

Back Office - The Backbone of POS

A powerful Back Office System is the backbone of your business. It centralizes control of transactions, material and inventory across your whole business network. It keeps your data, bills, inventory and cost up-to-date at all times by real time synchronization, giving you reliable access to timely, secure and accurate information.



eRun
POS · CRM · ERP

eRun Retail Management System



**All Platforms Any Devices Cloud or Server Based
Single Shop Multi Store or Mixed-mode Business
eRun always has the best solution for you**

Authorized Partner :

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eRun Back Office System

Comprehensive back office workflow
Real time synchronization to improve operation efficiency

> **Workflow is important to retail business**

The capabilities of eRun back office workflow allows you to view, check, add, delete or amend all types of transactions that are mission critical to your daily retail operations.

> **Manage business, manage inventory**

You are provided with detailed stock movement reports that help you efficiently manage and track the flow of items into and out of inventory.

> **Cost control is the key to success**

You need timely and accurate information on items received, on hand, sold, on-order and in-transit across the entire business network and the precise valuation either by first-in first-out or average cost on valuation of items remaining in inventory at any point of time.



Controlling cost is the way to successfully maximizing profits

> **Accurate inventory brings accurate cost**

We provide you with BOM to maintain an accurate list of required items as they are used to pack finished products for sale. This is particularly useful in calculating accurate cost in food retail, cakery, beauty and cosmetics.

Stock Take Methods

eRun offers convenient stock take methods for you to verify the physical quantities of items held in your inventory. All stock taking results are exportable to Excel files.

- > Partial stock take in shop
- > Import & export by Excel
- > By barcode scanner
- > By mobile phone
- > By mobile data terminal



Cloud Reports **Make better decisions, faster**




No matter where you are and what type of device you are using, you need only Internet connection to read and access a great variety of reports. You will find Today Sales, SPLY and YOY analysis reports, billboards and visual charts all at your finger tips.

eRun Retail Management System

Apparel, gifts, cosmetics, eyewear, household goods, fresh food, footwear as well as many other markets, eRun always has the best POS solution for you.

We have the abilities to partner and grow with you, from a small shop to a successful retail enterprise.



Start-ups
Accessories, Gifts, Baking Supplies, Small Stores

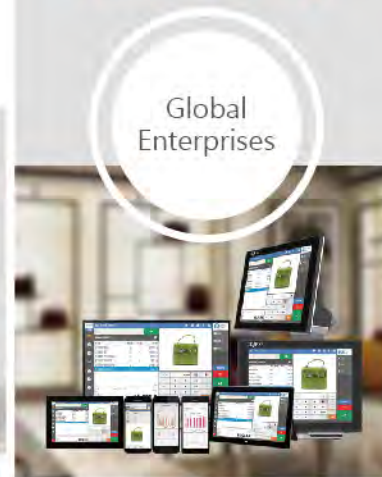
SMEs
Flower Shops, Watch & Jewellery, Organic Products



Cosmetics, Retail Food & Supermarkets

Local Chain Stores

Multi Brands Footwear, Fashion & Handbags



Global Enterprises



Full POS Functions

Take care of everything

We provide a full set of easy-to-use POS functions to help you manage without pain.

- > Direct sales and deposit
- > Different prices & combo selling
- > Real time all-shop price & stock check
- > Promotion & discount rule engines
- > Loyalty and membership system
- > All kinds of electronic payments
- > Multi currencies & multi cashiers
- > Accept scale & weight input
- > Deposits & delivery
- > Partial or full stock take
- > Thermal, A4 & A5 receipts
- > Frontend label printing
- > Show product images & materials
- > Salesman performance record
- > Reports anytime anywhere
- > Cloud storage & data security

Functions and features of our POS aim at improving your profit margins

Run on All Platforms Any Devices

Flexible hybrid POS solution

eRun offers chained retailers with flexibilities to run a hybrid solution of Client/Cloud POS, ensuring all their consignment counters, exhibition booths or pop-up stores have complete POS services. All business data can be real time transferred to the back office efficiently.



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Cloud Office

Manage any time anywhere

Manage your products and back office work flow any time anywhere on any devices. We safeguard your data with role-based authorization and provide you with secure cloud storage.



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Promotion Engine on POS

Boost consumer spending

This is a user-friendly platform with an easy-to-use interface to set promotion rules. At POS settlement, the engine will calculate and apply appropriate discounts or privileges to customers according to preset rules. The discount percentages, discount prices or free gifts offered are then listed clearly on the customer receipts.

The engine is empowered with great flexibilities in specifying rule priorities, effective date, restrictions, multiple all on and exclusiveness. You can set as many as hundreds of rules and let the engine to run automatically.









Rule types by :

- > Designated product
- > Designated category
- > Buy more get more
- > Quantity
- > Purchase amount
- > Member/Shop
- > Coupon
- > Promotion period
- > Level amount
- > Level quantity
- > Level specific product

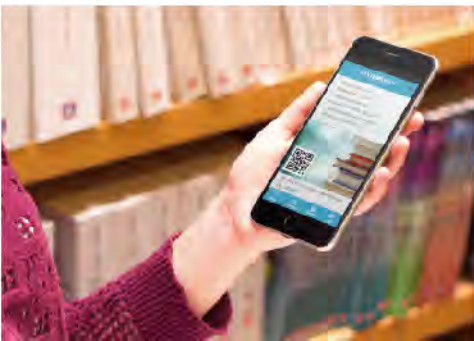
CRM System Reward customers, ring up more sales

Our CRM and promotion rule engine are loaded with features to double your effectiveness in driving customer engagement and sales. Pick one or combine multiple programs to get the best results.

- | | |
|--|--|
|  Bonus Points |  Tiered Points |
|  Cash Coupons |  Stored Value |
|  Packages |  Multi Brands |

CRM Mobile App

Engage your customers further with a mobile app, build interactive relationship with them. We integrate the app with your POS system, sparing you from any manual input and maximizing your ROI.



Mobile Payment Speed up payment process

We support multi-currency payments, various types of credit cards and mobile payment methods including : the 4 wallets of WeChat Pay and AliPay for HKD and RMB, Octopus, FPS, Apple Pay and Android Pay.



Turn Your Data Into Business Wisdom

Our visual data analyzer analyzes transaction data and generates multi-level real time reports with built-in filters to meet your needs.



API Integration

We are able to use APIs to integrate with your online shop, accounting, ERP or warehouse systems. If you are running a mixed model business, your online food ordering system as well, helping you to automate back office processes and avoid repetitive manual input.