

Robust, feature rich  
EPoS systems built for  
your business...



**THE COMPLETE EPOS SOLUTION**  
NORTH WEST BUSINESS MACHINES

# The NWBM Promise

**We will not take your business for granted**

**We will explain everything in as much  
detail as you need**

**We never oversell**

**We guarantee excellent value for money**

**We will try to beat any like for like  
genuine quote**

Come and meet us you will not regret it.



*Anthony Hanson-Mahon*  
Managing Director

# 01 At NWBM We Will Take Care of Everything

## Ideal For Retail



- |                                       |                             |                    |                      |
|---------------------------------------|-----------------------------|--------------------|----------------------|
| ✓ Touchscreen Tills                   | ✓ Barcode Scanners          | ✓ Head Office      | ✓ 7 Day Support      |
| ✓ EPoS Software                       | ✓ Weigh Scales              | ✓ Loyalty Software | ✓ Cash Drawer        |
| ✓ Receipt Printers                    | ✓ Back Office               | ✓ Cloud            | ✓ Label Printer      |
| ✓ Chip n Pin Apple pay<br>Android Pay | ✓ Labelling Weigh<br>Scales | ✓ Stock Control    | ✓ Ecommerce Websites |

## Ideal For Hospitality



- |                     |                     |                            |                                       |
|---------------------|---------------------|----------------------------|---------------------------------------|
| ✓ Touchscreen Tills | ✓ Cash Drawer       | ✓ Stock Control            | ✓ Cloud                               |
| ✓ EPoS Software     | ✓ Handheld Ordering | ✓ Head Office              | ✓ Online Food Ordering                |
| ✓ Receipt Printers  | ✓ Back Office       | ✓ Kitchen Order<br>Screens | ✓ Chip n Pin Apple pay<br>Android Pay |
| ✓ Order Printers    | ✓ Loyalty Software  |                            |                                       |



# 02 Why North West Business Machines?

Buying or upgrading an EPoS system can be daunting. It can take up valuable time, and if you buy a solution online often without help and support, you may encounter installation and setup issues. That's why talking to us makes sense, our team ensure setup and installation is carried out correctly and your solution is tailored for your business. We test all systems before delivery and carry out full training with you and your staff to ensure a smooth transition. We also provide full on-going support, whether its advice over the phone, remote access to your system or a site visit we can deliver it all.

**“ I am really pleased with our new system. I'd like to thank you all for your help ”**

*Stork & Alphabet Clitheroe*

- Established in 1971
- All EPoS systems are fully configured to your exact requirements.
- Our solutions suit all business types, sizes and budgets.
- We only use Branded Hardware & Software to ensure compatibility.
- We provide cloud based POS solutions, meaning access to your solution from anywhere.
- Expert advice from staff with inside knowledge of your industry.
- Modular Systems scaled to your business so you can build your solution as your business grows.



# 03 Support

## Our Support Team

We offer care, maintenance and support packages to help minimise EPoS downtime and prevent costly disruptions to your business.

**“ Since the installation of our first till we’ve been impressed with NWBM’s rapid response and excellent customer care, especially at times of short notice ”**

*The Emporium*

Providing EPoS solutions and support for nearly 50 years, we understand that no two businesses are the same and pride ourselves on having exceptional knowledge in the retail, hospitality, leisure and education sectors, helping to provide EPoS support specific to your business requirements

## In House Engineers

From your first point of call you’ll speak directly to one of our expert in-house engineers, so there’s no need to worry about being passed from pillar to post.

Instead, we’ll deal with your issues straight away, in a timely and efficient manner, helping to reduce costly downtime.

## The North West’s EPoS Support Specialists

Our EPoS Support engineers cover the whole of the North West, including Manchester, Liverpool, Leeds, Bolton, Lancashire, Cumbria, Cheshire, Merseyside, Yorkshire and beyond! Giving you expert in-house support should you require it.

- ✓ Support from 9am-11pm seven days a week with one of our dedicated EPoS engineers
- ✓ Free 60 days telephone support included with your system
- ✓ Twelve month warranty with all hardware
- ✓ We provide 1 to 1 training and also have training facilities for group sessions
- ✓ No call centres: speak directly to our EPoS engineers

**“ Thank you for your support over many years of association with Booths.”**

*Booths Supermarket*

A woman with dark hair is smiling and looking at a smartphone held by a person in a light blue shirt. The phone screen shows a software interface with various icons and text. In the background, there is a red hexagonal logo with the letters 'NE' and 'BE' inside it, set against a white hexagonal background. The overall scene is dimly lit, with a warm, indoor atmosphere.

