



Paladin Manages All Aspects Of Your Business

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WHAT YOU'LL LEARN

- How 2020 changed the retail industry.
- What strategies retailers are using to weather the pandemic.
- What is an omnichannel approach to retail.
- Reasons to use an omnichannel approach.
- How omnichannel retail and Paladin give you complete control of your business.

2020 Changed Retail Strategies



- The pandemic changed the way people shop.
- Online sales exploded – some estimates up to 40%
- Essential industries – grocery, pharmacy, home improvement – experienced record sales.
- Many stores without online sales channels closed.
- Economic shutdowns, store occupancy restrictions, and shopper reluctance to visit stores forced retailers to get creative.
- Retail technology became essential to do business.

2020 Changed Retail Strategies

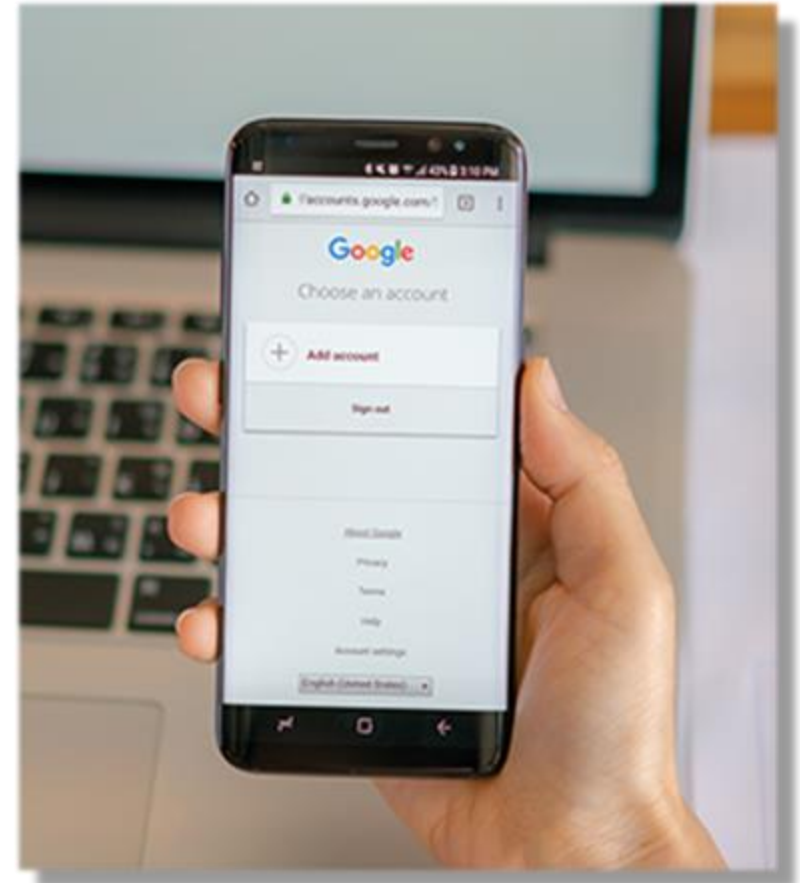
To keep businesses going, retailers adopted a variety of digital strategies:

- Omnichannel strategies integrated online and in-store sales through retail management systems.
- Buy online, pick up in store (BOPIS), curbside pickup, and local delivery options buoyed brick-and-mortar stores with e-commerce capabilities.
- In-store technology such as touchless payment and mobile checkout reduced check stand lines coaxing in shoppers.



