

FLEXRETAIL: **THE FUTURE OF GROCERY** **POINT OF SALE**



FlexRetail is CresLane's next-generation Point of Sale solution, purpose-built from the ground up for grocery retailers. It's not a patch on legacy software, it's a complete POS upgrade.

At its core, FlexRetail delivers everything a grocer needs to run their business: from seamless lane transactions to comprehensive back-office management. But what truly sets it apart from traditional POS platforms is its foundation, an open, connectable data architecture designed for modern integrations and full AI readiness.

What Makes FlexRetail Different?

FlexRetail isn't just an upgrade, it's a transformation. Here's what distinguishes it from legacy POS systems:



Rebuilt on Modern Microsoft .NET:

FlexRetail's codebase is built on a current, supported technology stack, meaning better performance, security, and long-term maintainability.



Modern UI with Customizable Themes

A clean, intuitive interface that can be tailored to reflect your brand and workflow preferences.



Multi-Lingual Support

FlexRetail speaks your customers' language, literally. Built-in multi-lingual capabilities ensure your team and customers are never lost in translation.



Plug-In Architecture

FlexRetail's codebase is built on a current, supported technology stack, meaning better performance, security, and long-term maintainability.



Healthy Incentive Program Integration

Native support for wellness and healthy incentive programs through Fiserv, giving retailers a competitive edge in health-conscious markets.



AI Insights Dashboard Reports

A built-in AI-powered reporting dashboard that delivers actionable intelligence directly to decision-makers.



Support for Verifone M400, M425, and M450 Payment Terminals

Out-of-the-box compatibility with leading Verifone hardware ensures a smooth, reliable payment experience at every lane.



Features of FlexRetail

FlexRetail is packed with features designed to address the real operational challenges grocery retailers face every day. Here's a closer look at what's under the hood:

1

Strong POS Transaction Control

FlexRetail offers robust transaction management with configurable security levels, giving store managers fine-grained control over what cashiers and supervisors can and cannot do at the lane. This reduces errors, prevents unauthorized discounts, and protects your bottom line.

2

Retail Pricing Tools

Managing prices across a grocery store, with hundreds or thousands of SKUs, is no small task. FlexRetail includes dedicated retail pricing tools that make store-level price management efficient and accurate, reducing the time it takes to push price changes and minimizing costly mistakes.

3

Browser-Based Reporting

Gone are the days of being tethered to a back-office terminal to pull a report. FlexRetail's browser-based reporting gives managers and owners access to real-time insights from any device, anywhere, whether that's the break room, the office, or home.

4

Transaction-Based Promotions Engine

Promotions are the lifeblood of grocery retail. FlexRetail's built-in promotions engine handles complex transaction-based discounts, mix-and-match deals, spend thresholds, loyalty rewards, and more, so your marketing strategy doesn't have to be limited by your POS.

5

AI-Ready Database Architecture

This is where FlexRetail truly looks to the future. Its data architecture is built from the ground up with AI in mind, meaning that as analytics and automation capabilities evolve, your system is already prepared to take advantage of them, no costly retrofitting required.

6

AI Insights Powered by ChatGPT

FlexRetail integrates AI Insights using ChatGPT technology, bringing conversational, intelligent reporting to the grocer's dashboard. Ask questions about your store's performance in plain language and get meaningful answers, no data analyst required.

7

Multi-Lingual Capabilities

FlexRetail's multi-lingual support isn't an afterthought, it's baked into the platform's architecture. This makes it an ideal solution for diverse communities and stores that serve a broad range of customers and staff.



Benefits of FlexRetail

Features tell you what a product does. Benefits tell you why it matters. Here's what FlexRetail means for your grocery business in practice:

Modern, Reliable Infrastructure — Without Vendor Lock-In

FlexRetail gives grocers a dependable, future-proof POS foundation without the strings attached. Its open architecture means you're never trapped in a closed ecosystem that forces you to use one vendor for everything.

Connect to Any Integration Partner

Because FlexRetail is built on open, connectable data architecture, it integrates with the tools and partners you already use, or want to use. Enterprise management platforms, electronic shelf labels (ESLs), label printing solutions, payment hardware, and loyalty systems can all connect to FlexRetail without workarounds or custom development hacks.

Built for AI, Ready for Tomorrow

Legacy POS systems weren't designed with AI in mind, and retrofitting them is expensive and often impossible. FlexRetail's architecture is AI-ready from day one, meaning grocers who adopt it today are positioning themselves to leverage the next wave of automation and analytics as those capabilities mature.

