

Pubs & Bars

EPoS Solutions



ICRTOUCH
ENHANCE YOUR BUSINESS

The UK's Leading EPOS software developer



FOR PUBS & BARS

ICRTouch's TouchPoint is the number one EPOS solution to enhance business in a glow-in-the-dark nightspot, quiet rural gastro-pub, or pop-up event bar.

TouchPoint software is more than a decade in development and has sold more than 70,000 licences.

Use it on its own or pair it with TouchOffice Web, PocketTouch, TouchKitchen or TouchLoyalty to boost its key features.

TouchPoint is fast and easy to use...

Maximum information and minimum effort. TouchPoint is designed for speed so you can make a sale with the fewest key presses.

Add new products and change prices without even knowing how to work a PC. Inexperienced staff need very little training to get up to speed.

Label the keys with images instead of text if you have several similar products for sale, want to make the job easier for new staff, or have staff whose first language is not English.

Running a tab? TouchPoint replaces bits of paper with an easy, accurate and digital onscreen tab.

TouchPoint is great for promotions...

Running a buy-one-get-one-free offer? Happy hours, functions and promotions are simple. TouchPoint manages them at the point of sale and then adjusts stock levels accordingly. Suddenly it's happy hour for everyone.

Offer staff incentives by linking the sale of individual items to each staff member. Got some bottled beer that you need to shift quickly? TouchPoint tells you who sold the most.

Use TouchPoint's advertising screen to show customers what's being entered in the till, at the same time as advertising upcoming events or promotions.

TouchPoint is secure...

Built in features help stop shrinkage from staff actions. Key features include:

Identify the cashier using a pin number, magnetic card, iButton, finger print, RFID cards and more. You'll know who was at the till and when they were there.

Require a manager to count the cash in each till drawer before an end-of-day report. TouchPoint reports discrepancies.

Track your tills even when you're not there. Use "Remote Journal Viewing" from TouchOffice Web to oversee bar sales from afar.

TouchPoint

The must-have touchscreen till for your licensed venue. Use it as the basis for your EPOS solution.

Combine it with...

TouchOffice Web

ICRTouch's cloud-based back office software functions as a virtual version of what is behind the bar and in your cupboards and cellars. Together they give fantastic control over file maintenance, stock management and provide more detailed reports.

PocketTouch

Take orders at the table (even if it's in the beer garden) with this handheld software, available on iOS, Windows and Android devices. Send orders to the kitchen or amend them at the touch of a button.

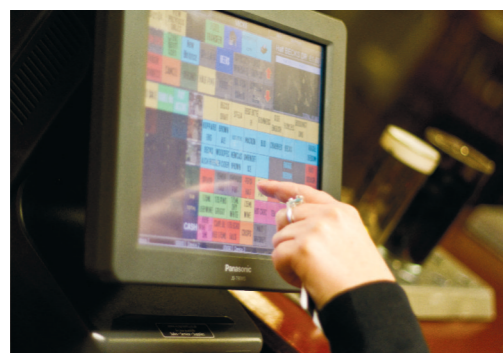
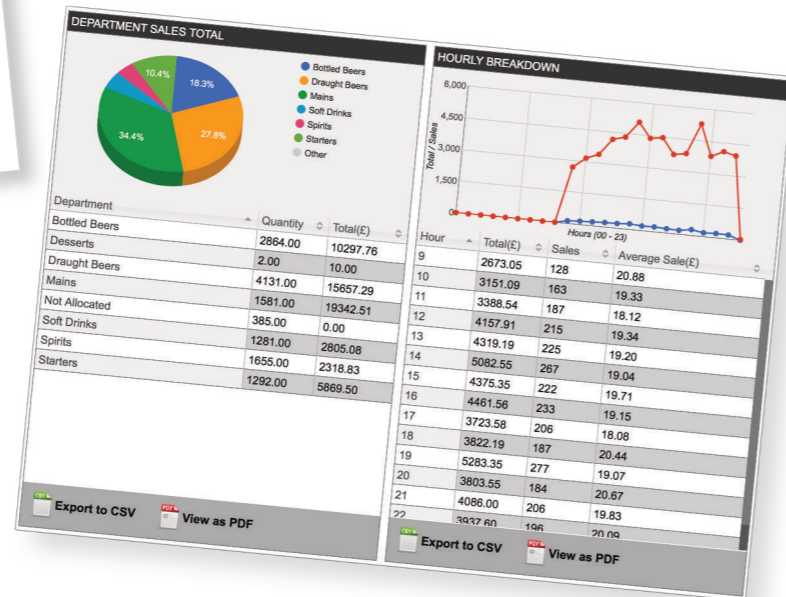
TouchLoyalty

TouchPoint features customer loyalty software that accurately tracks and targets promotions. It is the most comprehensive built-in loyalty software on the market. Combine it with TouchLoyalty and you'll have the secret to fantastic customer service at your fingertips and you'll even be able to send your own email marketing.