Omnichannel Links Online, In-Store

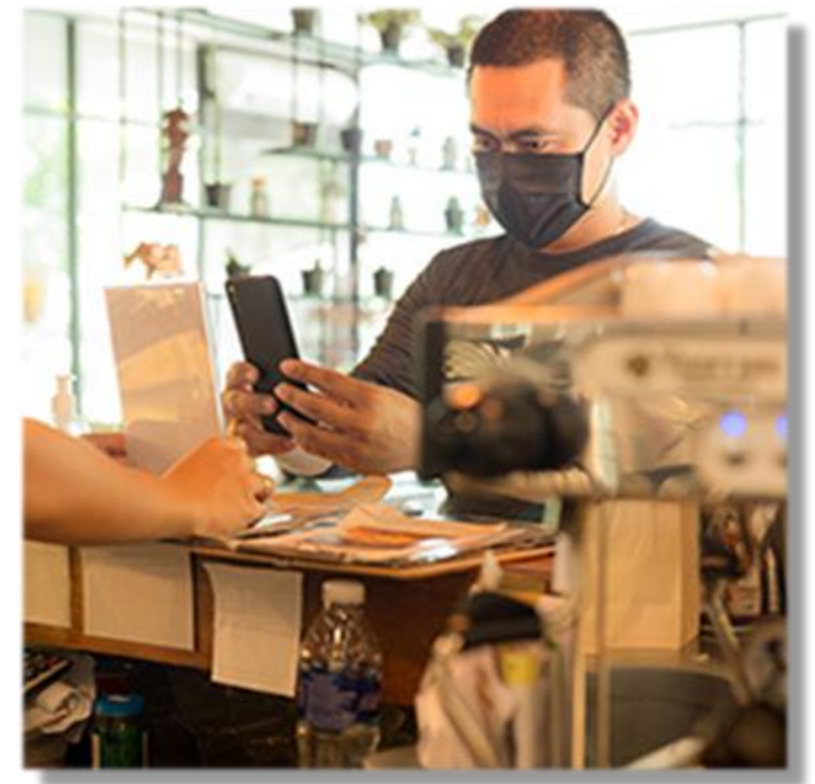
- Omnichannel retail strategies began as an all-encompassing marketing and sales across all channels – online, social media, print, in-store signage and fliers.
- Cohesive branding, messages and advertising helps stores become easily recognizable to customers.
- In the post-pandemic industry, getting products in front of online shoppers is essential.



Omnichannel Effectiveness

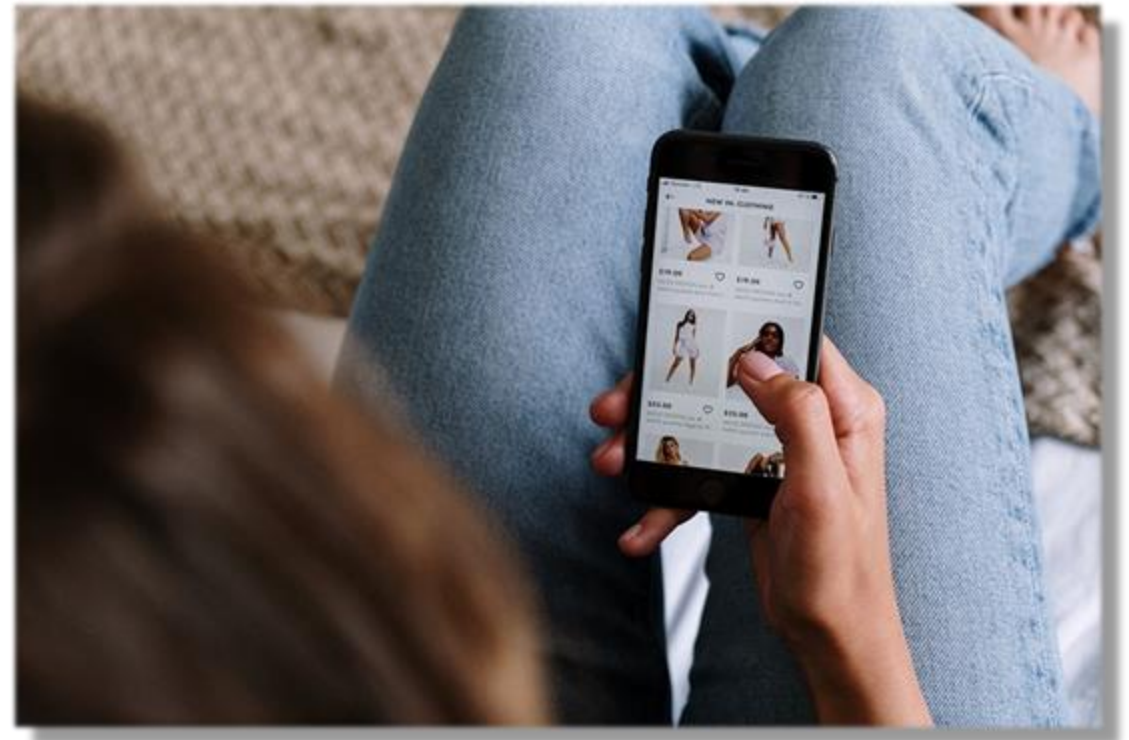
All generations are now using technology to shop. A new study of 46,000 consumers shows:

- 73% use “multiple channels” – internet, mobile apps, in-store kiosks, or browsing – when shopping.
- Omnichannel consumers spend an average of 4% more when shopping in a store and 10% more when shopping online.
- Those shoppers make 23% more repeat visits to those stores.

