



Created by Industry Professionals  
for Industry Professionals

**SHOEMAX** ®  
The Only POS System in the World

 **ArbelSoft**  
The world leading retail softwares  
[www.ishoemax.com](http://www.ishoemax.com)

REV 07/13

Since 2002, Arbelsoft has established itself as a leading software firm specializing in the creation, distribution, and installation of POS Computer System packages and software that have been exclusively created for facilitating the operational management of drycleaning businesses, shoe repair services, Laundromats and Tailoring Services.

**John Parker**, the CEO of Arbelsoft, has successfully operated numerous satellite stores in Manhattan for over 20 years. His dedication to serving the industry can be reflected by the longevity and success of Tower Cleaners, his current drycleaning enterprise, his membership in numerous industry associations and the countless number of innovations he has conceived for creating a versatile product line that has improved a wide range of businesses worldwide. Mr. Parker is a Professional Member of the Drycleaning and Laundry Institute, a Member of the Textile Care Allied Trades Association, a Certified Environmental Drycleaner and Certified Professional Drycleaner since 1999, and has served as a board member of the NIE Insurance Advisory Committee from 2004 – 2008. Arbelsoft is a Dell Registered Partner, a Better Business Bureau Accredited Member, and a supplier member of the Shoe Service Institute of America.

*"...tools that have been proven to render highly efficient operations, a greatly facilitated management process, increased oversight, minimized risk, and maximized profits."*



## OUR MISSION

**SHOEMAX**  
The Only POS System in the World

**"SERVING OVER 2600 CLIENTS INTERNATIONALLY"**

*Expertise*



Led by Mr. Parker, our team has channeled an endless amount of invaluable expertise from our experiences and our lengthy track record into the creation of our products. We have also teamed with Mr. Carlos Mesquita and his son David into the production of ShoeMax, an exclusive POS Management solution for Shoe Repair Services. Mr. Carlos Mesquita, the entrepreneurial mind behind Leather Spa, boasts over 30 years of experience during which his dedication and work has been recognized in publications such as Vogue, Bazaar, InStyle, Allure, Esquire, and W Magazine. Carlos personally serves high profile clients such as the editor-in-chief of Vogue, Anna Wintour, and has been touted by Time Out New York as "the celebrated shoe doctor of choice to the rich and picky." During our year long innovation and improvement process, and extensive communications and consultation with the Mesquitas, their advice and insight has been exceptional and invaluable in finalizing a product that can offer you the most complete, wide-ranging, and precise management capabilities available on the market. We are certain that ShoeMax can be the perfect match for you!

For more information, visit [www.leatherspa.com](http://www.leatherspa.com)



We are proud to have delivered powerful management solutions to over 2600 businesses internationally. Most of all, we value the lasting impact that we have created for our clients and the value we can create for your business with tools that have been proven to render highly efficient operations, a greatly facilitated management process, increased oversight, minimized risk, and maximized profits.



At Arbelsoft, our clients come first. We will continue to uphold our firm dedication to you through constant innovation, creation, and improvement so that we can provide you with the best service possible. Our dedication has attracted thousands of customers globally and we would love to serve you! Come see what Arbelsoft is about and start experiencing the difference!



## “Greatly Facilitates Management”

ShoeMax was designed to facilitate management for EVERY shoe repair service owner, regardless of how many stores you operate. In the retail industry, two of the greatest obstacles business owners must overcome are the barriers to exercising strong inventory control and tight cash control. Oftentimes, it is not a lack of management skills that makes this hurdle more difficult, but rather, a condition that can be accredited to a lack of the proper tools and technology. With ShoeMax, whether you are on site or operating from home, you can view real-time details and indicating statistics of your business status for each location that

you own, monitor activity, communicate with any of your employees through our internal e-mail system, and diagnose problems as they occur. To name a few, these include the current volume of sales, job progress, employee attendance, employee payrolls, payment statuses, reports, cash flows, tickets ready by that day, overdue tickets, uncharged amounts, void tickets, and credits issued. ShoeMax also offers a solution to managing your bills via integrated credit card processing for quick and simple batch charge processing. Once you introduce ShoeMax to your business, it can become your most useful aide, manager, and consultant.

