



# Promotions

**Promotions** is a powerful application of **Arcadia Suite** to increase sales and manage the liquidation of stock excesses.

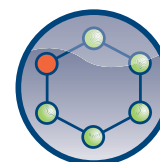
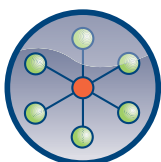
It allows activating different simultaneous promotions, choosing priorities and incompatibilities.

Its perfect integration with **Open Pos 2009** transforms it into a powerful **marketing tool**.

## To Highlight

Create promotions **following your imagination**, as well as a complete **management of vouchers**, also incorporating rules for their issuance and redemption.

With **Promotions**, you can combine the sale of the store and of the fuel, establish validity dates for the promotion, you can give gifts and discounts in relation with the shopping basket, print promotional messages, give instructions to the cashier and many things more.



# Promotions

## General Characteristics

- Campaigns.
- Promotions.
  - Activation criteria.
  - Reward criteria.
  - Prizes.
  - Limitation attributes in terms of age/timetable.
- Voucher design.
- Promotion tools.
  - Issuance of own vouchers.
  - Tickets.
  - Draws.
- Update sheets.
- Amendments.
- Removals.
- Representation of the tickets in the POS.
- Rules for the issuance and redemption of vouchers.
- Additional presents.
- Messages to mobile phones.
- Statistics.

## Use Requirements

- Price Book Module installed.
- Web browser.
- Screen resolution equal to or greater than 1024x768.
- Internet connection.
- Keyboard.
- Mouse or tactile screen.

## Official Approvals and Certifications

All **Arcadia Suite** applications operate with the data exchange format of **PCATS** (Petroleum Convenience Alliance for Technology Standards) and adopt the standards **NACS** (National Association for Convenience Stores).

**Avalon** is a member of **PCATS** since the year 2.006.



## Related Products

**Front Office** products related with **Promotions**:

