



**EXPERTI ÎN SOLUȚII FISCALE PENTRU MAGAZINE ȘI RESTAURANTE**

**București**  
Strada Traian 66  
Sector 3, cod 030576  
Tel: 021-327 8727, 031-404 3084

**Constanța**, Țepeș Vodă 13, cod 900189  
Tel: 0372-033662, 0731 377999

J13/970/2002 RO14560415 contact@aparaturafiscala.ro www.AparaturaFiscala.ro

- Need stock and employees control?**
- Need fast check-out time and loyal customers?**
- Need a powerful POS without implementation headaches?**

Your search is over!



Performance with a single touch

Whether you open a new store or upgrading an existing one, **Sedona Retail** is the best solution for you.

**Who can use this software?**



**All type of stores:**

- ✓ Food or non-food
- ✓ Fast-foods, bars, bakeries
- ✓ En-gross or En-detail
- ✓ Consignment shops and others

**Any size businesses:**

- ✓ Supermarkets or shop & go shops
- ✓ Single store or large store chains
- ✓ Stores up to 20 cash registers (POS)



## Why SEDONA RETAIL?



### DESIGNED FOR MAXIMUM SIMPLICITY

Friendly for unskilled users. It saves precious time for your business by reducing the time needed for front-office and back-office employees training.

### CUSTOMER SUPPORT MAKES THE DIFFERENCE

Various type of fast support services: by phone, by internet and on-site. There is always a professional team ready to take your request. Optional affordable service contract for both big and small businesses.



### DO IT FROM YOUR PHONE OR TABLET! TRADITIONAL SELLING HAS CHANGED

You can sale using *Sedona POS application*, available for Android and iOS, as an add-on, or switching from your traditional POS.

### ANYWHERE REPORTS

FREE APP to check reports with an Android or iOS device.



### PRIMARY ACCOUNTING

You get all primary accounting reports that you need and you can easily export files to complementary software such as Saga or Navision.

### INTUITIVE SALES

Choose any of the 6 user friendly interfaces with intuitive graphics. Boost operation speed by adding product logos from our pre-defined icons list.



### QUICK RETURN OF INVESTMENT

Drastically reduce losses, serve more customers and increase customer loyalty.

**Try it now FOR FREE!**

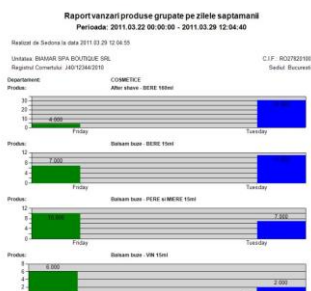
Increase **profitability** by optimizing stock quantity and reduce inventory time.



**Boost your business.** Sales interfaces are intuitive and user friendly; easy-to-find articles by various type of searches criteria reduces time per sale.



**Expand your horizons.** Sedona Retail works the same no matter the size of your business. This gives you control, scalability as you grow, without further investments.



## PRICE:

**1600 Lei, VAT included – ALL IN ONE OFFER, which includes:**

- ✓ One **Front-Office** module for Windows or **Sedona POS app** for Android and iOS.
- ✓ Two **Back-Office** modules, connected locally or through the internet, so you can manage your business from anywhere.
- ✓ **All functionalities** \*: loyalty features, 6 front-office interfaces, connection to all types of equipment (excluding inventory terminal) and all reports.
- ✓ **Installation and training** by internet and telephone
- ✓ **Mobile App** for reports available for iOS and Android devices.
- ✓ **Customization of documents format** and label formats. Free within 30 days.
- ✓ **Free** remote support for **30 days** from installation.

\* Some front-office functionalities are not available on Sedona POS App

## Optional services and licenses:

■ **On-site training and installation services** for hardware and software, anywhere in Romania and other territories. We recommend this option for stores using multiple peripherals and computers but also for stores with a large number of users.

The package includes:

- Equipment delivery and installation in any city.
- Networking (some materials included).
- Installing drivers, operating systems and POS software.
- Basic configurations of the POS software (Business details, users, departments)
- Users training for equipment and programs; both cashiers and managers. Total training time included is **4 hours**, which can be divided in 2 days.

**600 Lei, VAT included – for Bucharest and Ilfov**

**800 Lei, VAT included – for nearby counties**

**1000 Lei, VAT included – for other counties on Romanian territory**

■ **Additional license**, Front-Office of Back-Office, installed on a PC connected in the network or through the internet:

**600 Lei, VAT included**

■ **Sedona Mobile Android license** for inventory terminals:  
**600 Lei, VAT included**

*Licenses are Lifetime granted, without annual fees*

Say "hello" to your client, addressing his name. After scanning client loyalty card, the name is displayed during the sale.



How does it look like? As you wish! You can choose from six different front-office interfaces, all usable with or without touch-screen monitor.



Installation and training in all counties. Installation and training can be made remotely (by phone and internet) if networking and other physical products are not required to be implemented.



