



**datametrex**  
TSXV : DM

# HARNESS THE VALUE OF YOUR SALES DATA



Connects to  
any POS



Datametrex  
DataTap



Robust  
Dashboard

## About Datametrex

We are IoT (Internet of Things) believers. Every day we challenge ourselves to come up with new and better ways to get retail data into the hands of those who need it. It may be more detailed information, real-time data access or improvements to data analysis and presentation. Our job is to get the best retail data possible and deliver it to our customers in the way they need it in order to do their jobs better.



### Challenge

The current method of data extraction is a time consuming and labour intensive process. Each different POS system has its own proprietary format and usually requires modifications to the POS system to access data via the cloud. Only new cloud based POS systems could link POS terminals and aggregate information. Brick and mortar vendors are under financial pressure from increased operational costs, staffing costs, and competition from ecommerce, all making large capital expenditures difficult.

### Solution

Datametrex's DataTap is a low cost, plug and play retrofit solution for vendors' Point of Sale (POS) terminals, extending the life of existing POS systems by upgrading them to have the benefit of newer cloud based terminals:

- Links POS terminals to aggregate data from one location or many locations.
- Remote access to data in real-time, essential to managing multiple locations in today's dynamic business environment.



## Who Need Datametrex?



### Franchisors or Property Managers

Monitor, compare and assess sales performance across multiple locations to aid in making micro and macro business decisions.



### Distributors

· Acquire valuable insight into the sell-through (depletion) rates of their customers to better manage their own inventory levels, forecasting, and purchasing cycles.

· Provide insight back to manufacturers regarding sales by geography/demography, and aid in the creation and assessment of promotions.



### Manufacturers and Brand Owners

Utilize detailed SKU level sales data by location to assist with marketing projects.



### Independent Data Management Companies

Gain access to previously unreachable market segments for aggregated data, which can be analyzed and repackaged for commercialization to Manufacturers / Brand Owners.



### Individual Merchants

To assist with making business decisions regarding inventory management, merchandising, promotions, hours of operation, staffing, etc. All of which work to boost sales and cut overhead costs, ultimately increasing profits.

## How Our Technology Works



- Datametrex's DataTap (DT) device is connected between the POS and a Receipt Printer - but remains external to the system (i.e. DT never slows or interferes with POS function in any way).
- The DT captures all data sent from POS to the Receipt Printer.

- Captured data is then forwarded via wifi to the cloud, scrubbed, and populated into the vendor's Dashboard.
- Data can include: unit price, total price, description, quantity, weight, etc.

- Vendors' Dashboards are accessible from PC's, Laptops, Tablets and soon smartphones.
- This allows vendors to monitor data remotely freeing up time to focus on business development.



## Benefits of Datametrex



### Simple, cost effective and easy to install

- Completely non-disruptive and non-invasive to existing transaction processing ("plug and play" technology).
- No need to learn any new software.



### Does not interrupt or interfere with data flow

- DT sits outside of the flow and Captures the information as it passes by.
- There is absolutely no risk of downtime to a merchant's POS terminal that can result from installing a DataTap.



### Ensures you have real-time access to your information

- Sales transaction data is updated every minute – 24 hours a day, seven days a week, 365 days a year.
- Direct access to Datametrex technicians 24 hours a day, seven days a week for on-site service and technical support.



### Fully compatible with any POS system that utilizes a receipt printer

- Able to connect different POS terminals from multiple locations.
- DataTap is completely out of scope for Payment Card Industry (PCI) Data - Does not gather or access PCI sensitive data in any way.



### Robust Dashboard is accessible through any connected device

- Dashboard access is provided through a secure gateway on our website, giving customers access anywhere in the world.
- Monitor what is happening in real-time, minute by minute, at all your locations from any connected device including your smartphone!

## DataTap is designed to collect data accurately, consistently and simultaneously at multiple locations

By passively collecting the data from the outside of the vendor's POS system, should the DataTap device fail, the vendor's POS terminal's ability to operate will not be affected.

### DataTap Device

Dimensions	3" x 5" x 1"		
Voltage and Power	<ul style="list-style-type: none"> <li>· Micro USB type B female power connector</li> <li>· Use with AC Adaptor power supply (included)</li> </ul>		
Material	Hard Plastic	Color	Black
Receipt Printer Interfaces	<ul style="list-style-type: none"> <li>· Connects to Receipt printer via Serial (RS232), Ethernet, USB and Powered USB</li> <li>· Connection cable included</li> </ul>		
Scanner Interface	USB Type A Female		
Configuration	<ul style="list-style-type: none"> <li>· Plug and Play: user friendly, easy configuration</li> <li>· Real-time heartbeat monitoring</li> <li>· Auto debug mode</li> </ul>		
Connectivity	Supports 802.11 b/g/n standards on the 2.4GH		

### Dashboard Solution

Delivery Method	<ul style="list-style-type: none"> <li>· Web browser (Chrome, Safari, Firefox, IE)</li> <li>· Mobile friendly app (expected July, 2017)</li> </ul>
Security	<ul style="list-style-type: none"> <li>· HTTPS data communication</li> <li>· Role/User based: mixed access control according to needs of customer</li> <li>· Data transmission between DataTap and server secured via Microsoft Azure Security, global security standard</li> </ul>
Subscription	Agent assisted, or customer self-subscription options available
Information Privacy	<ul style="list-style-type: none"> <li>· Out of scope for PCI DSS (Payment Card Industry Data Security Standard)</li> <li>· All information is protected by Datametrex's privacy policy</li> </ul>



Ethernet, USB and Powered USB



Serial (RS232)

# Maximize Your Business!

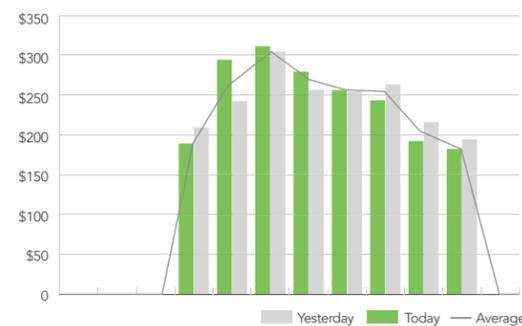
Using Datametrex will give you a newfound ability to recognize buying patterns and act intelligently upon them, providing you tools that can increase your profits!



Maximize the efficiency of your business

## Manage Raw Data

Reports can be exported into excel and other formats to allow customers to further utilize their raw data (e.g. Inventory Management, Statistical Analysis, etc.).



## Competitive Reports

Create competitive reports to gain insight into unique purchasing patterns across various locations, allowing you to tailor each location's products and special offers to the specific needs and desires of the community it serves, furthering an ability to increase business!



## Get Insight of Purchase Patterns

Gain deeper insight into long term purchasing trends and your top selling products, acquiring greater purchasing power with your suppliers.

Identify customer purchase patterns; analyze the impact of sales on "basket" items – use this information to develop sales strategies (e.g. modify display locations, adjust layout so "basket" items are nearby, create promotional offers, etc.) thereby increasing the chances of more purchases and greater profits!

Identify times of high and low store traffic and adjust accordingly: avoid unnecessary staffing when business is slower or alter hours of business, thus decreasing overhead expenses, saving you significant amounts of money on operational costs!

## Minimize Your Costs



## With DATAMETREX

Receive all the benefits of a sophisticated cloud based POS without any of the high costs, additional resources, or many other hassles of a full system upgrade!

### Datametrex Limited

Datametrex is a technology company that develops, assembles, markets and distributes devices for the collection and analysis of raw data from Point of Sale (POS) machines at the retail merchant level by retrofitting existing POS systems.

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