NedFox
UK Ltd

RETAILVISTA

Providing EPoS and ERP to garden centres since 1994

Why should I choose RetailVista?

- **Independent and multi store specialists for over 30 years**

- ***NEW*** **Exciting RFM Customer Marketing model!**

- **400 Garden Centres trust NedFox**

- **Cutting edge Mobile technology**

- **Integrated Webshops!**

EPoS & ERP by NedFox

Welcome to NedFox Ltd developers of RetailVistaTM

We think differently about Retail I.C.T. and marketing in the garden industry. With our proven Electronic Point of Sale (EPoS) solution working now for over 400 garden centres and thousands of tills, we are ready to help your business grow!

Why should I choose RetailVista™ to assist me in running my business?

RetailVista is the number one EPoS solution in Europe and is developed, maintained and sold by NedFox.

RetailVista was created to help retailers manage their businesses more efficiently

with garden centres being the frontrunners in adopting the new technology. NedFox was formed in 1994 when retailers Ernst van der Linde (software developer) and Martin Tank Sr (retailer), recognised that the businesses around them were in need of software solutions to help them better manage their stores.

Soon, new prospects began to see how good RetailVista was for their businesses. Further investment and improvements to the software followed for the next several years as NedFox gradually became (and still are) the authority on garden centre EPoS in Europe. In the early 2000s, NedFox recognised that "cloud technology" was the future of data protection, security, and accessibility.

Innovative Developments

By 2007, the current and continuing version of RetailVista was born when NedFox were one of the first EPoS providers in the world to move the software to a cloud-based solution.

In the Cloud

One of the advantages of RetailVista is the accessibility of your backoffice and data from anywhere in the world. Plus, being a cloud based software means less I.C.T. equipment on site at your garden centre. It avoids your business requiring a expensive server PC being sat in the corner somewhere, and in general, it means far less problems of all sorts and our cloud keeps the complexity of your sites computer network to what is needed and necessary.

Being "in the cloud" gives us one of our biggest competitive edges in that you can access your backoffice from anywhere in the world via an internet browser with your own secure login details, as well as via the mobile APP (see page 10).

Always investing in development

Since RetailVista launched, we have continued to invest in the further development of our software; always adding new features, modules and functionality. All development is produced in house by our own experienced team of developers and nothing is outsourced.

RetailVista is in operation at more garden centres in Europe and the UK than any other garden centre EPoS supplier.

Bring your business to the next level - EPoS that is easy, powerful and smart

With RetailVista comes super-efficient tills to speed up your retail sales, integrated chip and pin, customer account sales, webshop reservations and customer accounts and invoicing. We also offer a powerful loyalty solution with customer marketing tools to reward your customers for their continued custom. RetailVista is the best software tool to assist you with your retail sales.

An open platform with more than 35 Integrations

EPoS with the power of:

- Loyalty schemes

- Promotions

- Customer Facing Display

- Giftcards

- Integrated Chip & Pin

- Hospitality

- Cash Reconciliation

- Customer Footfall Counter

- Queue Busting

- Transport declaration

- Customer Scanner (in-store)

- Safe Integration

- ESL (Electronic Shelf Edge Label)

- RFM – (See page 7)

- Accounts Integrations

- Trade/Staff/Family Discounts

- Labelling
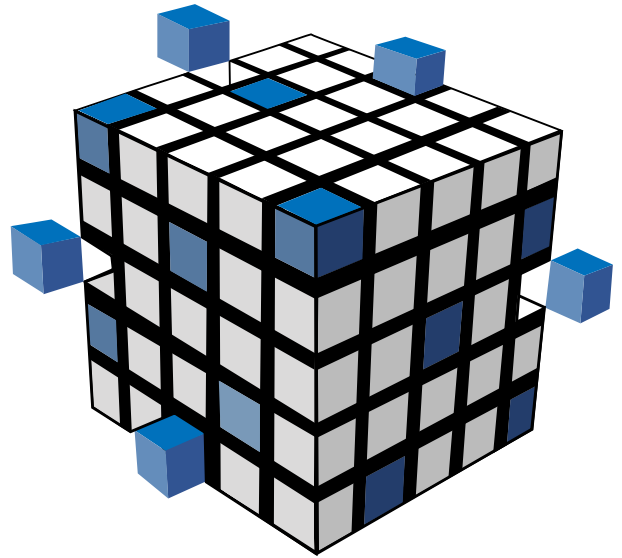
Point of Sale (EPoS)

All of your sales data can be accessed from anywhere in the world by logging into your backoffice via a web browser. All information from the tills is sent to the backoffice in real-time enabling you to make informed decisions based on true up-to-the-second data.

"Your staff can be trained on our tills in minutes and operator security can be used to enable or limit functions." - NedFox

Tills with zero downtime!

We use a hybrid combination of both cloud based and locally installed tills. Practically this means; no downtime, ever. When there's an internet connection, the tills process all transactions in real-time. If there happens to be a disruption in the internet connection, RetailVista will store the data locally on the till computers memory.

As soon as the internet connection is back-up, the transactions will be sent and processed automatically. Your customers and staff would not even notice there was a problem.

