUT



Hooked up to our Treazure Cloud Services (like rPOS Mobile), this self checkout client is available for retailers who want to offer their customers an easy and intuitive way of checking out themselves, without having to stand in line.

The Value Proposition

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TREAZURE

THE SINGLE BASKET EXPERIENCE

Treazure Promo Engine

Treazure, the sophisticated promotion engine of Cow Hills, is a key and differentiating component of the Retail Online Suite in an Omni-Channel environment. It provides the ability to configure detailed and varied types of promotions either completely separately in the cloud, or within the Client's firewall. From there,

promotions for all channels are managed!



rPos™



rBos™

MOBILE POS

SELF CHECKOUT

external clients

Treasure

Treasure Cloud Services of Cow Hills, is a central component to support the Retail Online Suite in an Omni-Channel environment. It provides:

- The Promotion Engine
- Management of your own E-gift cards (can also be Airtime)
- Management of your Coupons & vouchers
- Personnel Spend Tracking
- Retail Online Platform for Self Checkout & rPOS mobile



E-gift

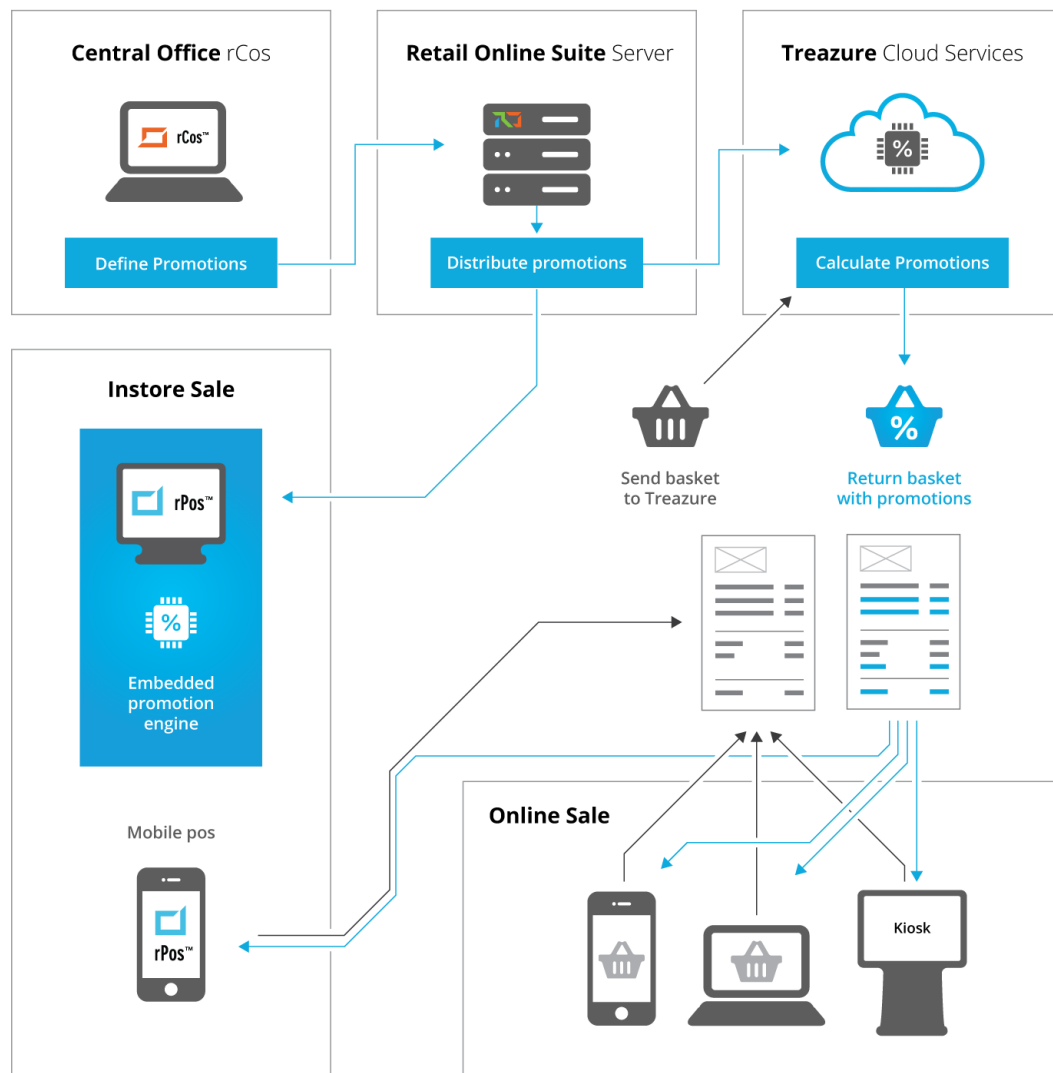
Coupons/
vouchers

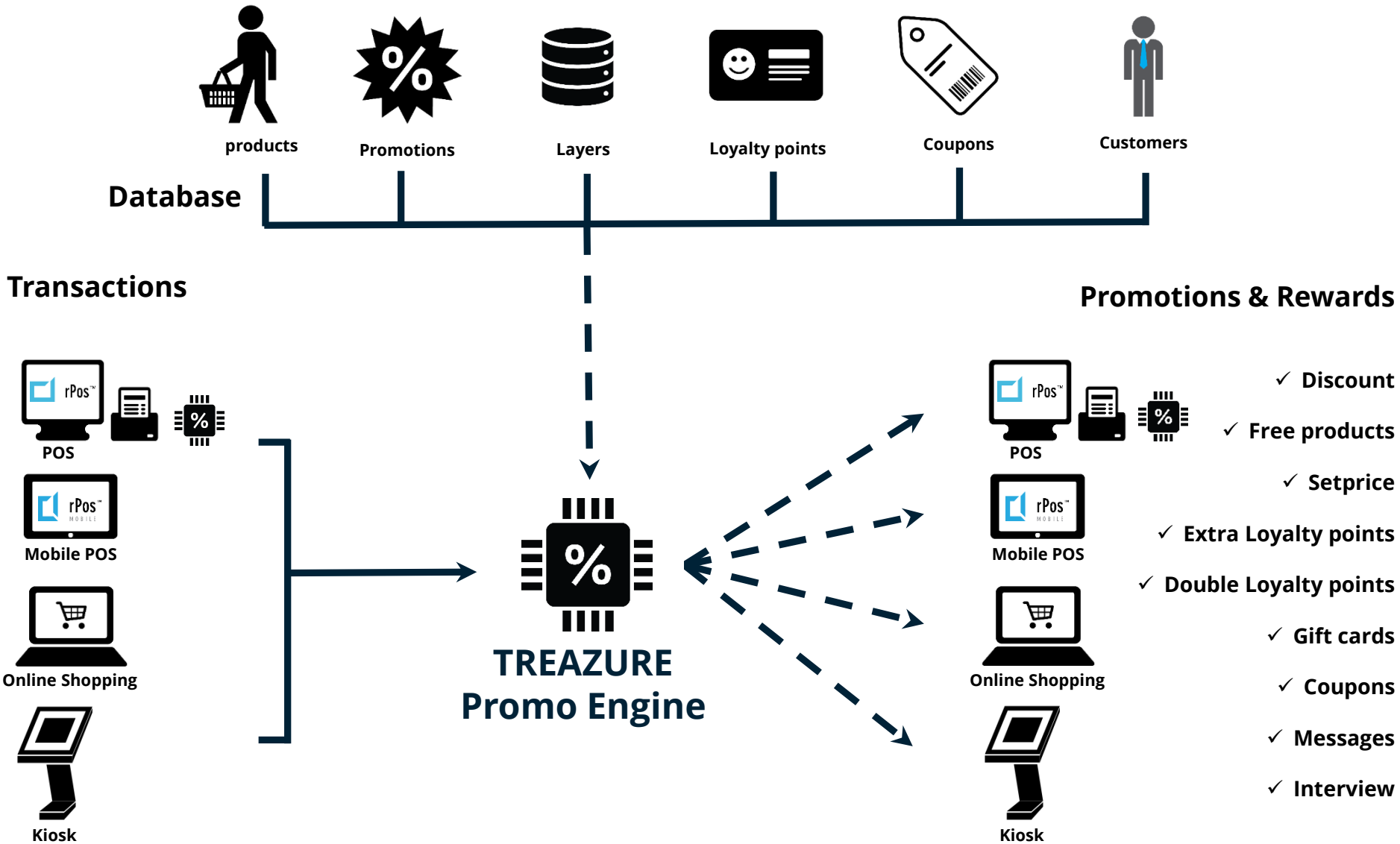
PROMOTION
ENGINE

Online
Platform



Promotions Flow Chart







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