**“In short the system does exactly what the business needed, it was competitive on price and the after care is excellent.”**

*Steven, The Grey Mare Belthorn*



# 04 The Touchscreen Till Key Features

An EPoS System, which is tailored to suit your business requirements, is at the heart of any successful retail, hospitality or leisure business. Our EPoS Systems are flexible and can be adapted to meet your business' needs.

Training mode for new staff ✓

Configurable for individual operator ✓

Integrated Chip n Pin, Apple Pay, Android Pay & Contactless ✓

Links to accounts packages ✓

Customisable for your business ✓

Seamless links to Head and Back Office ✓

On screen prompts and information for ease of use ✓

Multiple price levels, multi buys, happy hours, and promotions ✓



# 05

## Retail EPOS Systems

NWBM, number one for Retail EPOS Systems.

Established more than 45 years ago, North West Business Machines specialises in custom-built EPOS systems designed to help retail businesses increase service speed, accurately manage stock levels and more.

**“Aftersale support is outstanding”**

*Tony Almond*

### Convenience Stores & Supermarkets

The perfect partner for your supermarket, a retail EPOS system will allow you to efficiently serve your customers and manage your inventory with ease.

- ✓ Increase service speed and reduce queuing times
- ✓ Easy to use and update
- ✓ Full stock control including stock countdown on specific items
- ✓ Full integrated customer loyalty
- ✓ Mix and match promotions
- ✓ Detailed business reports at the touch of a button



### Off Licences

Our retail EPOS Systems have everything an Off Licence requires with added features for handling sales with age sensitive products and ladder promotions.

### Specialist Retailers

Specialist retailers require specialist solutions, which is why we supply bespoke retail EPOS systems specific to you.



# 06 Hospitality EPOS Systems

Our easy to use, robust EPOS systems are ideally suited for busy bars, restaurants and cafes.

Tailored EPOS systems to help hospitality businesses improve customer satisfaction and streamline all business operations.

**“We were able to use the brand new system as soon as it was installed and staff said this was down to the company’s great training.”**

*Kids Connection*



## Bars & Nightclubs

In a fast paced, busy environment, a robust EPOS system helps reduce queuing times at the bar, cut down on unnecessary mistakes and promote customer loyalty schemes whilst continuously monitoring stock levels.

- ✓ Live Table Plan
- ✓ Control Stock & Maximise Profits
- ✓ Split Bill By Item or Quantity
- ✓ Loyalty Schemes & Promotions
- ✓ Integrated Fast Chip & Pin
- ✓ Graphical Touchscreen for Accurate Service
- ✓ Promotes Upselling
- ✓ Allergen Prompts

## Cafes & Cafe Bars


The perfect partner for your cafe, an easy to use EPOS system from North West Business Machines will enhance both your business and your customer’s dining experience.

## Restaurants

With an EPOS system you’ll be able to compliment the quality of your food with efficient service.

# Trusted by Names You Know

The logo for Slattery, featuring the name in a red, elegant cursive script.The logo for BOOTH'S, featuring the name in a bold, red, sans-serif font.The logo for KING GEORGE'S HALL, featuring the name in a bold, black, sans-serif font.

A woman with dark hair is seen from the side, looking at a computer monitor. The monitor displays a large area chart with multiple colored regions (purple, blue, green, orange, red) showing an upward trend from January to November. The y-axis is labeled with values from 50,000 to 350,000. There are also two smaller bar charts at the top of the screen. The text is overlaid on the right side of the image.

**“ NWBM have provided  
an outstanding service!  
Whenever we need assistance  
they’re always on hand to  
help, at any time of the day.  
We couldn’t ask for a better  
company to work alongside.”**

*Angelo’s, Preston*

## 07 Cash Control

Closely monitor all financial aspects of your business. From product and cash reports to clerk reports, an EPoS system allows you to keep a close eye on all aspects of your business finances.