TouchReservation

Offer Customers the opportunity to reserve their table online. Gastropub managers, we're thinking of you. TouchPoint will process every little click - all you have to do is remember to set out the cutlery.

PLU Name	Random Code	Avg Cost	Line Cost	Qty	Value	Profit	GP %	
1 Fortliner	698767755	£2.0000	£800.00	400.00	£1,092.81	£110.68	12.15%	
2 Ringwood Best	789456122	£2.0000	£3,374.00	808.00	£4,109.47	£3,424.56	100.00%	
3 Fuggle De Dum	945654547	£1.1000	£388.60	326.00	£1,204.40	£1,819.78	64.27%	
4 Ale Of Wight	25690145	£2.2000	£712.50	475.00	£1,708.40	£711.17	49.95%	
5 Fosters		£2.2000	£776.60	353.00	£1,339.04	£428.53	33.26%	
6 Guinness		£2.0000	£2,636.00	1,318.00	£4,738.84	£1,313.03	33.29%	
9 Becks		£1.8000	£1,360.80	756.00	£2,718.44	£904.57	39.95%	
10 Budweiser		£2.0000	£3.00	3.00	£10.76	£2.97	33.09%	
11 Corona		£0.9500	£341.05	369.00	£1,290.68	£734.52	68.29%	
12 Sol		£3.0000	£1,310.40	819.00	£1,800.22	£189.78	12.66%	
13 Red Stripe		£1.6000	£0.00	5.00	£10.96	£92.44	818.70	100.00%
17 Coke		£0.0000	£0.00	447.00	£0.00	£9.55	100.00%	
18 Diet Coke		£0.0000	£0.00	10.00	£1.45	£954.84	100.00%	
19 Lemonade		£0.0000	£0.00	819.00	£1,144.42	£953.68	100.00%	
21 Fruit Shoot		£0.0000	£0.00	819.00	£1,421.55	£1,184.83	100.00%	
26 Wofka		£0.0000	£0.00	333.00	£1,517.75	£1,281.00	100.00%	
29 Rum		£0.0000	£0.00	333.00	£1,517.75	£1,281.00	100.00%	
50 Soup Of The Day		£0.0000	£0.00	312.00	£4,813.04	£3,844.20	100.00%	
51 Potted Shrimps		£0.0000	£0.00	385.00	£59.64	£49.70	100.00%	
52 Terina of Chicken		£0.0000	£0.00	5.00	£95.40	£79.50	100.00%	
54 Garlic Mushrooms		£0.0000	£0.00	8.00	£4,806.24	£4,005.20	100.00%	
100 Sirloin		£0.0000	£0.00	401.00	£5,155.15	£4,295.96	100.00%	
101 Halibut		£0.0000	£0.00	397.00	£5.00	£4.17	100.00%	
102 Puff Pastry Tart		£0.0000	£0.00	1.00	£5.00	£4.17	100.00%	
103 Scallops		£0.0000	£0.00	1.00	£5.00	£4.17	100.00%	
105 Lamb		£0.0000	£0.00	1.00	£5.00	£4.17	100.00%	
106 Venison		£0.0000	£0.00	1.00	£5.00	£4.17	100.00%	
150 Ice Cream		£0.0000	£0.00	1.00	£5.00	£4.17	100.00%	
154 Sorbet		£0.0000	£0.00	1.00	£5.00	£4.17	100.00%	
311 Rare		£0.0000	£0.00	1.00	£5.00	£4.17	100.00%	
312 Medium/Rare		£0.0000	£0.00	1.00	£5.00	£4.17	100.00%	
Total					£12,931.95	£13,191.00	£58,300.97	£34,385.53





www.icrtouch.com



TouchPoint is reliable...

TouchPoint is the most reliable EPOS software of its kind on the market.

If the power fails, at least you'll be able to count on TouchPoint. When the tills (and the fruit machines) come back on you'll find you haven't lost any data.

The system is robust and rugged and it doesn't crash, which means you don't lose a sale.

Case study: The Swan Inn, Greene King

Gerry and Sue Goodridge are the owners of "The Swan Inn" at Felstead, part of the Greene King Brewery group.

A new solution was needed that could bring a modern approach to EPOS.



A new TouchPoint EPOS System was installed along with PocketTouch devices for table service and TouchOffice Web for instant online reporting, programming and stock control.

The new system has been a total revelation to the operation, the easy to navigate software made programming simple, meaning it was possible to create the right menu combinations and offers for the business that was easy an intuitive for the staff to sell to customers.

