

Worldsmart Retail + Lynx

Worldsmart Retail recently acquired Lynx Business Systems (Australia), a Point of Sale company based in Perth, meaning that in excess of 90% of independent retailers in Western Australia now use software developed by Worldsmart Retail.

The acquisition provides Worldsmart Retail a direct channel to the retail market throughout Western Australia, a model that has proven successful in all other states. This acquisition now means that Worldsmart Retail now has its own offices in each of the mainland states, making it the first truly national POS supplier to the independent grocery market.

The Western Australian arm of Worldsmart Retail and Worldsmart Future will be managed by Tony Bradshaw, former owner of Lynx Australia. All staff of Lynx Australia have also been retained by Worldsmart Retail.

Worldsmart Retail recognises Lynx's achievements, in particular excellence in customer service. Lynx customers are set to benefit from the best of what

Worldsmart Retail have to offer in relation to the Grocery Manager product and development, in addition to the current product offering with the Checkmate suite of products.

Worldsmart Retail CEO Melissa Davin said "For Lynx customers, it is 'business as usual' with respect to delivery of product, support and services. The only change for customers will be positive, with new products becoming available for Lynx customers".

"We are very pleased to join forces with a company which excels in customer service, and we look forward to building upon our joint market position, with particular emphasis on customer service and product development".

Melissa continued by saying "The retail market in Western Australia is currently experiencing rapid growth which is expected to continue. The purchase of Lynx gives us an exciting opportunity to build on our current market share in the retail industry.

www.worldsmartretail.com.au or
www.worldsmartfuture.com.au

Take control of your business



with a system that grows as you do.

Trust Worldsmart to deliver a powerful, intuitive POS that can grow with your business, offering additional features and enhancements that truly enhance your bottom line.

latest enhancements include:

- Enhanced Product Hierarchy settings that will allow you to create lead in specials by passing a percentage of the saving to the customer.
- Enhanced Debtor Statements within Customer Manager which amongst other things will allow you to add the store logo.
- 'Live' debtor balances at the POS.
- The ability to process an E-Pay host file from the Group Controller.
- Grocery Manager is now compatible with Microsoft Vista.
- An enhanced Cashier Manager to assist with cash balancing and end of day.
- Online lookup of Frequent Customer points at the POS.
- An interface to the Geovision T-DVR.
- Generation of Offer Talkers within Grocery Manager.



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