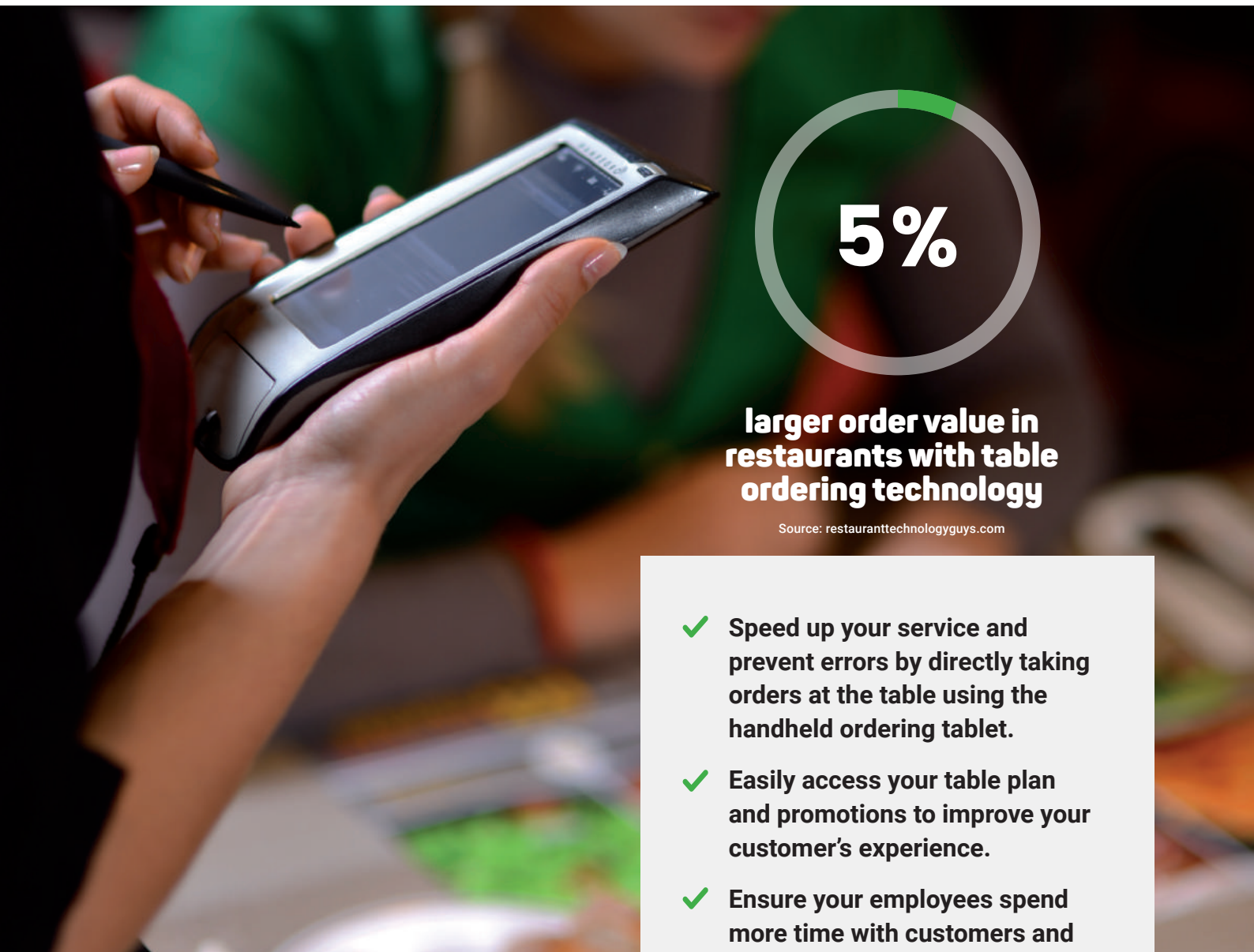
You will have a detailed record of all transactions and staff usage of the till. You are even able to allocate different user rights to staff, restricting who can perform procedures like voids, refunds and discounts. Detailed reports can be produced at any time of the day, which can be used to make informed business decisions.



# 08 Hand Held Order Taking

North West Business Machines specialises in Hand Held EPOS systems perfect for the hospitality industry.

Handheld ordering helps to save time, reduce costs and improve efficiency in the hospitality industry. It can help to generate up to 25% more sales. Handheld ordering is now faster, more reliable and easier than ever before.



