

Oracle® Retail MICROS dStore POS ProMachine
Produktübersicht
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Primary Author:

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Einführung

Hinweis: Die Produktänderungen für die aktuelle Version dieser Dokumentationsreihe sind, aufgrund der Übernahme von MICROS, in Bearbeitung. Verweise auf MICROS Produktnamen können innerhalb der aktuellen Dokumentation vorkommen.

Diese Produktübersicht beschreibt die Funktionalität der MICROS dStore POS ProMachine.

MICROS dStore POS ProMachine

Umsetzung von Marketingaktionen

Mit der MICROS dStore POS ProMachine können bestehende Rabattsysteme verwaltet und neue, ohne Softwareänderung, an die Kasse übertragen werden. Um ein Marketingprogramm umzusetzen, muss die MICROS dStore POS ProMachine mit den richtigen Daten versorgt werden. Die MICROS dStore POS ProMachine arbeitet generisch. Alle unterschiedlichen Promotionen werden als Regeln in Datenbanktabellen abgelegt. Die ProMachine berechnet aus diesen Daten beliebige Rabatte und Kombinationen. Die MICROS dStore POS ProMachine unterstützt Loyalty-Programme (Kundenkarten, Giftcards, Coupons...)

Promotionen

Die MICROS dStore POS ProMachine verarbeitet folgende Promotionen:

- Multipack
- Mix-and-Match
- Mengenrabatt pro Artikel (>10, > 25 ...)
- Rabattstaffel innerhalb einer Warengruppe, Rabattgruppe - 5 % ab 6 Flaschen Wein
- Bonus Punkte für registrierte Kunden
- Sonderpreis für registrierte Kunden
- Summenrabatt (oder Punkte, Gutscheine...)
- Geburtstagsgeschenk
- Gutscheine
- Happy Hour - Rabatt nur zu definierten Zeitfenstern
- Happy Day - Rabatt nur an bestimmten Tagen
- Personalrabatt
- Preiskorrektur
- Positionsrabatt
- Positionsnachlass
- Summenrabatt
- Summennachlass

