

Spontaneous Marketing to Address the Global Challenge – NTSwincash allows Specific Interactions in Ongoing Campaigns

Wilhering, Austria – for interregional and internationally operating companies alignment of product and service portfolios of individual branches to the local particularities are more the rule than the exception. Not only organisational and logistic processes but also marketing strategies must therefore be adapted to local and target group specific circumstances. The basis of these adjustments is data originating from sales activities and payment transactions etc.

With the NTSwincash solution the European market leader in POS and retail management solutions, NTS New Technology Systems, has created the optimal tools for management and sales and marketing regarding real-time data processing for product campaigns up to trend analyses. "From statistical processing of data from all business areas, managing directors and marketing specialists can estimate the success potential of ongoing campaigns, make local and topical modifications, or even react to the offers and efforts of competitors." Günther Schrammel, the CEO of NTS New Technology Systems (www.nts-wincash.com) describing the comprehensive capabilities of this solution.

The product suite for spontaneous marketing collects inventory, sales and customer data originating from POS and merchandise management systems. This data is then transmitted to the HQ, processed, and visualised. The fully networked branches can be controlled both area and region specifically and precisely assisted in their endeavours to achieve maximum sales results.

"NTSwincash is the answer to the various challenges faced by companies with branch networks, with our efficient retail management solution, short-term, mid-term and long-term campaign planning are just as possible as continuous efficiency comparisons between individual branches" closes Schrammel, bringing the advantages of NTSwincash down to the point.

More details are available at www.nts-wincash.com

About New Technology Systems GmbH

Established in 1997 New Technology Systems GmbH specialises in development of POS and retail management software. With NTSwincash, the Austrian enterprise with head office in Wilhering has developed a comprehensive solution encompassing a wide spectrum of efficient features from an easy-to-use POS solution as a front-end for external ERP systems up to a comprehensive retail management system including control and management modules for distribution channels, promotions, goods movements and repair orders amongst others. NTS customers include leading enterprises such as mobilkom, **one [Anm. one existiert seit Sept 2008 NICHT mehr]**, Telefonica/o2, Vodafone, T-Mobile, Swisscom, Orange, E-Plus and Medion.

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