

An eBusiness Solution
Designed With
Grocers In Mind



GYG Technologies is proud to offer a NO FEES eBusiness solution – a solution built BY grocers FOR the grocery industry!

A turnkey eBusiness software solution that communicates with your Point of Sale (POS) system. It sends pricing, categorization, and inventory information to your eBusiness web site and it is

100% automated!

GYG Technologies

GYG Back Office Makes Your Online Business Your Business!

**GYG
BACK OFFICE**

GYG Back Office is a complete turnkey software solution which allows you to replicate your in-store business practices immediately on an eBusiness web site. It seamlessly places your current store's inventory online. You, as the grocer, have complete control over inventory, promotions, and category management. There are no third party vendor per transaction fees! Plus, it integrates with current Point of Sale (POS) loyalty marketing programs.

Continue to run your in-store business as normal, and let the GYG Back Office application do the work for your digital store. There is NO need for additional payroll because the GYG Back Office coordinates with the duties your scanning coordinators are currently performing in your POS system database.

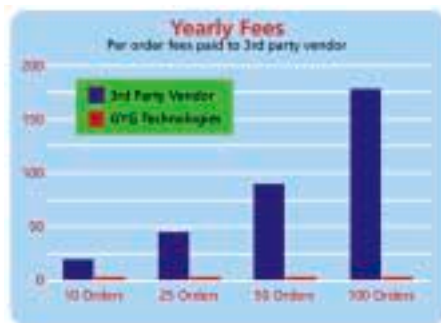
With GYG Back Office you have full control of your eBusiness!

No Per Order Fees!

Your online business is YOUR business!

The GYG Back Office application was designed by grocers and built around the low margin industry operation standards.

The software application is installed on a computer in your store. It efficiently communicates all POS data to your eBusiness web site. Your online business, whether you have one order per day or 100 orders per day, continues to cost you \$0 in transaction fees.



Point of Sales Integration

Your in-store inventory is your online inventory!

No need for dual database maintenance or third party vendor interaction, the GYG Back Office hooks into your current POS system for automated transfers!

As you perform your day-to-day POS item maintenance activities, the results are directly reflected on your eBusiness web site. Because your online database is controlled by your POS data, your day-to-day inventory maintenance needs are carried out by your scanning coordinator's current routines and therefore no additional labor is needed.

Online Pricing

By communicating your POS pricing to the web, your web customers can shop online and pay the same prices as they would pay if they shopped your brick and mortar store.

Pricing can be communicated in real-time (immediately upon changing a price from your POS system) or on scheduled routines

throughout the day, as well as on demand by clicking a button.

The GYG Back Office can easily communicate

- all regular prices,
- weekly ad prices,
- TPR prices,
- loyalty marketing card holder prices,
- customer specific pricing,
- as well as reflect paper and electronic coupons.

Interacts With Current Loyalty Marketing Card Programs

Replicate your in-store Loyalty Marketing programs to your web site, allowing full participation for those customers who shop both in-store and online. Also, you can continue marketing one program to both in-store and online identities.

The GYG Back Office will communicate

- regular pricing,
- electronic coupons,
- card member pricing and even
- customer specific pricing data

More than just software!

GYG Technologies offers an entire array of services.

Even though our GYG Back Office product was designed to parallel our underlying business philosophy, allowing you full control of your online setup, operation and maintenance, we also realize there may be areas in which you need assistance. Therefore, we offer support in a number of different areas.

On-Site Data Manipulation

Because your online inventory directly reflects of your Point of Sale data, we offer on-site data manipulation services which range from scanning your data into aisles, manipulating a long description of your items or categorizing your physical inventory into your customized categories (or a pre-set category layout provided by GYG Technologies). In addition, since your Point of Sale system database may have 4, 6 or even 10 times the item data than what physically resides in your store, we will also scan your shelves, flagging only your 'currently in-stock' items as web enabled, leaving all non-scanned items off your web site.

eBusiness Setup

Though we provide a technological solution to slide into your store and communicate directly with your Point of Sale system sending all necessary data to your eBusiness web site, we understand there is a need for setup guidance. GYG Technologies can help you launch your eBusiness operations. We can be on-site and perform the entire launch operations from ground zero all the way to grand opening.

Online Business Analysis

GYG Technologies has millions of dollars in transaction data history and can provide a valuable analysis of your online business.

GYG Back Office Application Features

POS Integration

No dual database manipulation needed, as the GYG Back Office communicates with your Point of Sale, sending all items and pricing to your eBusiness web site – automatically.

Automated eBusiness Marketing

The GYG Back Office has an array of different automatic marketing functions that allows you to address the new customer, the lost customer, special requests as well as offer platform spending level incentives and rewards.

Category Management

The GYG Back Office is deployed with a full Category Management module, or can communicate with your POS Category Management system. Either way, online categories, descriptions and item placement is controlled in your store, by your scanning coordinator.

Account Maintenance

The GYG Back Office has a full scale Account Management system which stores your online user's name, address, email, login identification, credit card information and much more.