**larger order value in restaurants with table ordering technology**

Source: restauranttechnologyguys.com

- ✓ Speed up your service and prevent errors by directly taking orders at the table using the handheld ordering tablet.
- ✓ Easily access your table plan and promotions to improve your customer's experience.
- ✓ Ensure your employees spend more time with customers and less time walking back and forth.

**“Gourmet felt confident in the transition from our old to new Epos system because of this. The customer service is excellent and their help desk is very responsive.”**

*Gourmet Coffee Bar & Kitchen*



## 09 Reports

Produce reports for analysis on every aspect of your business.

Produce reports that show you which products are selling well and which members of staff are performing. Reports will show staff productivity and analyse discounts, voids and refunds. Differentiate between departments or by single items by hour, by day or month.

# 10 Software Specifics



## Powerful and Intuitive Back Office Software

Our back office software has the facility to edit features in the till software including the touch screen layout, multi-buys, prompts and staff names etc. This feature can be made available only to operators having a certain security level.



**of restaurant owners agree that technology helps increase sales**

Source: pos.toasttab.com

- ✓ Produce visually appealing graphs from all sales data
- ✓ Facility to customise menus and appearance of the product screens
- ✓ Built in report generator wizard to guide the operator through the production of all reports
- ✓ Comprehensive security functions: each operator can be individually locked out of certain functions
- ✓ Full audit trail is available showing all operator activity



# 11 Back & Head Office Software

## Advanced Features

Our software is a true multi-site, multi-user and multi-tasking product with many advanced features such as KPI's (Key Performance Indicators), full graphical analysis and a report generator. With customisable dashboards to suit different operators.

## Remote Management

Schedule reports and remotely access data in the cloud all help to give you a hands on understanding even if you are hands off.

## Latest Technologies

Our software makes full use of the latest software development technologies from the .Net family and also uses one of the most powerful database engines in the world - Microsoft SQL Server.

**“Fantastic service would definitely recommend North West Business Machines.”**

*Dawsons Department Store*

- ✓ Modern, sharp designs which will fit any business
- ✓ Super-fast EPoS
- ✓ Fully configured, bespoke design and operator friendly
- ✓ Highly intuitive, intelligent software
- ✓ Real time reporting



# 12 KPI's and Dashboards

Drive improvements in performance with a specialist EPoS system.

The purpose of Key Performance measurement is, ultimately, to drive future improvements in performance. KPI's are used to spot potential problems or opportunities.

**Remember, your KPI is telling you what's going on in the areas that determine your business performance.**

If the data is moving in the wrong direction, you know you have problems to solve. Similarly, if the data moves consistently in your favour, you may have greater scope for growth than you had previously forecast.

KPI's can be customised for each dashboard, the dashboard then being stored per operator. For example, a commercial manager may have a product-based screen and the finance manager might want one showing more cash-related data.

# 13 Product & Group Analysis

Graphical Analysis is available in many areas, giving graphical comparisons between different groups and products.

The analysis module enables you to develop graph visualization applications quickly and efficiently. Enhance your applications with sophisticated graph display, viewing and editing technologies presented in an eye-catching, intuitive graphical user interface.

**“ I look forward to our continuous partnership working together since our first till system installed at space in 2001. ”**

*Andrew, Dough & Apothea*

You can customise both the display and the interactive behaviours of the application using industry standard components, such as toolbars and menus.



## 14 Stock Control

Our Stock Control Software can manage the entire product life-cycle of an item and provide a complete audit at store level, group level or down to the individual item.

It seamlessly handles Orders, Deliveries & Invoicing plus Wastages, Returns and Transfers between sites. Whether you want a simple overview or a fully auditable stock process, it is flexible enough to meet your requirements.

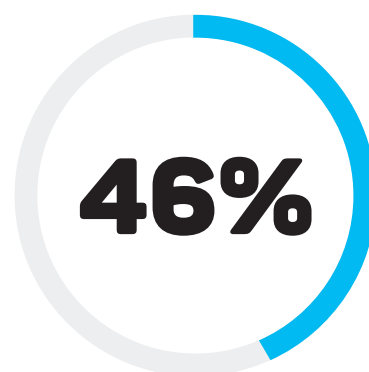
**“ Its a pleasure working with you and your company. ”**

*David MD, Halperns*

## 15 The Cloud/ Remote Management

Our Cloud technology means you can access your data anytime, any-place anywhere. This allows you to act on data instantly. Giving you the ability to monitor void or refund notifications, staff levels, and stock inventory and allows for fast menu and price updates. Cloud technology keeps you ahead of the game.

