



# Retail

## FireStream Ascend Retail Module

**Ascend Retail gives you tools to make better management decisions and help your business grow.**

FireStream's Ascend Retail solution helps petroleum marketers fine tune C-Store operations for maximum efficiency and base business decisions on instant, accurate accounting information.

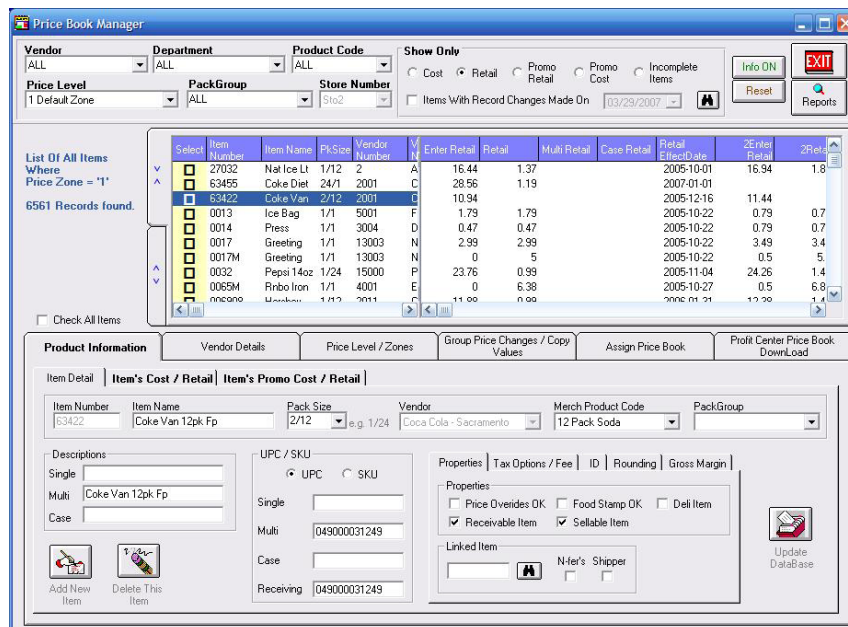
Ascend Retail is not only highly functional but also very stable, and is in use at nearly 5,000 convenience stores across the United States.

Ascend Retail gives you the tools you need to make better management decisions and help your business grow. With Ascend you can:

- Improve shift closing process integrity.
- Automate lottery reconciliation.
- Reduce internal theft.
- Increase employee accountability.

- Identify problems and react quickly with management by exception tools.
- Streamline reporting with automated distribution.
- Simplify scheduling with advanced labor management functionality.
- Access store information remotely.
- Ensure that you are only paying your vendors based on pre-approved pricing.
- Know which store items are moving quickly to ensure you've got them in stock, and stop ordering items that are slow to turn.
- Receive invoices and pricing changes from suppliers electronically.

For more information, call us at (314) 434-4601 or access our Web site at [www.firestreamww.com](http://www.firestreamww.com).



Windows-Based, Data Accessibility. All application and report development is Windows-based with open/ODBC data access.

### POS Interfaces:

AutoGas, AutoGas Regal, Gilbarco Gsite, Gilbarco Passport, RSG Latitude, Suntronics 2000, Verifone Ruby, Verifone Sapphire, Wayne Nucleus OS2, Wayne Nucleus NT, Wayne Plus3, Advanced "Soft Interface" mapping tool.



## Ascend Retail Features

<b>Daily Store Reporting</b>	Accurate, flexible and easy to use, the Ascend Daily Store Reporting System is the preferred choice among store automation systems for its simplicity of use. Offers easy daily report balancing between register, report and bank deposit.
<b>Home Office Centralized PriceBook</b>	Ascend's centralized PriceBook, built on a SQL Server database, offers unlimited price zones, mass price changes, unlimited future price changes, and nested promotions in one setup window!
<b>Direct Store Delivery</b>	Receiving invoices at the item level ensures that only authorized items from authorized vendors are accepted at authorized costs.
<b>Scanning</b>	Automate your stores with Ascend scanning technology. Automatically update prices and markup/markdown inventory based on item level sales data. A handheld scanner simplifies receiving and inventory audits and automates printing shelf tags. The final level of scanning is producing a true perpetual item level inventory, which enables you to minimize inventory and maximize margins.
<b>Product Item Movement</b>	Ascend reporting tools quickly identify which store items are hot, and which are not.
<b>WorkForce Management</b>	Ascend's WorkForce Management system offers advanced labor management functionality with PC time clock, drag-n-drop scheduling, and real time payroll reporting. It helps managers keep track of shift distributions, authorized and borrowed labor employees, and provides automatic distribution of payroll hours.
<b>Internal Messaging Service</b>	Ascend provides internal email capabilities between the home office, store locations and remote supervisors. In addition to e-mail, the messaging service also provides transaction reporting, or T-Mail, used to design and distribute customized electronic forms for time critical information such as competitive fuel surveys, accident reports, supplies, etc. T-Mail then automatically compiles completed employee responses and distributes reports.
<b>Online Reporting</b>	HTML based reports can be posted on company intranet or protected Internet to support communications and reports for remote supervisors.
<b>Lottery Inventory Control</b>	Ascend offers complete scratch lottery inventory control at the ticket level with detailed reporting as well as lottery game/book receiving integration.
<b>Money Order Processing</b>	Keep track of money orders with detailed reporting and reconciliation to register sales.
<b>Operations Management Information System</b>	Operations reporting tools watch over 10 critical areas of store operations and provide a quick snapshot of the business so supervisors, managers, and executives can spot trends and problems in real time and react quickly.
<b>Comm Server</b>	Comm Server is a seamless communications tool that links your home office accounting system to your retail stores. Using advanced technology, Comm Server delivers the appropriate information for executives, financial managers, store supervisors and managers with greater speed and accuracy, permitting them to make informed decisions in a timely manner.