## “Accounts for the Complexities of your Business”

We understand that there are a countless number of complexities that you must account for daily as a professional in the shoe repair industry – the material of the shoe, the color, the extent of the damage, is the damage affecting the lining of the shoe? The stitching? The lifts? The uppers? Is there a bow that must be reattached? Some stitching that needs to be re-sewn? Does the

shoe need to be cleaned? Altered? Or both? And the list could go on for days. More importantly, if you are currently unable to quickly and easily accommodate for every imaginable detail of the daily tasks you undertake while issuing tickets on the job, you could be greatly benefiting from the advanced and precise ticketing functions of ShoeMax.



ShoeMax allows for you to create the most accurate descriptions of your inventory within a matter of seconds on the same screen in order to greatly save time, take away any difficulty you may have with ticketing, while ensuring that both you and your employees are pricing orders correctly every time. The details also provide crystal clear direction for perfect task execution so that you can please even the pickiest of your customers. Customer satisfaction is the crux of any successful enterprise and ShoeMax can help you achieve it.



**BUILDING  
BETTER  
BUSINESSES**

### SECURITY

- Portable & Remote Hosting Backup
- Back Office Data Replication
- ShoeMax-Only Screen  
Blocks off all other programs for virus protection
- No System Down (NSD) Feature  
Secondary operating systems can immediately function upon primary OS corruption or failure.
- Biometric Recognition – Absolute Cash Control
- Credit Card Encryption to protect customer data
- Set employee specific cash register access rights  
Dual Cash Drawer Control Feature
- Whole or independent closing by an employee or shifts.

## OUR STRENGTHS



### “Promotes Highly Efficient Operations”

One thing any business could benefit from is finding ways to save time wherever possible so that its employees can allocate their time into more profitable and efficient operations. ShoeMax computerizes a majority of processes that would have been performed manually otherwise and also makes it extremely easy to trace orders, track the status of work-in-progress inventory, employee progress and efficiency, and manage your sales items stock. ShoeMax can manage your work process by setting priorities to your workload, so that you can allocate tasks in the most time-efficient and cost-effective manner.

Our program can also expedite the process of taking customer orders and taking care of customer pickups because our features make it extremely quick and easy to locate inventory, which can free up further time so that you can serve more customers and decrease their waiting time. ShoeMax is all about enhancing the efficiency of your operations. This is how we have built better businesses in the past, and this is how ShoeMax can help you.

### “Maximizes Profits”

Time is money. Losses cost money and potentially your reputation. Extraneous supplies cost money. Operational inefficiencies cost money. Inaccurate upcharges cost money. All of these factors may be chipping away at your bottom line. Our customers have reported anywhere from a 15 - 20 % increase in profits after using our products. We'll tell you where these cost cuts and increases are coming from:

ShoeMax offers an extremely safe inventory control and total inventory traceability to prevent losses, cash control to prevent theft, and the ability to diagnose when, where, and under whose supervision cash deficits have occurred. All of the time-saving functions of ShoeMax will increase employee productivity while creating a business atmosphere of transparent and efficient operations.

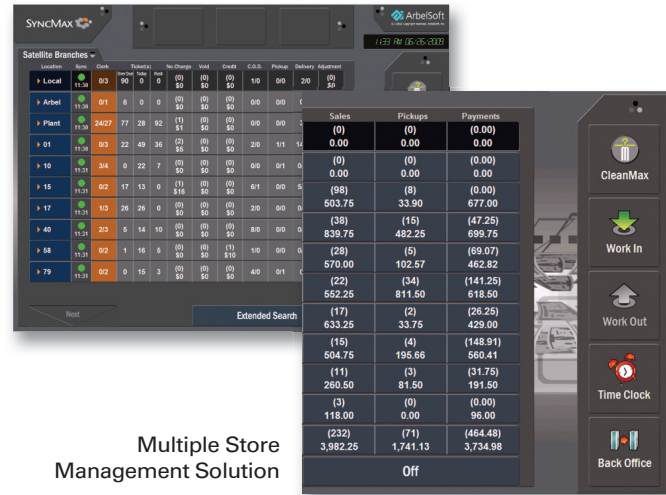
ShoeMax ticketing functions achieve a level of depth and precision that no other product can provide. This is an asset that will prevent your employees from making incorrect or overgeneralized or undervalued upcharges that do not align with your expenses. ShoeMax will maximize your profits with less work.