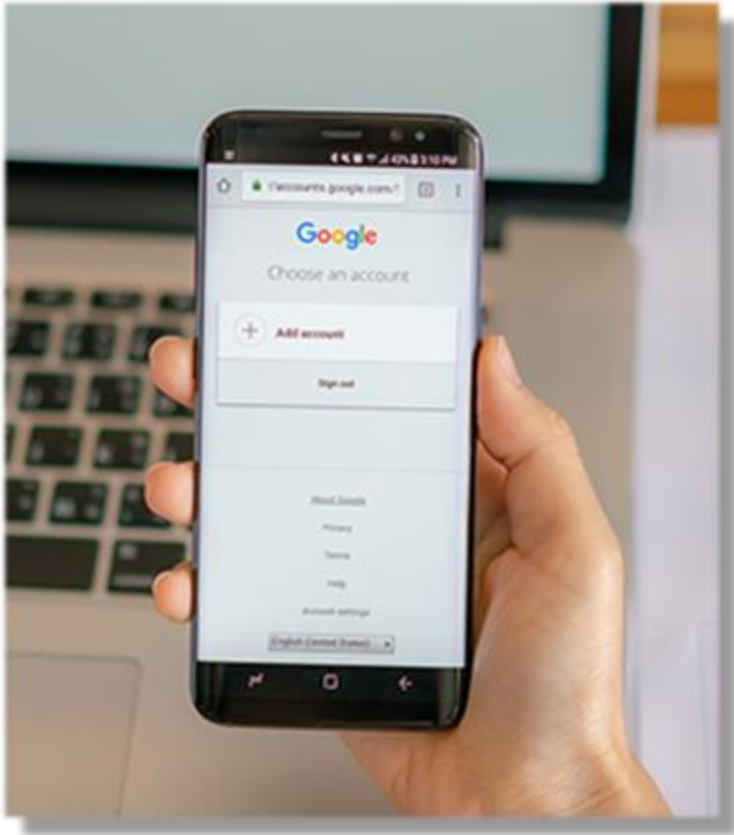


More Omnichannel Effectiveness

- 40% of shoppers use Buy Online, Pick up In Store (BOPIS)
- Around two-thirds are using e-commerce apps mostly to receive offers and deals
- This year, smart phones are expected to account for 53% of all e-commerce sales.
- Mobile apps are primarily used to: check prices (71%); make purchases (62%); reserve items for pickup (34%); and navigate a store (22%)



Advantages to Marketing Across All Channels



Cohesiveness is the most obvious advantage of an omnichannel retail strategy.

- Brick-and-mortar stores can sell through their own checkout counters, websites, Facebook, Google and Amazon.
- Stores can develop and manage consistent messaging through multiple channels - emails, social media, newsletters, blog posts, and print or digital coupons.

Control All Aspects of Your Business



Today, omnichannel means total retail management. It's having a single platform for an entire business through which you manage:

- Ordering and receiving
- Inventory control
- Remote checkout
- Delivery management
- Customer outreach
- Back-office and accounting

How Paladin can Help You Manage All Aspects of Your Business

Ordering, Inventory, Sales Data



The point of sale is the heart of every retail management system.
Market Driven Inventory Management is the heart of Paladin.

- Suggested Order determines what products to order.
- Order Analyst searches your suppliers for the lowest product prices.
- EDI automates inventory and ordering.
- Paladin Point of Sale records sales transactions, speeds and enhances customer service.

Mobile2 Apps Improve Customer Service

Our Mobile2 applications let you take Paladin with you.

- Mobile2Checkout™ allows remote customer checkout.
- Mobile2Deliver™ enhances delivery services. Reschedule, attach photos, instructions, and more.
- Mobile2Sig™ lets you capture customer signatures wherever they are.
- Mobile2Show™ lets the customer follow the transaction.

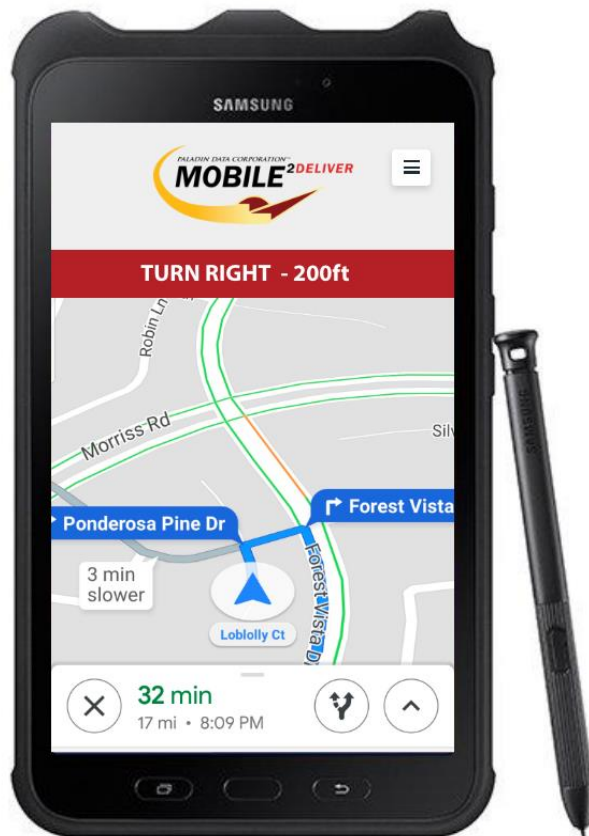


Mobile2Checkout



- Works on newer Android devices.
- Sell anytime, anywhere.
- Accept multiple tender types, including cash, check, debit/credit cards, gift cards, and charge on account.
- Store orders as a quote, and then do in-store checkout.
- Recall stored quotes and checkout on your mobile device.
- Respects pricing plans and trade discounts.
- Process returns.

Mobile2Deliver



- Web-browser application for mobile devices.
- View scheduled deliveries.
- Accept electronic signatures which completes the invoice in Paladin.
- Make edits (notes and quantity adjustments) to an existing delivery.
- Take photos of deliveries.
- Syncs with Delivery Scheduler within Paladin.
 - Delivery Scheduler lets you manage deliveries and view real-time status updates.

Customer Outreach – Sales, Marketing, Rewards



Reach more customers with a dynamic online presence and integrated sales and marketing.

- Paladin manages customer relations through rewards programs.
- Specialty integrations allow you to manage websites and online sales, place products on local internet searches, enhance customer service with dynamic digital in-store signage.

E-commerce Integrations



- We integrate with Volusion e-commerce to provide your customers an online shopping experience.
- Choose the items to sell online and the integration keeps SOH up-to-date and tracks online sales in Paladin

Sign up at: volusion.com/partner/paladin-data-corporation

E-commerce Integrations

- We're integrated with EZ-AD to provide an online shopping experience for your customers.
- Paladin inventory uploads to EZ-AD.
- Select which items are online by specifying item locations or departments.
- Sales are manually updated in Paladin when items are sold.



