# Casio Releases Business Support Terminal Which Enables Integrated Management of Customer, Reservation and Sales Data

21 October 2011



VX-100 (The main display in a tilt-up state)

Casio Computer Co., Ltd., today announced the release of the stylishly designed VX-100 business support terminal. Customer relationship management, reservation management and sales management applications will be availableon this terminal. Associated with those applications, the terminal provides business operators with a variety of data that they can use to stimulate business demand. The VX-100 business support terminal will begin shipping in December 2011.

The VX-100 is a compact EPOS terminal equipped with a colour main display with full-touch screen operation, a sub-display that is great for showing information to customers, and a built-in thermal printer to generate receipts. The VX-100 is designed for use in SME retail stores, and works as both a standalone platform or as part of a networked platform.

 The VX-100 comes installed with a sales management application offering a host of data management capabilities. With the optional cash drawer, the terminal can also function as a cash register.

 Additional customer relationship management and reservation management applications can be installed to enable database management of the purchase history of individual customers. The purchase history can then be used to identify preferred customers and formulate marketing strategies tailored to them.

 The VX-100 EPOSterminal uses the Android[TM] platform, and Casio has provided a software development kit that supports the VX-100 hardware. Casio plans to leverage the VX-100 to

support a variety of businesses such as retail stores, restaurants and other service enterprises by developing its own additional applications as well as facilitating development of applications for the VX-100 by other developers of Android applications.

**Application Software for VX-100 Business Support Terminal**

Sales Management

Conduct a multitude of sales calculations including calculations by product (items, departments and groups), time and clerk. An optional cash drawer can be added to operate the VX-100 as a cash register.

Customer Relationship Management

Build a customer database associated with sales management data. Analyze the purchase frequency and monetary amounts for each customer, in order to identify create a list of preferred customers. Operators can send emails to a list of preferred customers who have agreed to receive them, or they can specify automatic discounts when ringing up bills for preferred customers, all associated with the sales management application.

Reservation Management

Take various kinds of orders and reservations from customers, including reservations for meals. Use the customer relationship management and sales management applications to manage databases of customer names and reservation details including names, number of persons and time, all from the VX-100.

Remote control By Email

Receive e-mail messages from a cellular phone or computer, and automatically execute instructions contained in the messages. Even check sales data from a separate location, an ideal feature for busy business managers