ECRS provides complete, commonsense retail automation solutions that consistently outperform competing systems, even in the most demanding environments. Catapult is ECRS’s award-winning enterprise point-of-sale solution for C-stores of all sizes. Catapult provides the real-time actionable data retailers need to make smart business decisions in a highly competitive marketplace. Catapult’s optional fuel integration, video surveillance, and self-checkout make it the solution choice for C-store retailers who require a comprehensive Efficient Retail Framework™ to manage their enterprise data and streamline their workflow.

**The ECRS Open Fuel Server™**

The ECRS Open Fuel Server (OFS) integrates seamlessly with Catapult to provide a powerful, cashier-friendly C-store system that handles fuel sales and other transactions within the same POS interface. OFS lets cashiers easily manage all fuel pump activity from the POS touchscreen. From pump authorization, to pre-sets, to pre-pays, the OFS empowers cashiers to manage all fuel dispensing stations from behind the counter. Cashiers can manage stacked sales, disable selected pumps, and even stop fueling on the fly if required. The OFS makes collecting payment for fuel sales simple and fast. With just the single touch of a button, cashiers send fuel sales into the transaction journal alongside other items for purchase.

**Features & Optional Plug-Ins**

- Point of Sale
- Back Office
- Fuel Interface
- Direct PDI Interface
- DSD
- Self-Checkout
- Inventory Control
- Customizable POS Touch Screen
- Automated Re-Ordering
- Perpetual Inventory
- Inventory Forecasting
- Multi-Store Data Synchronization
- Centralized Price Book and Promotions
- Centralized Ordering & Reporting
- Zone Pricing
- Automatic POS Redundancy
- Signature Capture
- Credit/Debit/EBT/WIC
- Label, Sign & Barcode Printing
- Employee Time Clock
- Self-Hosted Gift Card
- Cashier Security Management
- Digital Customer Billboard
- Promotional Combo Pricing
- Frequent Shopper
“Catapult makes our back room receiving a very smooth and flexible process. I really like the software’s ability to quickly sort and manipulate items that will be received. The addition of Catapult’s fuel interface really makes the system a perfect fit for C-store automation”

Sean H.
High-Volume C-store Retailer

Browser-Based Administration

The ECRS Open Fuel Server allows store operators to access and set up virtually all aspects of the system locally or remotely from a web browser. Users with proper security clearance can edit pump controller functions, POS interfaces, store promotions, reports and much more.

How the OFS Works

The OFS is a middleware application and hardware server between Catapult and the Pump Controller. The OFS represents a very modern, de-coupled software design. For example, all fuel transaction totals are stored and managed by the OFS. The OFS also has its own database and web-based reporting engine that is specific for inside fuel transactions and pay-at-the-pump transactions. The OFS communicates with the pumps via Allied Electronics ANDI Station Site Controller. This ANDI Controller is a best-of-bread universal pump interface box that works with major fuel pump brands and models.

Back Office and HQ Reporting

Catapult generates up-to-the-second reports for every area of your business, including inventory levels, current sales, and historic sales. Users can immediately determine what quantities are on hand, on order, and sold, as well as ascertain costs, profits, and all data critical for staying competitive and profitable. Users can analyze net margins for any number of parameters, including by item, by brand, or by supplier. Catapult offers hundreds of reports to help you make informed business decisions.

ECRS also offers web-based enterprise reporting via the Catapult Dash Executive Dashboard and Maintenance application. This easy-to-install plug-in allows you to monitor store or enterprise data from your mobile devices including tablets and smart phones. You can also perform basic maintenance functions using this interface such as inventory edits or price changes.
“Catapult’s HHT interface provides me with the direct mobile access to worksheets for price changes, physical inventory, receiving, and building sales promotions. Using Catapult’s label printing option, I can create all sorts of shelf labels with prices and bar codes.”

Pravin P.
C-store Owner

Dynamic Promotions at the Pump

The ECRS Open Fuel Server provides the tools required to efficiently deliver a multitude of targeted impulse messages to consumers at the pump on both the LCDs and on printed receipts. The OFS lets C-store retailers effectively capture customer mind share during those middle moments while fueling by broadcasting dynamic promotional content directly to the pump screens and to printed receipts.

