



Primo is all about today's activity and today's opportunities: a live feed of actionable information, delivered 'in flight' to improve the operator experience and support more informed decision-making.

Quickly deployed using a SaaS model and easy to use, Primo delivers an improved operator experience. It helps you drive higher revenues and improve customer service - in individual outlets and across whole venues - through greater visibility, early warning alerts and improved real-time management decisions.

Traditionally, each solution across a venue has its own management utilities and reporting elements. This lack of consistency means a disjointed experience for operator, user and end customer. We knew there had to be a better way – so we designed and developed Primo to deliver complete visibility and put you in control. Primo brings everything together into a single portal: all venue, event or match day solutions across a business. You can track, understand and respond to transactions, sales performance, stock activity and specific incidents in real time – acting on the insights gained.

Actionable insights – improved decision-making

Easy to access from your desktop, tablet and smartphone, Primo provides 'at a glance' insights – making it simple to see and target key areas of interest – along with rich underlying information that you can drill-down and explore.

There is no other comparable solution on the market: Primo is unique. Developed for stadia, arena, theme parks and other leisure and entertainment venues, this is another example of Verteda's ability to create and deliver cloud-based solutions on existing technology platforms that are also optimised for mobile use: tablet and smartphone.

Verteda Primo: working for you.

- Sales performance, stock, operations and workforce: dynamic real-time insights, all in one place
- Unique, with a fully responsive design: a truly portable system for desktop, tablet, mobile phone
- Easy to follow Dashboards, financial summaries, drill-down detail and much more
- Critical Performance Measures: Heat Maps visualise hot spots for revenue, gross margin, average basket value, total guests served, and more
- Stock Management: Low Stock Alerts to trigger action, improve the customer experience and maximise sales opportunities
- Revenue Protection: alerts driven by inconsistency in transactional detail, indicating either training needs or possible fraud
- Consistency: the same Dashboard style, 'At a Glance' and trending financial information is provided, right down to individual Sales Terminals and staff members if required

Call +44 (0)1925 401310
Email sales@verteda.com
Web www.verteda.com

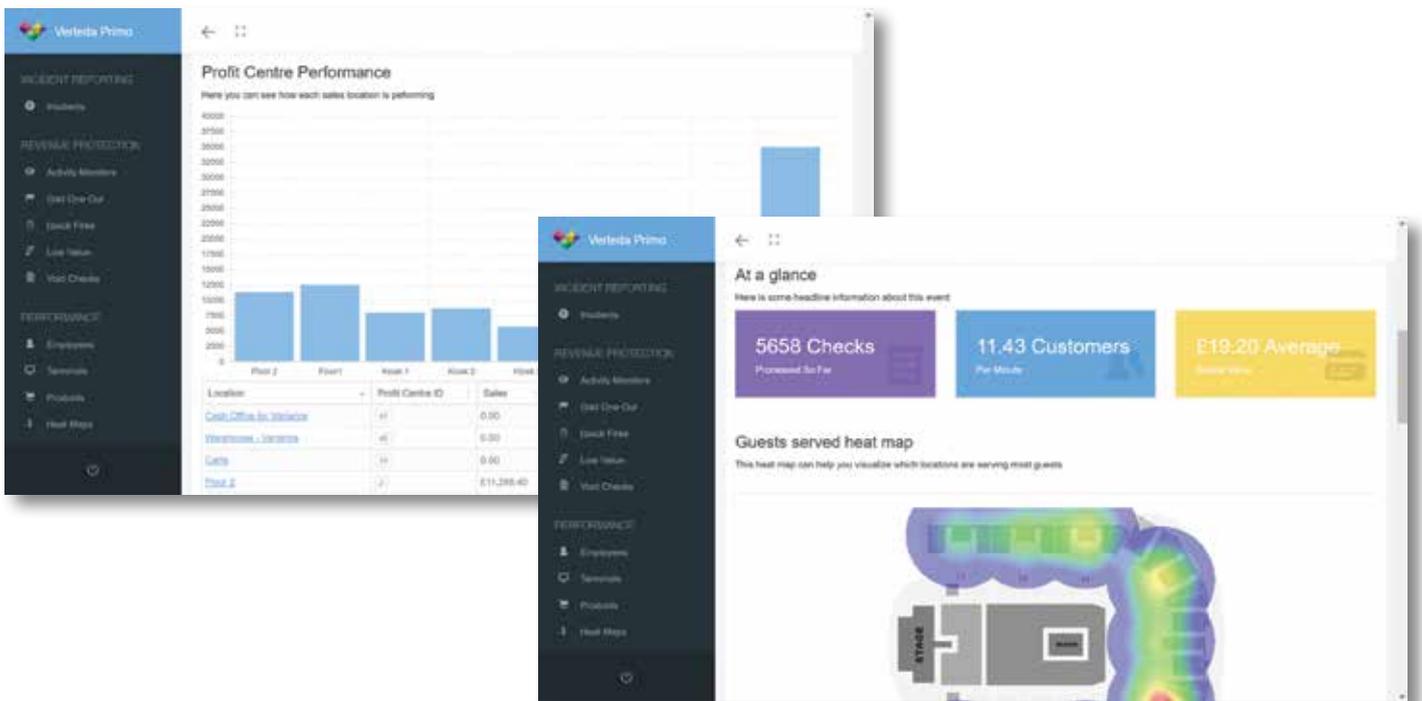
The power of Primo is that it's dynamic – improving the operator, user and customer experience

Primo aligns with how people naturally want to interact with data: your journey through sales and operations, to achieve your business goals and take focused action, is whatever you need it to be.

For the first time, a wealth of valuable information from across your business is at your disposal in real-time, and while you're on the move: wherever you are, whenever you need it.

- **Dashboard for sales performance** → your main landing page, this has constantly updated information including Total Sales, Gross Margin and Sales Performance. You can view live sales at, and up to, any point in time, and track performance against previous events and activities.
- **'At a Glance'** → key facts about the business, sales, stock and operations: what you've done, where, basket value, spending average, trending products and more.
- **Heat Maps** → clear and engaging visual representations of activity e.g. the locations and outlets serving the most (or least) guests at any given time.
- **Financial Summary and more** → Payments/Tender breakdown, Revenue Category Performance, Profit Centre Performance - and with full breakdowns, for example by profit centre, helping managers to better manage sections and individual outlets/staff to deliver a great service and increase revenues.
- **Operator Alerts and Incident Reporting** → visibility and clarity to track and manage stock levels, follow all transactions, spot anomalies, understand performance and take targeted action fast: from moving popular stock to hot spots, to fraud prevention and revenue protection.

For more information, visit www.verteda.com or call +44 (0)1925 401310.



Verteda Sports & Entertainment Focus

Our innovative Cloud and on-premises IT solutions enable stadia and arena, entertainment venues, hotels and resorts, hospitality and foodservice to streamline operations and focus on costs: to increase workforce productivity, enhance guest satisfaction and maximise profitability in multiple area of operations. Solutions include event diary management, complete food and beverage operational management, point-of-sale (static, mobile, online), payments (cashless, contactless, online, ewallet), inventory and procurement, business intelligence and event day management. Our solutions are trusted worldwide in over 100 Sports & Entertainment venues with 1 million fan transactions per week. Customers include Barclaycard Arena, Bristol Sport, Chester Racecourse, Croke Park Stadium, EXCEL, Ferrari World, Harlequins RFC, Leicester Tigers RFC, Liverpool FC, Manchester City FC, Newbury Racecourse, O2, Old Trafford, SMG Europe and Southampton FC.