Remote Management allows you to access your entire Back Office system securely on any device with a web browser. Gives you the flexibility to check on business performance whilst away from the premises.



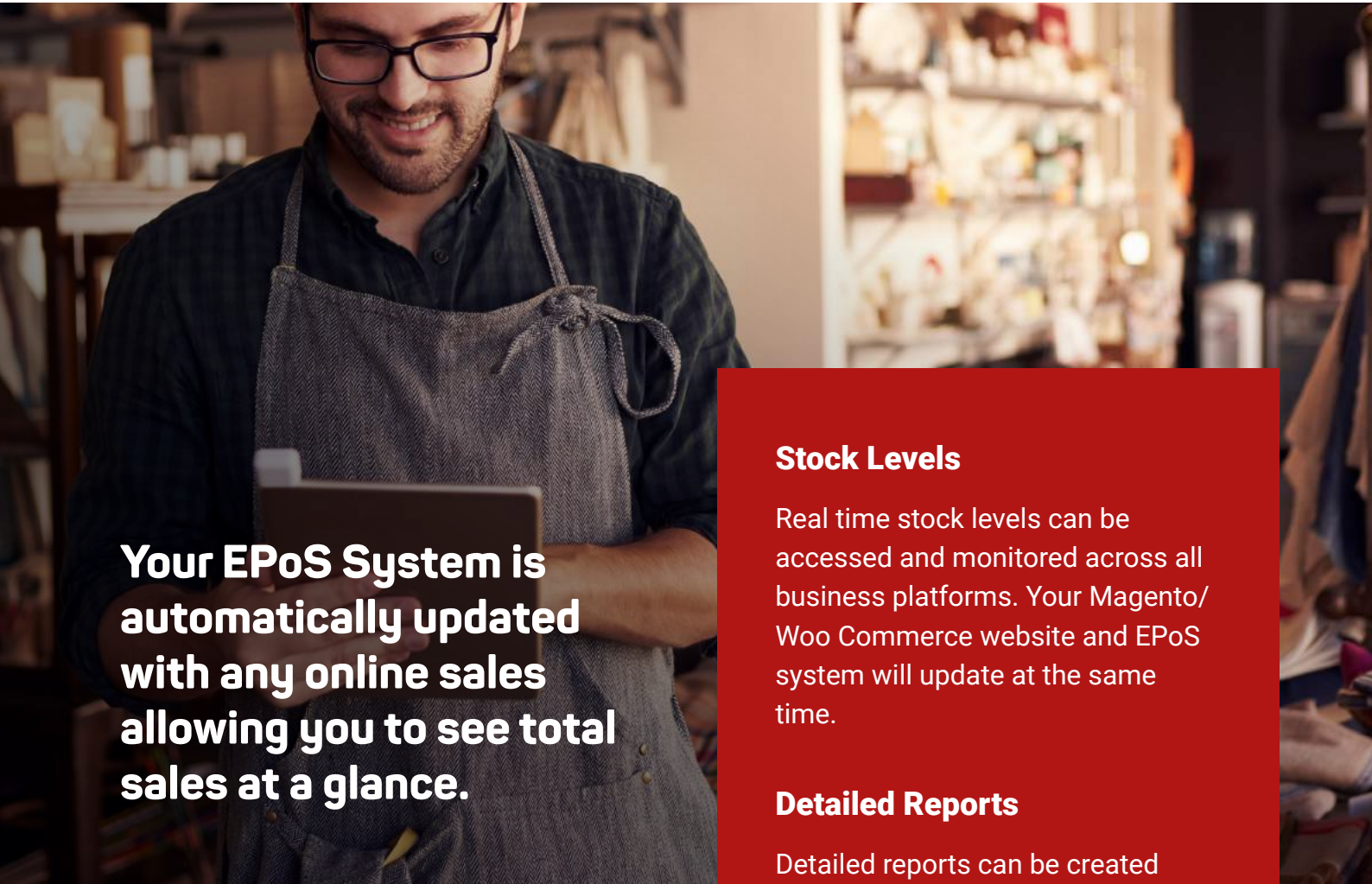
**of restaurateurs list training restaurant staff as their main challenge**

Source: pos.toasttab.com



# 16 Ecommerce

If you sell something in store, your website will automatically be updated, ensuring you don't disappoint customers by selling something you no longer have in stock.



