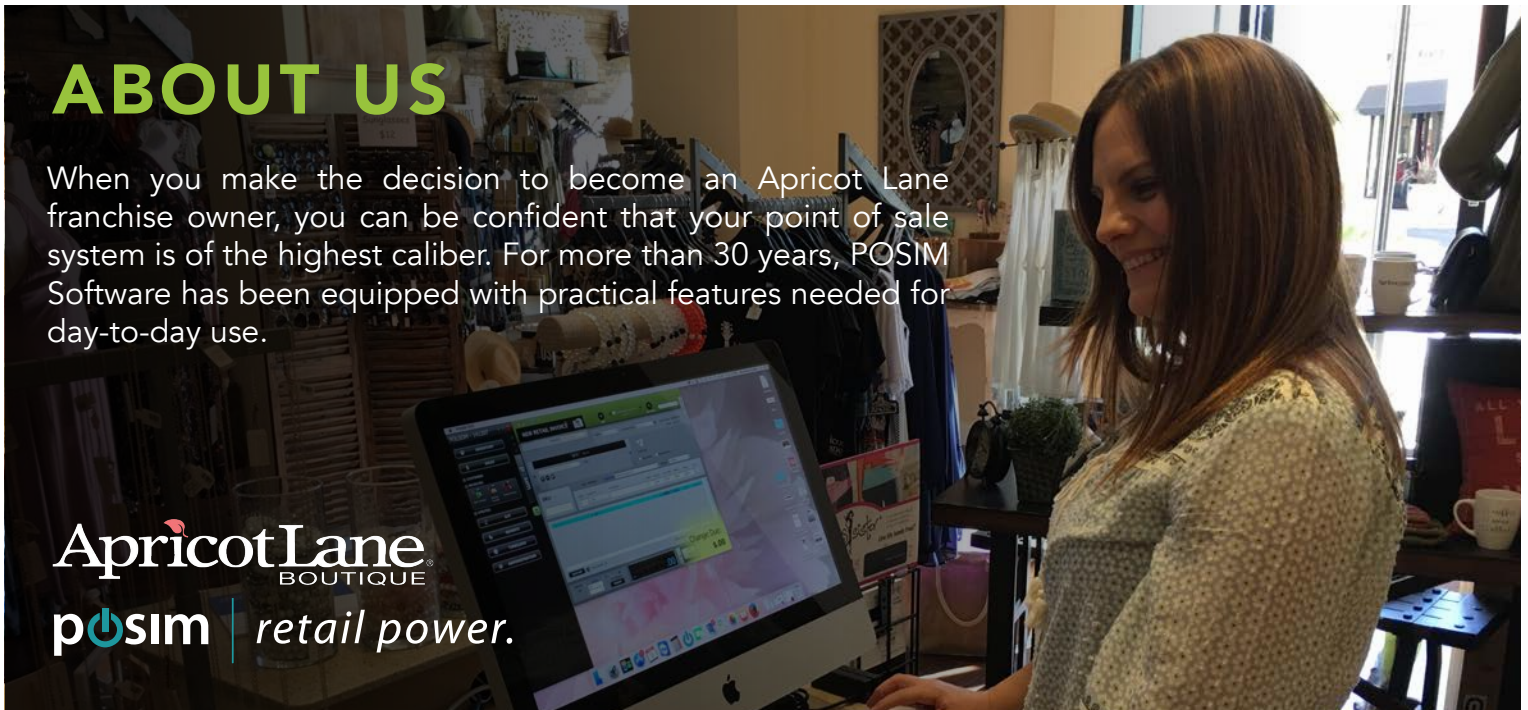


# ABOUT US

When you make the decision to become an Apricot Lane franchise owner, you can be confident that your point of sale system is of the highest caliber. For more than 30 years, POSIM Software has been equipped with practical features needed for day-to-day use.

**Apricot Lane**  
BOUTIQUE

**posim** | retail power.



## A POINT OF SALE THAT'S POWERFUL AND EASY TO USE

### Inventory management

Stay on top of your business with receiving vendor orders, transfers, custom barcode label printing, built-in physical inventory and more!

### Email marketing

Create targeted customer communications using the customer card details in your POSIM database. POSIM provides a simple integration with MailChimp to provide updated email lists for your Boutique Window marketing campaigns.

### Milestone Transfers

Should you become a multi-store owner, your products may be transferred between stores because SKUs stay the same.

### Customer management

Keep your customers coming back with a rewards/loyalty program and targeted marketing analysis. Make your life easier with best-customer reporting, sales tax preferences and clerk notifications.

### Point of sale software

Invoicing that includes sales, returns, voids, salesperson tracking, divisions, multiple payment options, till reconciliation, advanced sales tax, ALB gift cards, fast customer entry, sales prompts, discount options and much more.

### Features You'll Love

- Point of Sale
- Inventory Management
- POSIM EVO Reporting
- POSIM Cloud Reporting (Custom ALB Reports)
- Barcode Label Design
- Employee Time Clock/Payroll
- Integrated Payment Processing (Credit Cards)
- Automatic Backups for Database
- Ending Tills Closing Procedures & Auditing
- Mobile Point of Sale for Off-site Events
- Email Marketing Integration with MailChimp



## Administrative features

With a time clock feature, retailers track employees hours, see at a glance who is in and who isn't, plus a payroll report. Taking it one step further, in employee administration you can use privileges to choose what functions your employees are allowed to perform within the system. You can define individual privileges per employee or setup template cards to quickly add

## Mobile Point of Sale

Each Apricot Lane location's software package includes an iPOSIM mobile seat. This allows for you to process transactions during busy sales periods with an iOS device such as an iPhone or iPad. Any sales made with iPOSIM are directly synced to your POSIM database so that you never lose sight of a transaction. iPOSIM is great for off-site events, but please ensure POSIM is aware to help you setup the device properly beforehand.

## POSIM has your Back

POSIM takes pride in having application-based software. You will never have to worry about an unauthorized person having access to private information kept within your database, including customer details. We schedule both manual and automatic backups of your POSIM database in case of a computer crash.

## Custom reports

POSIM EVO has no shortage when it comes to reports. ALB has special customized reports built specifically for our stores in POSIM Cloud Reporting that you can access at any time from any device. You can choose from our many "built-in" POSIM EVO reports with custom options, including filtering and grouping. Or you can go a step further with the define-a-report feature. This powerful tool allows you to build customized reports on any area of the database, with an easy-to-use interface. ALB is here to help with any reports that you may need.

## Top-Notch Support

Apricot Lane and POSIM work together to provide you with the best support possible. A point of sale system is such a crucial part of business and we want to make sure you understand how to use it so you can run your business as efficiently as possible. Apricot Lane provides exceptional training and on-going support for each new franchisee—and with POSIM you're in the capable hands with 24/7 Tech Support.

## Integrated Payment Processing (Credit Cards)

ALB and POSIM Software are staying on top of payments with competitive franchise rates and the best technology available. Integrated payment processing means less human error and better security with each franchise location having integrated payment processing and a new MX915 terminal. franchisee—and with POSIM you're in the capable hands with 24/7 Tech Support.

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**posim** | *retail power.*

posim.com