## FUNCTIONALITIES:

### Front-Office

- **6 different skins** for Front-Office. Can be selected according to the business profile or your preference.
- **Connecting a tablet** positioned toward customer, with multiple features: displays items purchased and prices; displays subtotal, advertisements regarding the products purchased; it can take client email and signature of the bill.
- Touch-screen monitor interfaces. The **virtual keyboard** eliminates the need for a physical keyboard.
- Customize the **view type of articles** in the front-office window.
- Customize the **article appearance mode** in invoices and also the invoice format.
- Increase loyalty and acquire new customers using **Fidelity Cards** and **Gift Cards**.
- **Receipt on hold**. You can take the next customer order while placing the current client on hold.
- Managing **returned products**. You can select only certain products on a receipt for the return, or whole bill.
- **Multiple payment methods** so you'll never miss a sale: phone payment, card, meal vouchers (with ticket type selection), gift card, cash.
- **Connection to bank terminal** for automatic transmission of the amount (VeriFone terminals compatible).
- **Change to be paid** displayed both on operator and customer display.
- Depending on the total amount of paid cash, the software shows which bills can be used for a **quick rest**.
- **Issue invoicing**, both from front-office and back-office.
- **Sending the invoice or receipt via email** to client.
- AutoFill client data in the invoices.
- **Quick article search** by: barcode, name, internal code, PLU code.
- **Check price and stock availability** for a product.
- Clothes management by **size and color**.
- Non-fiscal receipts on fiscal printers.
- Compatible with **label scales** and scales with weight transmission.
- Displays **fiscal printer status**.
- Re-printing last receipt with one button.
- Displays subtotal and promotional information on **customer display**.
- **Advertising messages** on receipt.
- "HID mode" for USB barcode scanner to increase the sale speed.

*Start today to bring efficiency into your business!*



## On-site Support Services.

Assistance via telephone and internet is useful but is not always sufficient. Our technicians travel to every corner of the country to find business solutions and to offer technical support when need it.



**Undecided customer?** Or a product label is missing? You can put the current sale on hold and serve the next customer.



**After-sales support?** We offer the most advantageous service contracts with: on-site visit, up-dates, online and telephone support, data back-up on Sedona servers.



## Back-Office

- **Alerts** for minimum and optimal stock.
- All **primary accounting reports**: cash book, purchase and sales journals, document repository, document inventory, etc.
- **Board control** with customizable graphic reports for a quick access of most important info about your business
- Complete package for management reports and **customize new reports**.
- Displays multiple windows simultaneously.
- **Multiple management accounting** with stocks transfer between accounts.
- **External invoices**
- Stock registration based on: invoice, **European invoice**, DVI, acquisition provident, notes.
- Various ways for **payments to suppliers**: partial, full, payment for multiple invoices, cash or bank.
- **Monetary preparation**, both from front-office and back-office.
- You can choose working with **negative stock**.
- **Product bundling** – useful feature for promotions such as holiday baskets
- Automatic data **import and export** to complementary software such as Saga or Navision.
- **Quick inventory** with portable terminal (you can rent or buy).
- Print labels in multiple formats and sizes:
  - ✓ **Shelf labels** – with label printer or office desktop printer;
  - ✓ **Product labels** – with label printers;
- Assign user rights.
- Users can login with ID cards for enhanced security and for work time tracking.
- **Automatic backup** on client server, or optional on Sedona's cloud infrastructure.
- Filling articles details into input documents using **inline method**, without opening other windows.
- The order of columns and their visibility is configurable in all documents (invoices, product catalogues, stocks, etc.).
- All set-up configurations can be saved for easier deployment on another computer.
- Real-time communication of wireless mobile terminal with back-office software allows inventory to be made per department without closing the entire store.
- Integration with online store.
- Invoice format for Moldavian Republic.

*Say GOOD BYE to complicated software and expensive services!*

**Continuous Development.**  
We are committed to continuous update and we can customize the program for further special needs.

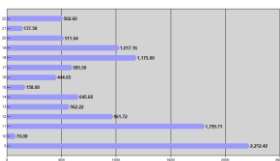


Figure 1: SEDONA Retail system performance metrics (2010-2012)

**How Retail Sedona helps me sell more?** Being a powerful marketing tool: bring new customers into the store with gift cards, loyalty cards to attract customers; displays advertisements on the client screen, print advertising on receipts.

## Benefits of implementing a POS system with SEDONA:

- Presentation and **free consultancy** on-site, anywhere in Romania.
- Installation and assistance **in all counties**, including cash register registration (fiscal approval process).
- **Free testing** up to 60 days of the full version, keeping all data after purchase.
- **Easily adaptable** to special requests.
- Sedona Retail system can be implemented **complementary with the existent equipment**, minimizing the investment.
- **Free graphic design** for Gift Cards and Loyalty Cards.
- **Buy-back** for some equipment.
- We transform the implementation of a management system into a **pleasant experience** by giving full advice and by saving you time with bureaucratic procedures.
- **Complete services:** training, configuration, testing and after-sales support to ensure that every implementation is successful.

*Stop losses caused by lack or ineffective software!*

*Call NOW for a free presentation at your location, ours or remotely: +4-021-3278727*



To find out about **SEDONA RETAIL** users in your area, please contact us.



**CALL**  
021-327 87 27



**WRITE**  
contact@aparaturafiscal.ro



**VISIT**  
București  
Calea Călărași nr. 242,  
bl. 77, ap. 2, parter  
Constanța  
Str. Țepeș Vodă nr.13



**CLICK**  
www.aparaturafiscal.ro

*Thank you !*