



Square Technologies, INC.

WHAT IS POS DATA?

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12801 N Stemmons Freeway Suite 907 Farmers Branch, TX 75234 phone 972.331.9111 fax 972.331.9115

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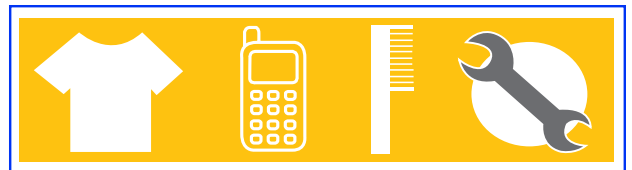
Some companies get confused when talking about POS data.

They often think of their shipment data or order data as POS. *When we refer to POS, we are not talking about internal reports and we are not referring to shipment or order data. In addition, we are not talking about the format of the data.* POS can come in many formats, EDI, flat file, txt, csv, AS2, etc.

Regardless of the format of data or the products you sell, *POS data is the data that comes from the retailers regarding your products' sales. It has a transaction*

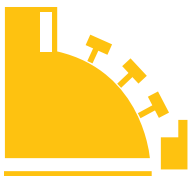


associated with it when the product was purchased. The type of product can vary. It can be cellular phones,



communication devices, cosmetics, healthcare, vitamins, OTC, home improvement products, clothing, general merchandise, consumables, personal care, etc.

Other companies think that because they have a broker or distributor that POS does not apply to them. POS does apply. Whether you sell through food, drug, mass, big box, department, c-stores, military, etc., POS data is available. Understanding it and using it strategically will provide huge value to your company.



Any product that people buy at any cash register will have a transaction record that is considered POS data. Sometimes that data comes to manufacturers and/or distributors.

Sometimes that data is in flat files, EDI, txt files, csv, etc. *POS data can also come to you through third party vendors, VAN's, data providers, syndicated data providers, etc. It can also come to you in formats that you have to access from the retailers own web site like Retail Link and Partners.*

The above paragraphs describe the data dilemma that companies have with integrating POS data. Before discussing how to integrating POS data, let's explain why using POS should be on your radar.