

Collaborate on the future of retail

Transactional data is the foundation

Across all retail market segments, transactional data contained in receipts facilitates deeper analysis of shopping habits, allowing you to help your customers increase sales and improve efficiencies.

The problem lies in accessing this data, which can be difficult from an existing POS system, often requiring expensive modifications, meaning high costs for the retailer.



Epson's solution

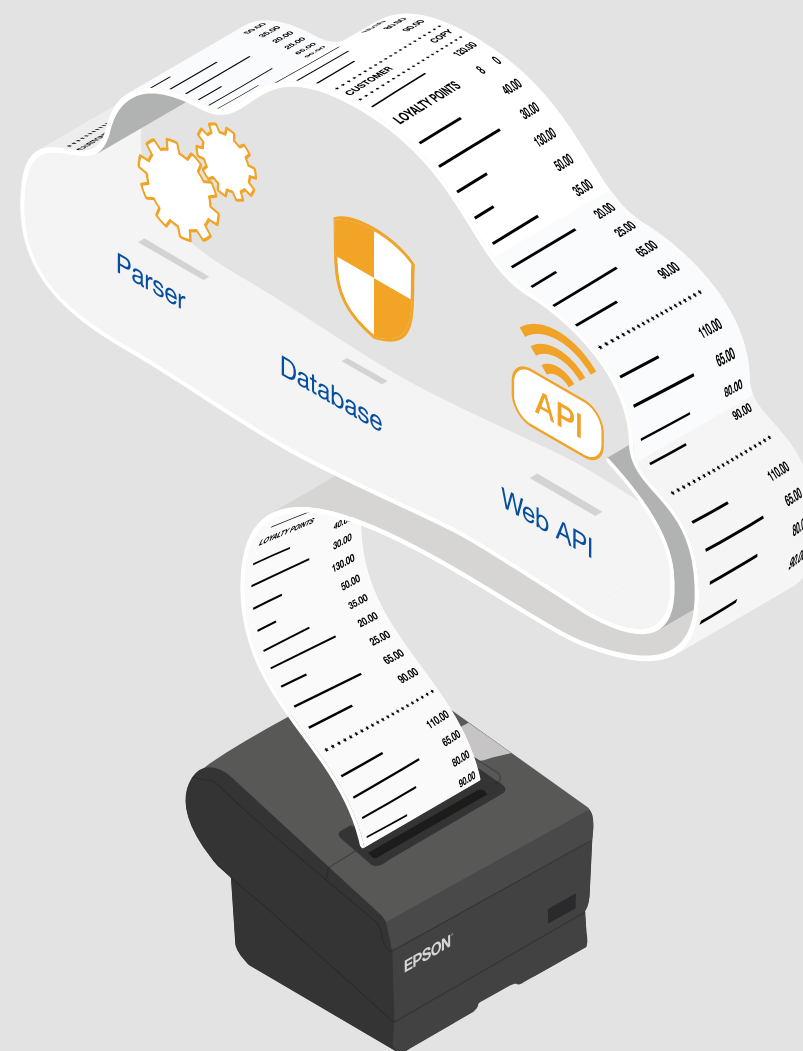
With Omnilink™ Merchant Services, Epson printers are able to provide seamless access to POS transaction data without modification to the existing POS software. The data is provided to you by an easy-to-use web API in a common structured form. This allows you to focus on the development of services to transform receipt printing from an overhead cost to a profit-generating tool for your customers.

The convenience of analysis-ready data is provided with Epson's data delivery platform, Omnilink™ Merchant Services, which comprises the following key system components:

- A state of the art printer that allows seamless integration to existing POS systems without modification
- An easily configurable, yet highly sophisticated, advanced pattern recognition system to identify, process and extract receipt elements
- Easy-to-use web API to provide receipt elements in a common structured form

To find out more, visit www.epson.co.uk/omnilink-merchant-services

Seamless access to POS transaction data



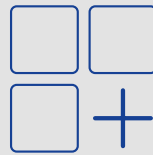
Bring the power of data to your customers



Our partner network gives your customers access to certified third-party solutions to help them gain valuable insights to increase sales, improve operations and make new services a success.

To find out more, visit
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Add new services



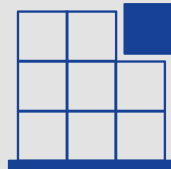
Extend their reach



Learn more about their consumers



Improve operations



Provide a great service



Increase profits

