



Product Overview ^L

Store Solutions

adding retail value





Chameleon™ – Store Solutions from Itim

With Chameleon, intelligent and flexible architecture, modern technologies, always-on information and robust performance are a given. Cost of ownership really will come down with Chameleon. But in addition, we know you'll need your new system to add real and demonstrable value to your store operations and the way you serve your customer too. For Hoopers, this all tallied up to the delivery and integration of Chameleon for less than Chip & PIN on their legacy system would have cost, whilst also future proofing them for upcoming customer initiatives. This simply wasn't possible with other systems.

Invest in a partner for life

It's important to know that the solution you choose today will carry on adding value into the future. You need to be convinced that it will be continually enhanced with the latest, customer driven ideas on a progressive road map.

Because Itim has grown its product development team by 25% in the last year alone and spends 3% more on R&D than the EPOS industry average, Chameleon offers this. Guaranteed. From fully integrated in-store ordering, advertising media, staff communications, mobile technologies, e-gift and biometrics, to central estate management, fraud identification and prevention, and management dashboards. It's all in there.

Our continual investment in people and development ensures your return on initial investment also continues – over the lifetime of your implementation. That's why, in over two generations of EPOS development cycles, Itim has never lost a customer.

Majestic performance delivered by Itim

Majestic Wine justifiably pride themselves on commitment to customer service. For Majestic, Itim deliver customer-centric solutions, not excuses. We took an everyday customer service basic, like Chip & PIN, and made the solution into the most secure, most reliable and most technically advanced application of Chip & PIN around. It was a first. It is still state of the art. It worked first time. It won an award.

For that just-for-you development you know you need to differentiate and stay ahead of the rest, Itim can deliver this faster and more cost effectively than any of our competitors. We can do this because we own Chameleon –

one hundred percent. It's the only store solution we've ever had, or will ever have. We develop it. We're passionate about it. Because this makes us stand out from the crowd, it will help you stand out too.

Why Chameleon?

Chameleon is a complete in-store solution that offers full hardware independence and integration to any Merchandise Management Solution. Powerful, scalable and rich with functionality, Chameleon is easy to deploy and enables your store operations to be connected to your business in real-time.

Chameleon's core components can be configured to suit a wide variety of EPOS options and scenarios. The versatility of the software allows for rapid customisation at low cost to ensure a 100% fit to your business needs. In short, it provides all the tools and functionality required to run any Point of Sale operation within today's demanding retail environment.

Team mates with technology

Since you're ultimately investing in technology, we invest in it too. We team up veteran technology words – scalability, flexibility, distribution, integration and performance, with progressive words – greater, wider, easier, higher, more. That's why, when Harvey Nichols needed a flexible architecture with the scalability and resilience to support the challenges across their business, they chose Chameleon.

It's this attention to keeping the fundamentals solid that allows us to confidently and constantly push for benefits from the latest technologies. By reading the market and thinking ahead, we ensure that Chameleon can respond to the

growing challenges of point-of-service, multi-channel and real-time retailing through our correct choice and investment in next generation technologies – C#, Microsoft SQL Server and Visio, XML and Web Services. As Harvey Nichols' put it: "most solutions provide 80%, but Itim provided the extra 20% we needed to deliver greater customer choice cost effectively, to integrate stock and sales data in real-time and to improve business planning"

Get to the benefits faster

At Itim we believe that you shouldn't have to wait to start experiencing the returns from your investment. Chameleon is such a stable and comprehensive out-of-the-box application that it is possible to install and get it up and running, literally within weeks from order.

For Celebrations Group this no nonsense approach enabled five hundred stores to be rolled out and trained in just six weeks from order. Of its size, this was the industry's fastest rollout. Ever. That's why their ROI was turned in just ten months. That's why our technique is award winning. And that's why, when your window of opportunity is small or you just want to get on with it, Itim is the only company that has proved, time and again, that it can. And it will.

A winning combination

Itim has never lost a customer. We deliver first time, every time. As testimonial to this, all our customers are referencable. To find out more about why some of the best-known brands in retail have shopped for POS, bought Chameleon and are happy to tell you about why they did so – contact Itim.

For more information, please email us at info@itim.com or call on +44 (0) 207 598 7700



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