**Your EPoS System is automatically updated with any online sales allowing you to see total sales at a glance.**

## Stock Levels

Real time stock levels can be accessed and monitored across all business platforms. Your Magento/ Woo Commerce website and EPoS system will update at the same time.

## Detailed Reports

Detailed reports can be created at any time of the day allowing you to keep track of performance. Sophisticated Ecommerce Integration technology will pull in all the relevant data from your Magento website and EPoS system.



# 17 Chip n Pin, Contactless, ApplePay & Android Pay

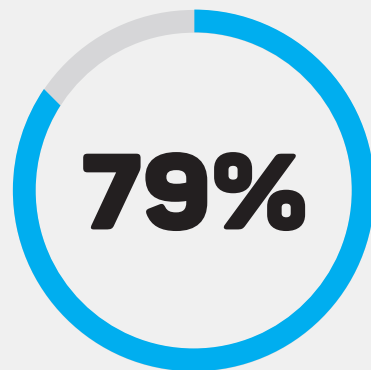
Our Integrated Chip and Pin, Contactless & ApplePay solutions reduce the time your customers spend waiting in queues.

This greatly increases efficiency at the point of service and maximises sales opportunities. Not only this, but your customer's experience in store will be improved by reducing waiting time for bills and receipts.



**of customers pay for high value meals by card**

Source: pos.toasttab.com



**of diners agree that restaurant technology improves their experience**

Source: pos.toasttab.com



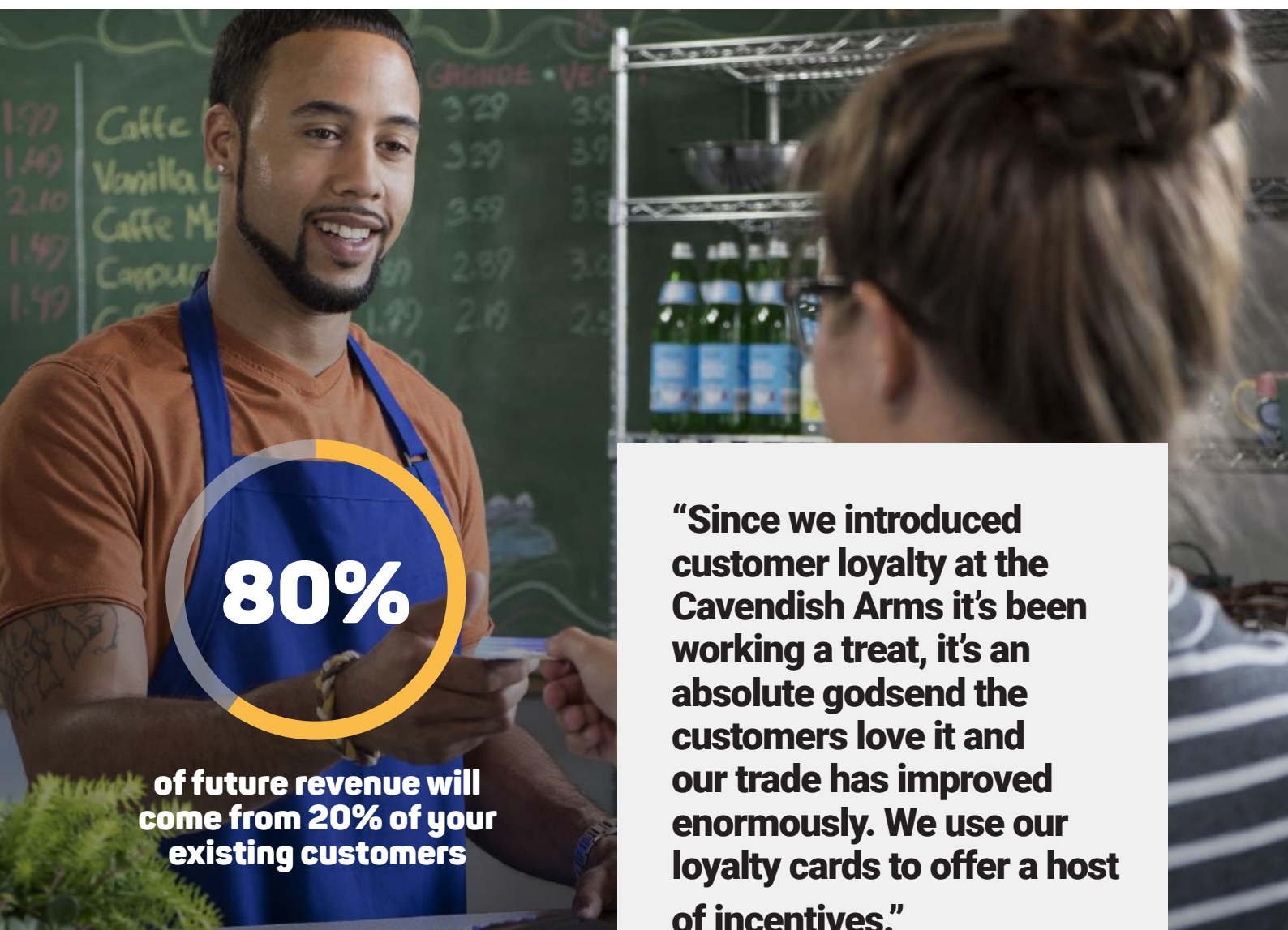


# 18 Customer Loyalty

Grow your business and keep customers coming back with specialist Loyalty Software.

With loyalty you can keep track of customer purchasing and tailor your promotions, promote slow moving products or offer special discounts. In addition promotions can be activated on different days or times of day.

It's common knowledge that it costs, on average five times more to acquire new customers than it does to retain current ones. Loyalty Software from North West Business Machines is flexible, easy to use and can be tailored to your exact requirements



**80%**

**of future revenue will come from 20% of your existing customers**

**“Since we introduced customer loyalty at the Cavendish Arms it’s been working a treat, it’s an absolute godsend the customers love it and our trade has improved enormously. We use our loyalty cards to offer a host of incentives.”**

*Cavendish Arms, Cartmel*





# 19 Cashless Catering




Easy to use cashless catering solutions are designed to deliver a fast and secure way for customers to complete a transaction, using funds stored on their personal prepaid account.

Perfect for schools, colleges and anywhere else with a catering function that requires cashless payments, Cashless Catering software is easy to implement and even easier to use.

- ✓ Unlimited bursary purses
- ✓ Discreetly manages discounts, allowances or subsidies