PDI Integration

ECRS and PDI have joined forces to implement a modern NAXML interface between ECRS’s Catapult point-of-sale and PDI’s Resource Management Series back-office software. Together the two solutions provide an advanced integrated retail automation system. The simplicity, reliability, flexibility, and extensive functionality of Catapult POS solution enables PDI users to extend store-level capabilities to enhance the overall customer experience.

Centralization Promotion Management

With Catapult’s Customer Billboard you can drive sales and impulse buying in checkout lanes. This digital customer billboard dynamically displays advertising alongside the customer’s live transaction journal, and is fully customizable, including color, image, and font control.

Catapult tracks every promotion that is run at any store location and presents that data in easy-to-read charts and graphs, This allows you to evaluate which promotions are the most profitable, as well as which ones have been ineffective. Catapults Promotion Management helps you control stock movement more efficiently, reducing the time and complexity involved with running effective promotions.
Electronic Payment at the POS

Catapult’s seamless signature capture integration gives retailers the ability to track and store credit and debit card signatures, as well as EBT. This greatly reduces the query time when customer disputes arise. Catapult’s electronic signature capture also saves on the physical storage space required by systems that use paper receipts, and provides faster customer checkout. Catapult is also Texas WIC certified.

Inventory Management

What if you had a single, easy-to-use ordering app that was an extension of your retail automation system and could electronically transmit orders to all major suppliers with the touch of a button?

Part of the comprehensive ECRS retail automation system, the go-anywhere Catapult HHT™ (Hand Held Terminal) takes all of the inventory management functionality packed into Catapult and brings it to your fingertips via a hand held unit and intuitive web-based interface. Because it is simply an extension of the Catapult system, HHT functions such as price changes and inventory adjustments are automatically communicated in real-time across the enterprise saving time and improving accuracy.

Integrate to Suppliers with Ease

The ECRS Gateway gives c-store retailers the technology to create the same supply chain efficiencies that until now only the retail giants have been able to enjoy. ECRS Gateway facilitates automatic inventory replenishment and complete two-way communication between you and your suppliers. This comprehensive supplier integration solution eliminates the manual labor involved with Purchase Orders, PO Acknowledgements, Shipping Notices, Vendor Catalog Updates, Invoicing, Price Book Updates, Allowances, Temporary Price Reductions, and Promotions. It allows you to leverage suppliers to easily achieve automated perpetual inventory and auto-replenishment, providing the tools to help keep your c-store retail enterprise competitive in the years to come.

Self-Hosted Gift Card

- Eliminate 3rd-party vendor fees
- Minimum and Maximum card limits
- Force all refunds to gift card
- Pre-defined & open-ended card values
- Check gift card balance on the fly
- Print balance to receipt
- Purge inactive gift cards
Digital Enterprise and Store Controllers

Digital® controllers are designed for plug-and-play use that you don’t have to think about, much like a household appliance. These space-saving servers extend Internet and Intranet services throughout your convenience store while hosting your database and all the applications needed to run your store or enterprise seamlessly and without user interaction. Users that maintain over ten workstations can expect a dramatic reduction in licensing costs over the life of the system.

Catapult Loyalty Points™

An effective loyalty-driven marketing program can have a big impact on retail business. Innovative merchants are now using retail automation and loyalty marketing to soften the impact of aggressive competition and to retain customers. Catapult Loyalty Points™ offers a flexible loyalty/member-ship solution for grocery retailers of all sizes. Points are accrued within the Catapult system based on retailer-set parameters and updated totals are clearly printed on the customer’s receipt and cashier screen. Point redemption is as easy as a press of a button. All totals are updated in real-time (for all associated locations) preventing scams such as double-dipping.

City Market Self-Checkout Kiosk

ECRS’ City Market™ kiosk allows retailers of all sizes to enjoy the benefits of self-service technology. The compact design fits comfortably in smaller footprint stores, such as c-stores, or in specialized store departments, such as a deli, of larger stores.

Shoppers will appreciate the ease-of-use and fast transaction speed that City Market offers in their purchase transactions. Installing a self-checkout kiosk can help absorb heavy traffic during peak hours, getting customers in-and-out and on their way. City Market’s intuitive interface and overall reliability reduces employee issue-related interaction time and enhances user experience.