

## Ice Cream Shops



*Restaurant Pro Express is an award winning Point of Sale solution designed for Ice Cream Shops. RPE keeps your lines moving fast and tracks your sales, customers and inventory. The built-in customer loyalty program and stored value cards can increase your sales up to 20%. You can also customize buttons to fit your particular shop. Replacing your cash register with Restaurant Pro Express point of sale system will save time, prevent theft, reduce labor and increase sales and profits.*

pcAmerica is everyone's #1 Choice

### pcAmerica's Features

#### Point of Sale Features

- *Easy to Use*-train your employees in 60 seconds to ring up customers
- *Integrated Credit Card Processing*-over the high speed internet; swipe a credit or debit card and process in 2-3 seconds
- *Very Affordable*-RPE was rated as the #1 most cost effective coffee shop point of sale system
- *Stored Value Cards with no Transaction Fees*-gain loyal customers by creating a convenient/faster way of paying for purchases
- *Customizable Buttons*-set up all your top selling ice cream flavors

#### Simple Ordering

- Unlimited menus with pictures
- On screen review for modification
- Order any way you choose
- Automatically calculates tax and tender
- Track complete audit trails
- Quick tender keys

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- Ability to *Manage the Register* from a back office computer
- *Print Orders*-order printouts with customer name for a more personal experience
- *Generate a 'Shopping List'*-to calculate ingredients you used last week and suggests what to buy today
- *Security*-option that allows employees to control certain functions: discounts, delete items after sold

#### Inventory Tracking

- Estimate and calculate food costs
- Track ingredients
- Create recipes
- See complete purchase history
- Purchase orders based on warning levels
- Forecast ingredient usage
- Automatically calculates profit margin percentage
- Instant reports
- Built-in real time data

- *Customer Loyalty System*-gives rewards to keep your guests coming back
- *Gift Cards with no Transaction Fees*
- *Built-in Integrated Time Clock*-employees clock in and out with a touch of a button
- *Multiple Registers*-allows you to run and consolidate multiple registers in different locations
- *Reports*-dozens of the most desired reports
- *Full Reporting*-an option to export reports to Word, Excel documents, or email pages.

#### Customer Loyalty

- Prepaid Accounts Track customer's purchases automatically
- Record customer information; name and address
- Gift Cards
- Mass e-mails and paper mailers to encourage repeat business
- Rewards & Bonuses
- Birthday Bonuses
- Detailed Purchase History
- Loyalty Cards
- Coupons
- Frequent Visitor Discounts

*"RPE provides a low total-cost-of-ownership POS solution. We found that RPE provides a great mix of advanced features and basic restaurant and quick-serve functions in one easy-to-set-up and use package, and can change with us as we grow."*

- Brian Secrest, Owner of Gelateria Dolce Crema

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*Dairy Queen of Lakin, Kansas has grown considerably over the last 9 years. According to Bret Graham, owner of DQ, "Last year was our biggest sales year ever. I am thoroughly convinced that it is no small part due to Restaurant Pro Express and how it makes our job of serving customers easier." RPE has also significantly cut down DQ training time and expense to almost 0. Now with RPE and touch screens, new employees quickly learn the system and walk through the order taking process step by step.*

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### pcAmerica's Features

#### Employee Management

- Secure login with password
- Pin for quick login
- Log-in by swiping a card
- Time clock system with overtime
- Manage labor costs
- Multiple job types
- Security control
- Labor scheduling
- Labor forecasting
- Manager overrides are recorded
- Exceptions tracking to spot suspicious activity

#### Reporting

- Sales & Profits
- Top sellers and worst sellers
- Best and worst customers
- Dollars per labor hour
- Shopping list
- Sales by category
- Built-in report writer
- Shift report
- End of day report
- Daily financial summary
- Gift card and stored value card balances
- Hourly sales report
- Coffee performance statistics



#### Computer shown includes:

- Restaurant Pro Express for coffee shops
- Dell point of sale computer
- LCD flat panel touch screen
- Epson thermal receipt printer
- Cash drawer
- Credit card reader
- Pole display

*"Restaurant Pro Express is very simple to use. I can add or take out menu items very quickly. It is also a very stable system. I never have to worry about debugging it or going out to get it fixed. All the help I need is over the phone."*



Log-in Screen

Invoice Screen

Customer Tracking & Loyalty

*"Got retail and a restaurant. Matthew Ruspina hunted down a single platform that could do both. pcAmerica's Cash Register Express runs in Ruspina's Fine Foods, while Restaurant Pro Express operates Ruspina's Summit Café. "It simplifies our management," says Ruspina. "Any manager can go to any location and use the software on the reporting side."*



- Hospitality Technology Magazine, September 2005 -



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- Joe Patel, Owner of Kaleidoscoops