

# Retail ERP Platform Made Expressly for Wireless Retailers

*How CellSell® helps wireless retailers achieve true industry specific Retail ERP business process automation and real-time enterprise-wide visibility*

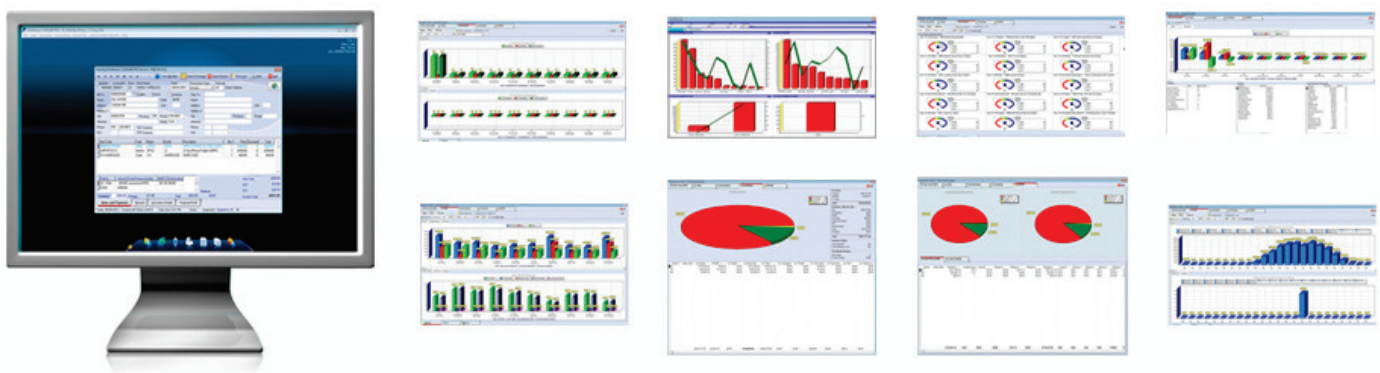
Starting out in business, often upon the recommendation of their accountants, wireless retailers use mass-market general purpose integrated accounting software programs. Initially this allows them to recognize the value of running one system instead of collections of standalone single-purpose software products in their businesses. However, they are quick to find out that these types of mass-market general purpose integrated accounting software programs are not very effective at managing the wide range of functionality specific to a wireless retailer's daily operations.

Consequently, wireless retailers end up moving away from running their businesses on just one integrated accounting package. Instead, they invest time and money implementing a second software package, one that is industry specific and standalone and run in parallel to fill the functionality gaps presented them by their initial mass-market general purpose integrated accounting software programs. Then, they are left to manage not one but two standalone systems that are not integrated or loosely integrated and still do not perfectly fit their needs.

Wireless retailers soon find out that they've created a whole new set of challenges for themselves having to manage these two separate systems. The problem is that industry specific standalone retail software packages are not at all effective at managing the back office financial accounting for wireless retailers. They lack strong financial controls, financial reporting and General Ledger audit trail. In these types of business environments when it comes to the financial information from the retail sales floor, wireless retailers end up having to double-key, or export

and import financial data, from one system to another and this requires resources and oversight, in order to validate this vital POS financial data. Keeping this information up-to-date is a challenge unto itself. Running the business in this way involves a lot of back and forth reconciliation between systems to try to arrive at accurate financial reporting. It's a costly and cumbersome exercise. The back-office staff is often dealing with dated and only 'summary' information that may need to be called into question. Accurate financials are the cornerstone of ev-

## Combine POS Transactions with Accounting and BI in Real-Time.



**No manually keying** of daily retail receipts into stand-alone accounting software.

**No need to export and import POS transactional data** from system to system.



ery business so eventually wireless retailers recognize that there is just too much risk associated with running their financials in this way. It is this crossroad that wireless retailers typically begin to understand it's time to look for a different and better solution. The CellSell® platform, by Worthware, offers wireless retailers a different time-tested and proven solution. CellSell® is an advanced, fully integrated true Retail ERP platform designed expressly for wireless retailers.

The Worthware development team continues to evolve the CellSell® platform daily, always keeping it relevant and in step with the unique needs of the ever-changing wireless retail industry.

For more information about CellSell or to schedule an online demonstration visit [www.cellsell.com](http://www.cellsell.com) or call 1.800.337.8071.

The CellSell® platform consolidates and coordinates all the resources, information and activities needed to complete back and front office business processes such as; financial accounting, formal real time financial reporting, wireless retailer specific point-of-sale (POS) with state-of-the-art customer facing interactive retail functions, integrated stored value gift and loyalty card management, serialized and non-serialized inventory management, inventory optimization, revenue management, sales management, customer relationship management (CRM), sales force automation (SFA), commission management, supply chain management, human resources (HR) and OLAP business intelligence (BI) reporting, without the need for separate or stand-alone systems.

