

SMS is the perfect support to Bulloch. Specifically and meticulously conceptualized so that communication between both systems is bidirectional and fluid. This complementarity has been returning outstanding results: Bulloch + SMS offer by far the most complete and efficient solution on the market.

THEREFORE, OUR FULLY INTEGRATED, USER-FRIENDLY AND FLEXIBLE STRUCTURE GRANTS YOU THE OPPORTUNITY TO FOCUS ON WHAT REALLY MATTERS BY OPTIMIZING YOUR OPERATIONS AND USE OF TIME, THUS ENSURING AN INCREASE OF INCOME AND REDUCED COSTS.

SMS + Bulloch Benefits



Product management

MAKE EFFORTLESS AND QUICK SALES:

- Price book management is established in SMS and sent to Bulloch
- Full-featured item maintenance including movement analysis (ordering, receiving and sales) as well as profitability monitoring
- Product location management (department, sub-department, shelve...)
- Bottle return
- Age limit, hourly sales restrictions and manual price and quantity entry management (e.g lottery)
- Tax level management
- Taxable and non-taxable items not found in price book



Fuel management

ALLOW ALL INFORMATION AND DATA TO TRAVEL BIDIRECTIONALLY AT ALL TIMES AND DELIVER QUALITY SERVICES AND PRODUCTS WITHOUT ANY TROUBLE OR MISCOMMUNICATION:

- Fuel price updates are made from Bulloch and sent to SMS
- Pump counter information reports directly to SMS which ensures accurate balancing
- Car wash purchasing at the pump or in-store
- Car wash management integrated with loyalty, points based promotions, PAP and expiration date
- Theft prevention through drive offs as well as video surveillance interface



Customer accounts management

KEEP YOUR CUSTOMERS' NEEDS AT HEART AND OFFER THEM A CUSTOMIZED AND COMPLIANT CUSTOMER SERVICE:

- Customer database maintained in SMS and deployed in Bulloch
- Account receivable
- Manage customer account balances with shared accounts
- Edit or deactivate customer account



Operators and money management

BE SAFE AND KEEP TRACK OF EVERY OPERATION:

- Create every operators' profile in each system
- Edit profile or password in each system
- Balance your cash registers in SMS or in Bulloch
- Manage pickups, loans, declarations or deposits, as well as integrate safe and lottery management, with the option of exporting to accounting software
- Paid out balancing



Inventory management

INCREASE YOUR PROFIT MARGINS AND REDUCE YOUR INVENTORY LOSS AND MERCHANDISE SHORTAGE:

- Purchasing, DSD (direct store delivery) & receiving management: electronically order, receive & update inventory, including billing entry with the option of exporting to accounting software
- Efficiently manage ordering & shipping processes
- Ensure vendor rebate and allowance application in order to have precise profit margins or simply for tracking purposes

- Reliable inventory control, providing cost of goods, and capable of periodic and/or perpetual item tracking based on movement
- Order manually or using intelligent inventory



Payment management

RUN A RESPONSIVE AND FLEXIBLE SERVICE:

- Multiple payment options including gift cards, point redemption, vendor coupons and store coupons
- Fully PCI compliant, certified with both PCI DSS & Visa PABP providing security and peace of mind



Promotions management

INCREASE YOUR REVENUES AND AVOID MISTAKES:

- Percentage and amount discounts
- Mix & match and package price management deployed from SMS towards Bulloch
- 4 types of electronic coupons pushed towards Bulloch:
 - *Free item when buying X liters of gas*
 - *Buy 2 and get 1 free*
 - *Discount of X \$/liters when buying minimum 25 liters, maximum 100 liters*
 - *Buy A+B+C+D = get E for free*



Reports

ACT STRATEGICALLY AND MAKE FACT BASED AND SMART DECISIONS:

Get access to multiple types of reports and cubes (movement, forecast, profitability, Accounting, etc.) based on context-specific criteria (item, supplier, sub-department, operator, terminal, location), presented by day, month, year, or period

Because we want to give you the most efficient, complete solution & more...

- **Forecasting** which uses past movement or events to predict sales and trends, allowing more efficient ordering
- **Customer analytics** determine shopping patterns and trends by comparing sales to promotions offered, used vs unused
- Track, examine and compare sales and performance with a wide variety of **segmentation options** such as: by date, store, customer, department, transaction, sales type, loyalty program and more
- **Integrate labor costs** into financial reporting, with time management & scheduling
- **Verify price**, customer points, balance & promotions in every store with kiosk or price checker
- **Physical Security**: Review transactions recorded from back office with full electronic journal search
- **Prevent pricing errors** by simultaneously sending prices to POS & scales, plus pull scale item information
- **Fully integrated e-commerce and phone app engines** with merchandising and analytics, managed through one system, one interface
- Create customizable point-of-purchase messaging based on transaction details through **digital signage**

SIR POS Solutions

3565, Jarry Street E., Office 650
Montreal (QC) H1Z 4K6

t. 1 844 687 4747
f. 514 593 4810

w. www.sirsolutions.com
c. info@sirsolutions.com

Bulloch + SMS back office solution

What you need to know

SIR POS Solutions