### FACILITY

- Sleek and Compact \*15" ELO Touch Screen Monitor
- Compact Software Design: Handle numerous complex tasks on a single screen without volleying between screens
- Simultaneous execution of customer orders and sales of consumer goods
- One Consolidated Customer Ticket Always
- Prints customer ticket, store ticket & barcode stickers for inventory in one step
- Integrated Credit Card Processing
- Quick Inventory Scanning – UPC Codes or create your own SKU stickers directly
- Quick Scan - Inventory Locator
- Quick Info: View key statistics of your current business status from any location
- Job Progress Tracker, Employee Efficiency Monitor, Pending Tasks List



## “Gain Strict Oversight”



Multiple Store Management Solution

The **SyncMax** software is ideal for the business owner operating large scale businesses with multiple store locations. SyncMax is a two way data transfer and communication system for the remote operation of satellite locations. The system is a perfect complement ShoeMax.

## Absolute Inventory & Cash Control

**ShoeMax** provides tight inventory & cash control with accurate and easy inventory tracking features, closing statements, and accountability that allows you to track sales statistics and cash flows between every employee shift. Furthermore, the program offers secure access rights you can preset for specific employees. An important feature is our dual cash drawer control feature, which ensures that only the people that you trust can access the cash drawer, and even then the system keeps track of cash flows so precisely that it becomes virtually impossible to commit a theft without leaving a trail that can be easily traced to the source.

After each day, ShoeMax creates a closing statement that indicates sales statistics and any cash surpluses or deficits. By keeping tabs on these closing statements daily, you can properly assess the trend of your business volume, and more importantly where, when, and under whose supervision cash deficits were created. These security measures are an invaluable resource to prevent cash leakage and heighten transparency so that you can take action whenever you detect inconsistencies or cash deficits. By minimizing your risk, while also preempting the other form of risk: inventory loss, you will be able to maximize the efficiency of your supervision and management capabilities.

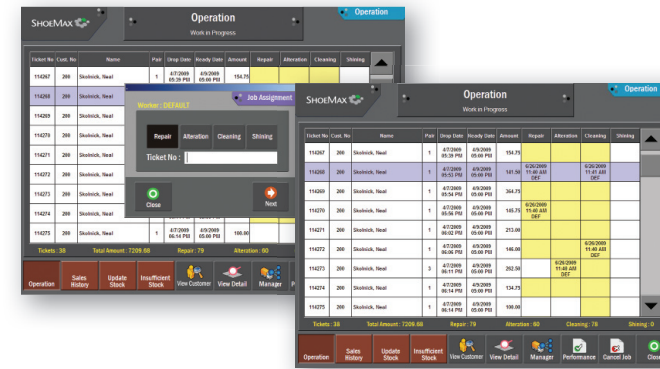
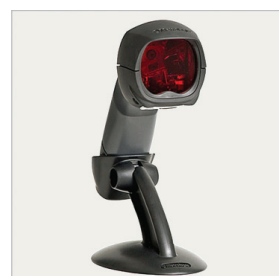
## Multiple Store Management

The system promotes an effective business environment and provides invaluable insight into the day to day occurrences within your business such as employee attendance, overdue tickets, tickets ready by that day, uncharged amounts, void tickets, credits issued, collective c.o.d. payment amounts, the status of work-in-progress inventory, employee progress, and the number of adjusted payments. Additionally, you can view the status of all sales and payments and consolidate financial reports and statements for easy viewing or to make physical copies for future reference and / or distribution. Billing can be managed quickly and effectively through batch charge processing from anywhere in the world.

**SyncMax** uses real-time streaming for all data and information that passes through to the headquarters, hence empowering you with the ability to effectively & collectively manage your business from any location.



SHOEMAX	
Summary Report of Arbel Cleaner	
12-04 31st Ave	
Date From 06/26/2009 To 06/26/2009	
Printed on 06/26/2009 02:13 PM	
<b>Previous Closing (06/08/2009 - 06/25/2009)</b>	
Cash Expected	\$207.99
Cash Counted	\$0.00
Opening Balance	-\$100.00
Difference	-\$307.99
<b>Drop Off</b>	
D	\$204.00
SubTotal	\$204.00
Discount	-\$39.65
UpCharge	\$0.00
Env Charge	\$0.00
Tax	\$0.00
Drop Total	\$164.35
<b>Payment Type</b>	
Cash	\$175.60 2
Credit Card	\$75.00 1
Check	\$50.00 1
Void - Cash	\$0.00 0
Void - Credit Card	\$0.00 0
Void - Check	\$0.00 0
Total Net Payment	\$443.50
Store Credit	\$0.00 0
Adjustment	\$0.00 0
<b>I. Total Amount On Hand (Computer) \$443.50</b>	
Total Cash Received	\$318.50
Tip & Trade	\$0.00
Total Cash On Hand (Computer)	\$318.50
Opening Balance	\$100.00
Total Cash Counted (Actual)	\$0.00
II. Difference (Short):	-\$418.50
<b>Void Sales Item</b>	
Void Sales Item Total	\$0.00