Till Hardware

We provide great looking retail till PC units designed to fit into your retail environment. All our till PC's come with; All-in-one PC and touchscreen, customer facing display, receipt printer, cash drawer, scanner, and integrated chip & pin. All our till computers come with a 5 year next business day warranty to quickly resolve any rare issues should they occur.

Already have your own hardware? No problem, we can survey it and make sure it meets our system requirements!

Marketing Services

Reaching out and marketing to your customers is a sure fire way of ensuring your customer base return to your business. Good marketing can increase average spends, improve business brand awareness and perceptions while always increasing customer numbers and retention.

For a busy garden centre, it can be hard to find the resources to regularly put effort into marketing, customer emails and social media posts. But you really would not want to miss out on the benefits this marketing is proven to bring.

NEW in 2023
Recency, Frequency, Monetary; (RFM) Customer Marketing

In 2023 we launched our new module; RFM Marketing. With RFM Marketing, you are able to score your customers based on recency of visits, frequency of visits, and monetary amounts spent on those visits. We take these scores and use them to segment your customers in up to 8 categories of extremely loyal customers to least loyal. From there it is up to you! You can market to the individual segments, or all segments and you can offer different segments different promotions and discounts. For example you can pull a report with email address of the least loyal customers. From here you can make an email using mailchimp (or another email marketing tool) and send it to just the segment intended. These customers can be given a discount against plants or whatever you like, and when they come in after being enticed back from the email, our tills will recognise the visit and re-score the customer accordingly.

With our active and dynamic customer segmentation, customers scores are calculated nightly, so customers who have come back after a successful marketing campaign, will have their RFM score increased, therefore increasing their position in the customer segmentation.

This means the marketing you perform is trackable and instantly gives you the power to massage customers and their visits and spends upwards.

A game changer for garden centres who recognise the benefits of customer marketing.

Have you been considering the benefits of an integrated webshop for your business? We can help!

EPoS Integrations:

- Webshop Integrations

- Direct Marketing based on customer activity/spends

- Daily News

- Plant Tips

- Newsletters

- Loyalty Integration

- Giftcard Integration

- Amazon Integration

Speak to us about how we can help the online side of the business be more successful and fully integrated with your RetailVista for webshop orders, product information (stock, price, offers, etc), customer loyalty, and more.

POWER OF RETAILVISTA

Why is RetailVista the most popular EPoS for both single site and multi-site/group garden centres in Europe?

RetailVista is operated by ambitious single store garden centres and nurseries, as well as larger chains and groups.

Our largest group is GRS in the Netherlands and Belgium with over 200 garden centres sharing a large database of over 1.5 million products. Benchmarking information is shared between the businesses allowing them to see what is working and not working for their partner garden centres in the group.

GRS's central information can be accessed by the group managers, directors, and owners from a centralised dashboard which offers a great view of the group as a whole, as well as being able to view information on individual stores just as easily.

A huge benefit for groups or chains that may be considering EPoS is that Retail-Vista can share information and resource across the whole group such as products, promotions, loyalty and discount agreements.

Many of the centres in the GRS group also use a shared loyalty scheme where customers can spend and accrue points at any of the participating stores.

Having worked with garden centres for nearly 30 years, the RetailVista software and staff are extremely knowledgable of the garden industry. Having assisted owners, growers and till staff at over 400 installations, we have the knowledge and experience to help you get off to a perfect start with a new RetailVista installation at your business.

Where else can we be found?

Alongside the core industry of garden centres, RetailVista is also working in hundreds of other businesses which are not horticultural such as; thrift stores, photography shops, fishing & tackle stores, outdoor stores, furniture stores, cafes and restaurants, casinos, pharmacy's, pet shops and more. We also provide RetailVista for the European branches of popular cosmetics brand Lush.

RetailVista Mobile APP – Putting your business in the palm of your hands

NedFox were the first EPoS provider to adopt APP technology, bringing our excellent EPoS software to your own phones and tablets; RetailVista Mobile.

With APPs becoming normalised in the last decade as smart phone and tablet technology came to fruition, we developed an APP to help you run your business more easily from the shop floor; avoiding you or your staff being stuck for long amounts of time behind a computer in an office somewhere.

From the APP you are able to perform many backoffice tasks from the palm of your hand;

- Editing Products

- View Turnover Statistics

- Multi-functional Product

- Sale orders

- Stock Counting and Checks

- Goods In

- Purchase Orders

- Departmental Reports

- Warehouse Management

- And more of course!

EPoS Innovators in Mobile Tech

RetailVista is known for being an innovative EPoS solution. Functionality is regularly added to our software to allow you to keep up with the changing face of retail.

Imagine, you are stood at your shelf of Hoselock goods and you notice a shelfedge label is incorrect or damaged, and there is another product next to it which is priced incorrectly. These goods need fixing. With the RetailVista Mobile app you can quickly pull out your phone or ruggedised handheld terminal, scan the product and perform the required change whether that be on the price, stock or just to print a new label.

RetailVista Mobile is time saving

Or perhaps you are visiting a rep at a trade show. The rep seems to think their product is out selling all other similar products. But you have your phone or handheld terminal on you with the RetailVista Mobile APP installed. And you can quickly show the rep how right or wrong he is with regards to your sales.

RetailVista Mobile is time saving EPoS software that is there when you need it. Working with NedFox' RetailVista EPoS solution really does help you push your business into the 21st century.

RETAILVISTA

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