Variable Weight Items

Controlled by the GYG Back Office, you can assign multiple avails for an item. Make it convenient for your customers to choose a steak or a bunch of bananas by offering a variety of different weight options for each item.

Sales Analysis and Reporting

Not all POS systems are alike, and for those that have difficulty reporting drill down customer purchasing and sales reports, the GYG Back Office sales and customer analysis reports will take over.

Loyalty Marketing

The GYG Back Office can be customized to reflect as much or as little Loyalty Marketing programs to your web site.

- Electronic Coupons
- Card Member Pricing
- Customer Specific Pricing
- And Accumulated Purchase Program Totals

Online and Customer Specific Pricing

GYG Technologies was the first to implement Customer Specific Pricing into its web site functionality. With GYG Back Office you have the ability to identify whom is spending what, how often they are spending it and then classify them, offering better customers, better prices.

Special Requests

The GYG Back Office automatically communicates to customers with a personalized email, notifying them that an item, which they specially requested, is now in stock and is available for purchase, giving them a direct link to that item.

Cross Merchandising

Merchandising your online inventory has never been easier. Space is limited in the brick & mortar store, and department managers tend to be quite territorial. But with the digital world, it's nothing more than a couple of clicks.

Item Limits

Though statistics indicate your traditional online shopper is not your in-store cherry picker, the GYG Back Office does offer the capability to limit specific items for specific periods of times.

Nutrition Facts

The GYG Back Office offers an entire nutrition facts display application, allowing you to customize your items nutrition information and display it in a manner that fits your storefront's personality.

Full Case Category

Sell caseload quantities at discount prices offering delivery or pickup according to your wholesaler's ordering & truck schedule.

Electronic & Paper Coupons

The GYG Back Office can pass through electronic discounts to cardholders and calculate post-paper coupon pricing with the click of a few buttons.

eBusiness Web site Features

Shopping Cart

Personalize your eBusiness web site with your own storefront & color scheme. Your customers will shop your site using state of the art web technology and security, offering unprecedented shopping experiences.

Special Diets

Have your site reflect a Special Diets category, automatically placing low fat, low sodium and more items in special diets categories making it easier to shop for those special needs customers.

New Items Category

You won't lose your end displays, shippers or check-stand display merchandising powers with the New Items category, placing all new items on your web site in a special section designed for easy browsing.

Product Images

Take your own photos, purchase product image from someone else, or link up to GYG Technologies' massive product image gallery.

ScanAtHome

Allow consumers to scan barcodes with a wireless hand held barcode scanner, while standing in their kitchen and send them directly to their shopping cart on your eBusiness web site. The ScanAtHome functionality increases already impressive online basket sizes and all but guarantees returning customers.

Part of the analysis process will emphasize on current marketing strategies as well as future marketing modifications.

Online Marketing

eBusiness marketing is much different than in-store print media, which you probably have a successful grasp on by now. GYG Technologies knows how to market your online business, attracting new customers and retaining your existing shoppers!

Loyalty Marketing

GYG Technologies offers assistance with in-depth in-store and online Loyalty Marketing operations.

Product Imaging Services

GYG Technologies can assist you in populating your eBusiness web site with your product's images. If we do not have an image paralleling a particular item, we can take the photo on-site, and display it on your web site.

Web Design & Hosting

GYG Technologies offers unprecedented web design services. If you do not have a web site, we can build a site to your specifications, incorporating your in-store business' personality – the one your customer's know best!

If you already have a web site and are simply looking for an eBusiness turnkey solution, GYG Technologies will integrate the shopping functionality into your existing web site. Feel free to continue hosting with your current hosting company, or we can move your site to our hosting center and avoid having to pay two separate hosting fees.

GYG Technologies

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Summary Of The Key Features Of GYG Back Office

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- **Grocery industry eBusiness software** built for the independent and chain store environment.
- **No per order fee** as with other 3rd party eGrocery service providers.
- **Turnkey eBusiness solution!** You can have your digital store ready **IN WEEKS!**
- **Software is installed within your brick and mortar grocery store**, communicating directly with your current Point of Sale system!
- Have online data displayed according to your **specific category management layouts** – or use GYG Technologies' preset categories.
- Have your **online orders sorted according to your aisle** or shopping patterns for quick and convenient shopping.
- **Orders are emailed or faxed** to you immediately, with an optional pager notification signaling a new order has been submitted.
- **Pass-Through-POS-Pricing -OR- Special Web Pricing -OR- Account specific Pricing** depending on customer purchase history.
- **Ties to your current Loyalty marketing** program!
- Performs additional **automated eLoyalty marketing** functionalities.

Increase customer retention and simplify online shopping with the **ScanAtHome** home barcode scanning system.

Scan
At Home
by **GYG Technologies**

With a small hand held barcode scanner that hangs conveniently on a refrigerator, your customers can scan the barcodes of their depleted items and send them directly to their shopping cart on your eBusiness web site.



Through such convenience, your customers are sure to return again! And most importantly, ScanAtHome shoppers average larger order sizes.

*Visit **ScanAtHome.net** for further details, or contact **GYG Technologies** for a complete explanation of the **ScanAtHome** benefits!*