

## The smart alternative to upgrading your P.O.S.

Legacy P.O.S systems are stifling retail innovation. But the cost of replacing or upgrading and training staff on a new system is impractical and prohibitive for many retailers.

The PiCoRetailCloud is a smart, simple and risk free solution that unlocks your investment in P.O.S so you can deliver a customised in-store experience for shoppers, as well as monitor and manage real-time sales performance, stock levels and logistics.

Modernise your retail environment, provide superior shopper experiences, make business decisions faster and with minimal expense.

*“We view PiCo’s solution as a simple, low risk opportunity for bricks and mortar retailers to better utilise the agility of the cloud...”*  
- Retail Industry Lead, Microsoft



PiCoHub



**Works with any P.O.S** – PiCoHub connects with any P.O.S hardware or software that supports a barcode scanner. No need to upgrade your hardware, install new software or change current cashier practices.



**Simple, risk free, easy installation** – No need for detailed business cases, system upgrades or big budget approvals. PiCoHub is ready to go within minutes.



**Create the ‘store of the future’ today** – Use PiCoHub as a gateway to connect legacy P.O.S systems to new retail technology with a minimum of fuss, complexity or cost.



PiCoConnect



**Track live store sales** – PiCoConnect delivers real-time visibility into shopper data and trends across all stores and on any device.



**Make informed decisions** – Live insights give retailers the ability to make smarter business decisions on product choices, promotions, merchandising, store layout, and inventory management.



**Control your P.O.S remotely and in real-time** – Access your stores’ data from any web browser and centrally manage pricing and promotions for any store.



PiCoCampaign



**Campaign tools** to surprise and delight customers across any digital channel including coupons and loyalty cards in smartphone wallet Apps.



**Personalized offers** – Deliver rewards and tailored offers at the checkout, to digital signage or to your customers’ mobile phones.



**Connect to your own tools** – APIs to send PiCo data to your platform so you can centralise your CRM activity.



PiCoHub

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PiCoConnect

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PiCoCampaign

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PiCoRetailCloud

Visit [www.picolabs.co](http://www.picolabs.co) to learn more and find your nearest PiCo Partner.