



Item Level Inventory

FireStream Ascend Retail Module

Maximize C-Store Profitability with FireStream's Ascend Retail Scanning Technology.

Taking your business to the next level involves not only what you do but also how you do it. Frequently, that means taking a closer look at the tools that can help you achieve your business goals.

FireStream's Ascend Retail automation software helps successful petroleum marketers maximize profitability through scanning.

Implementing scanning is a major undertaking, but without it, business owners lack control over what they buy and what they sell.

Scanning technology actually involves four levels, and because it is such a huge undertaking, FireStream recommends a gradual path to incorporate all four levels.

Building A Pricebook

Before you can begin scanning, you must start by building a PriceBook. FireStream will assist you in this process, from meeting with vendors to setting up the software. Ascend's Centralized PriceBook, built on a SQL Server database, offers unlimited price zones, mass price changes, unlimited future price changes, and

The screenshot displays the 'Price Book Manager' application. At the top, there are filters for Vendor (ALL), Department (ALL), and Product Code (ALL). Below these are filters for Price Level (1 Default Zone), PackGroup (ALL), and Store Number (Sto2). A 'Show Only' section includes radio buttons for Cost, Retail, Promo Retail, and Promo Cost, along with a date field set to 03/29/2007. A table lists various items with columns for Item Number, Item Name, PkSize, Vendor Number, Enter Retail, Retail, Multi Retail, Case Retail, Retail EffectDate, 2Enter Retail, and 2Retail. The item '63422 Coke Van 2/12 2001' is selected. Below the table is a 'Product Information' section with tabs for Vendor Details, Price Level / Zones, Group Price Changes / Copy Values, Assign Price Book, and Profit Center Price Book Download. The 'Item Detail' tab is active, showing fields for Item Number (63422), Item Name (Coke Van 12pk Fp), Pack Size (2/12), Vendor (Coca Cola - Sacramento), Merch Product Code (12 Pack Soda), and PackGroup. It also includes sections for Descriptions, UPC / SKU (with Single and Multi fields), Properties (with checkboxes for Price Overrides, Food Stamp, Deli Item, Receivable Item, and Sellable Item), and Linked Item (with N-fer's and Shipper fields).



nested promotions in one window.

Scanning Out

The second and most popular level is scanning out at the point of sale. Scanning out provides immediate benefits for your business by increasing accuracy in pricing and ensuring that items sold are assigned to the correct department. It provides item level information on sales, automatically calculates gross margin, and helps reduce shrinkage. It also simplifies cashier training and improves customer service. Simply adding this level of technology makes your company look more progressive, and any customer who comes into your store will notice and benefit from that.

Scanning In

The third level is scanning in or receiving in, which provides the greatest return on investment by giving you greater control over pricing. FireStream uses a Symbol handheld scanner for receiving, which means that syncing barcodes and prices to your PC is as simple as hitting a button.

Ascend's Direct Store Delivery feature

enables you to monitor all costs and immediately identify discrepancies in item, quantity or price, ensuring that you pay vendors for only authorized items at pre-approved pricing. Before a store can receive new items, vendors must first meet with the PriceBook Manager at the corporate office to set up UPC codes and pricing, which can also save you money.

Perpetual Item Level Inventory

The fourth level is keeping a full or perpetual item level inventory, which tracks individual items as they are scanned in and out of the store. Ascend's Product Item Movement reporting tool identifies which store items are moving quickly to ensure you've got them in stock, and which items are slow to turn.

Implementing scanning takes a lot of planning, but the overall savings can be tremendous. When you are receiving in, scanning out and tracking items at the unit level, then you have the control you need to take your business to the next level. To learn more, please contact FireStream at 877.206.9400.