Reduced Operational Complexity

Running a modern grocery store involves juggling a lot of moving parts. FlexRetail consolidates critical functions, transactions, pricing, reporting, promotions, into a single, cohesive platform, reducing the complexity and cost of managing multiple disconnected systems.

Scalable for Any Size Operation

Whether you're a single-location independent grocer or a regional chain with dozens of stores, FlexRetail scales to meet your needs. The platform grows with your business, so you're never paying for more than you need today or outgrowing your system tomorrow.

Like Having a CFO,
Merchandiser, and
Scheduler in Your
Back Pocket



Challenges FlexRetail Solves

Features tell you what a product does. Benefits tell you why it matters. Here's what FlexRetail means for your grocery business in practice:

The Legacy Tech Trap

Many grocery retailers are still running POS systems that are 10, 15, even 20+ years old. These systems are difficult to maintain, expensive to support, and incapable of supporting modern integrations. FlexRetail offers a clean migration path to a modern platform without the chaos of a complete operational overhaul.



Integration Headaches

In the past, adding a new integration, a new payment terminal, a new loyalty provider, a new back-office tool, often meant costly custom development or working with a vendor who owned the integration. FlexRetail's plug-in architecture and open data model make integrations faster, cheaper, and more flexible.



Data Silos and Limited Visibility

Without access to real-time, actionable data, grocery operators are flying blind. FlexRetail's browser-based reporting and AI Insights dashboard break down data silos and put meaningful information in front of the people who need it most.



Inflexible Promotions

Complex promotions that your POS can't execute means revenue left on the table and frustrated customers at checkout. FlexRetail's transaction-based promotions engine handles the complexity, so you can run the promotions your customers want without worrying about whether your system can keep up.



Language Barriers

In diverse markets, a POS that only supports one language creates friction for staff and customers alike. FlexRetail's multi-lingual capabilities remove that barrier entirely.



Hardware Dependence

Being locked into specific hardware that may be discontinued or unsupported is a real risk for retailers. FlexRetail's support for current Verifone terminals and its extensible architecture reduce this risk significantly.



Who Should Use FlexRetail?

FlexRetail is designed for independent and chain grocery retailers of all sizes, from single-location neighborhood grocers to regional chains managing multiple stores.

More specifically, FlexRetail is the right fit if you are:

- An independent grocer tired of paying premium support costs for an aging legacy POS that doesn't integrate with modern tools.
- A small-to-mid-size grocery chain looking for a scalable platform that can grow as you add locations.
- A regional grocery operator who needs centralized reporting and management across multiple stores without sacrificing flexibility at the store level.
- A forward-thinking retailer who wants to be positioned to take advantage of AI-driven analytics and automation as those capabilities continue to evolve.
- A grocer serving a diverse community who needs multi-lingual support at the point of sale.
- Any grocery retailer frustrated by vendor lock-in, limited integration options, or a POS that can't keep up with the demands of modern retail.

If your current POS system is holding your business back, or you simply know that your technology needs to be better prepared for the future, FlexRetail was built for you.



How to Get FlexRetail in Your Store

FlexRetail is available through our professional resellers and Professional Services (PS) teams. We have built a network of trusted regional partners to ensure that grocers across the country have access to expert implementation support close to home.

Here's How the Process Works:

- 1 Connect with a FlexRetail Reseller**
Reach out to FlexRetail or one of their authorized regional resellers to start a conversation about your store's needs. FlexRetail is actively expanding its reseller network to bring FlexRetail to grocers nationwide.
- 2 Assess Your Current Environment**
A FlexRetail professional will work with you to understand your existing infrastructure, integration requirements, and operational goals.
- 3 Plan Your Implementation**
FlexRetail's PS team will develop a tailored implementation plan, covering everything from hardware setup to data migration and staff training.
- 4 Go Live**
With the support of FlexRetail's experienced team and reseller partners, your transition to FlexRetail will be smooth, structured, and supported every step of the way.

Ready to Learn More?

To get started or to find a FlexRetail reseller in your area, or contact their team directly. With FlexRetail now available, there's never been a better time to modernize your grocery operation.



Enhance Your POS Solution

The grocery industry doesn't stand still, and neither should your technology. FlexRetail represents a genuine step forward for grocery POS: modern, open, AI-ready, and built with the real challenges of grocery retail in mind. Whether you're looking to replace an aging legacy system, unlock better data insights, or simply give your team a better tool to work with, FlexRetail delivers.

FlexRetail has built something genuinely new here, not just a refresh of old ideas, but a platform designed for where grocery retail is going. If you're ready to stop working around your POS and start working with it, FlexRetail is worth a very close look.