- ✓ Quick and easy to use
- ✓ Online top up service
- ✓ Unlimited student database
- ✓ Flexible, secure and easy to expand upon
- ✓ Protects your revenues from off-site competition

**“ NWBM have always responded to any requests in an extremely timely manner – particularly when I have required something at short notice. They are extremely professional and courteous”**

*Catering Academy Bolton University*



**“ I had a couple of demonstrations to be certain it was right for us and met a few members of the NWBM team prior to making my final decision.”**

*Harvest Animal Feeds*

## 20 Weigh Scales

Our EPoS solutions make selling items by weight really simple, our system will calculate weight and cost for you. This leads to improved customer service and faster transactions.

We have two options available: the first is a labelling scale that produces a barcoded label which can be scanned at the point of sale. The second option is an integrated weighing scale, sending fast and accurate information to the EPOS till about how much an item weighs, so that the point of sale knows how much to charge.



# 21 On-line Food Ordering

Our online ordering system has been designed for multi-site food-to-go chains and independents. Manage your own online ordering and stop paying huge commission that eat into your profits to third parties.

## Online Food Ordering

The advantage of having your own online food ordering website is that it will automatically collect information from your customers as each food order is placed. The system can be set to store email addresses, mobile phone numbers, names and addresses. So, with each and every order the system builds a powerful database of your customers.

**“ Outstanding EPoS support and always respond in an extremely timely manner, it’s a pleasure working alongside them.”**

*Balti House, Rishton*

With your own database you can run targeted promotional campaigns, sending vouchers, promotions, news and texts to your customers.

Experience has shown that when customers “serve themselves” and pay by card, it often results in higher order values: often by up to 25%.

No more frustrated customers waiting for the telephone to be answered. Customers can browse your menu and order at their leisure – no more mistakes taking orders.



**higher order values when  
paying by card.**



We're with you every  
step of the way!

---

**Call our EPoS System Experts: 01254 881177**

**[www.nwbm.co.uk](http://www.nwbm.co.uk)**



**THE COMPLETE EPOS SOLUTION**  
NORTH WEST BUSINESS MACHINES