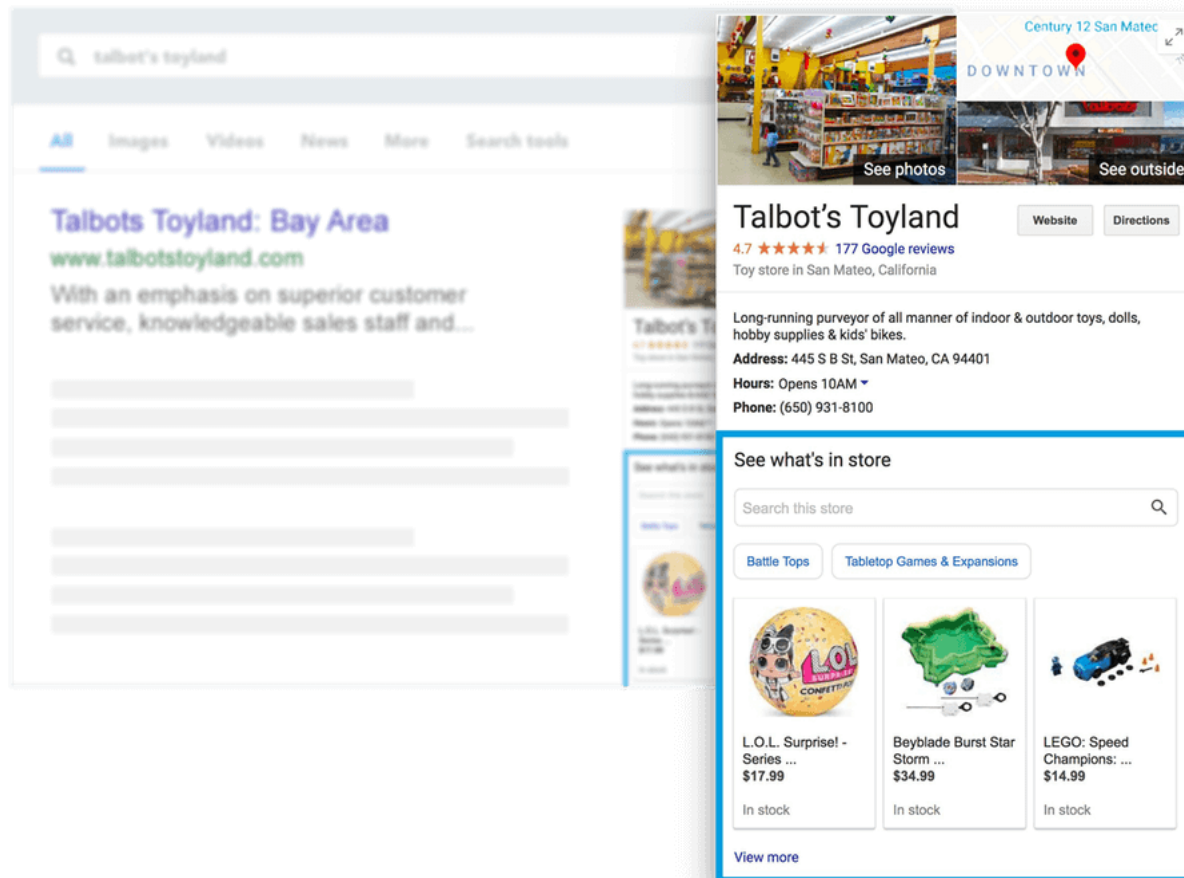
In-Store Digital Signage & Mobile App



- Easy-to-use suite of marketing technologies.
- In-store digital signage, video, print signs, real-time inventory, pricing and competitive price comparison—all from a single app.
- Sync your POS data & display products in your store.
- Collect customer information through a Spin-To-Win game. Customers love to win!

Sign up at: www.ezadtv.com/paladin

Level the Digital Playing Field with Big-Box Stores



- Pointy puts your products in front of more local shoppers improving your online presence and sales performance.
- Feature your products and pricing within Google searches.
- Position your store and your products at the top of search results.

Sign up at: pointy.com/paladin

Back-Office Management

2020 showed us it's not always possible to keep brick-and-mortar stores open.

Modern retail technology keeps business running:

- Streamline daily reporting and accounting.
- Build optimized work schedules using sales data.
- Remote monitoring and management allow owners to keep running the store without being there.



QuickBooks Online Integration



Key features:

- Automatically transfer the day's general ledger activity summary into your QuickBooks general ledger each night.
- Create an accounts payable invoice in QuickBooks minutes after you receive a purchase order in Paladin.

Note: Each feature is independent. You can choose to use either or both.

Sage 50cloud Accounting



sage 50cloud Accounting

“Small business accounting – done your way.”

- Manage the books from your office desktop.
- Work remotely from your laptop or unlock mobile functionality with Office 365 integration.
- Desktop installed for performance. Cloud connected for on-the-go productivity.”

For more details and to sign up for Sage 50cloud Accounting, visit their website:

www.sage.com/en-us/products/sage-50cloud

Paladin + Deputy = Workforce Management



- Paladin's integration with Deputy leverages your data to graph forecasted sales and build optimized employee schedules.
- Automatically uploads sales data nightly.

Sign up at: www.deputy.com/integrations/paladin

Work from Anywhere with Paladin Pilot



- Remotely access your business network from anywhere with an internet connection.
- Access using your web-browser on a laptop or desktop computer.
- Two-step authentication using your smartphone provides extra security.

Learn More

To learn more, see the following webinars in our [Help Portal](#)

- [Automate Ordering and Generate Best-Cost POs with Order Analyst](#)
- [Enhance Your Customer Shopping Experience with Ez-Ad](#)
- [Introducing Our Latest QuickBooks Integration](#)
- [Manage Your Most Important Resource - People](#)
- [Promote Your Merchandise Online with Pointy](#)
- [Sell More Products with Social Media](#)
- [Streamline Accounting with Sage](#)
- [Streamline Employee Management with Deputy](#)
- [Streamline Firearms Sales with FastBound](#)
- [Streamline Your Inventory Processes](#)
- [Suggested Order. Better than a magic 8 ball](#)
- [Transform Your Business with Mobile](#)

A recording of this webinar will be available at portal.paladinpos.com/webinars.

Q+A

Next Webinar:

Paladin Makes Lumber Easy

February 16 @ 9am PT

Register: portal.paladinpos.com/webinars



Check out our **Paladin 2020 Release Guide**
on the **Help Portal**.

Expand your Paladin Knowledge:

Stay relevant in retail:
paladinpointofsale.com/retailsience

Self help at:
portal.paladinpos.com

Webinars available at:
portal.paladinpos.com/webinars

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