

INSIDEOUT **HOMEWARES**

CJ Santana Pty Ltd Trading as

Insideout Homewares

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To Whom It May Concern:

We at InsideOut Homewares wish like express our appreciation and commend Helecom System in regards to the implementation of his Point Of Sale System within our business.

A little background in regards to what our retail business is about. Our stores are of approximately 500 square meters in size and contain over 50,000 different lines of a variety of Homewares and Gifts that are supplied by at least 50 various wholesale suppliers , both locally based and abroad. After 4 years of trading, we decided our business needed a more sturdy and reliable system that would enable efficiency, time saving and profitability in order for us to maintain and have complete control over the functionality of its everyday trading process.

As soon as the Point of Sale system was complete and went live into the store, we immediately noticed a major difference and can convincingly say that we have found it to be an incredible success throughout the whole functionality of our business. It has had an immediate impact in regards to time saving during stock control pricing , margins and the ability to be able to sit in meetings whilst ordering from a supplier , we can easily compare and look up different stock cost in which this immediately eliminates wrongly ordering and enables negotiating an option during ordering. Another very important and crucial part of our business is the process of ordering. The ability to be able to pin point any simple product and its viability within our business has been made so much easier using the POS system as we can now be able to

determine the difference from a best seller to one that will not be re-ordered and sold on our shelves.

In short , I would like to thank Helecom System for developing a system that is very reliable , easy to use , able to combine all aspects of ones business into the one system, that is from our Cashier tellers right back into the office to our accounts people and stock controllers. The around the clock phone support and remote access technical support provided by Helecom System makes us feel very much safe and secure if ever needed. Recently we have decided to make a few changes with the way our register receipts looked like and also our cash up end of day transaction forms. With just a simple request, Helecom System was able to interact with us and was able to make these changes, hence showing the flexibility and versatility such a system contains.

I like to thank Helecom System for all of the above mentioned, this has truly made a great difference to our business and has met all benchmarks that were addressed. I would recommend this system to any Retailer that has interests in purchasing such a system. It was well worth its dollar value and the continual support provided by Helecom System has been outstanding and always reliable. I wish Lewis all the very best with his continuation in implanting his POS system within the Retail industry. Should he need me as a referee or simply a contact to show a presentation of his system, I would be more than glad to assist.

Regards,

Con Anagnostopoulos
InsideOut Homewares