## Track Job Progress Accurately

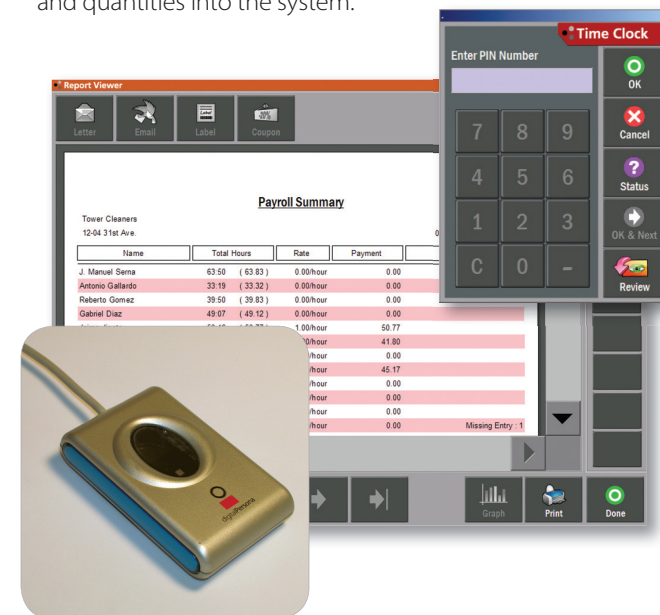
The job progress tracker which lists all pending tasks is split into three job categories: repair, alteration, and cleaning. These categories as symbolized by an “R,” “A,” and “C,” appear on an easily removable and non-damaging pair of barcode sticker identification tags – one for each shoe – which are printed out simultaneously with the invoice ticket. Not only do these tags provide clear direction to your employees about the nature of the task at hand, but they are crucial for facilitating inventory tracking and viewing the status of work-in-progress inventory.

Here’s how it works. Say a pair of heels requires both a repair and a cleaning. The barcode sticker would indicate both the ticket number and an “R,” and a “C.” After your employee takes care of the repair aspect of the job, he or she can scan the sticker to let the system know that he has finished his portion. Let’s say the heels get passed on to another employee who specializes in cleaning the shoes. After he or she is done with that, another scan updates the program to indicate that the cleaning has been finished as well. The task is then removed from the pending tasks list, and another scan can indicate where the shoes have been placed for racking and easy locating when the customer comes to pick up her shoes. This way, if a customer inquires about your work progress, or if you as an employer would like to track employee efficiency, you can quickly view who has finished what tasks, when they have finished it, and at what stage of finalization your pending tasks are in.

## Smooth Handling of Sales Items

**ShoeMax** is unique in its ability to handle the sales of consumer goods smoothly and simultaneously with customer orders for alterations, repairs, and cleaning. The program is equipped with 551 preloaded sales items such as brushes, waxes, polishes, dyes, knife sharpeners, key copies, etc all consolidated into one easily accessible and internally expandable screen. When accounting for the vast range of colors and variability in consumer sales items, our software can support up to 31,958 individual items. Furthermore, ShoeMax offers you the freedom to update and add to your inventory as your business requires, set your own inventory stock minimum to receive automated alerts when your inventory is in need of restocking, print reports and lists of which inventory you need to order, and alter the prices of all sales items freely and without limit.

The system makes it extremely quick and easy to update your inventory with a simple scan of the UPC Code, or in the case that the item does not have a UPC Code, the program can also generate an SKU Sticker for the item so that you track all of your inventory and safely enter and store item numbers and quantities into the system.



## Employee Attendance & Payroll Control

Control and manage your employee attendance with a feature that accurately tracks employee attendance with a “Clock-In” and “Clock-Out” system. ShoeMax can issue unique 3 digit passwords for each of your employees that they can use for checking in and checking out. ShoeMax is also compatible with a magnetic strip card that your employees can scan, or a finger print reader that your employees can simply place their finger on the device for a super fast “Clock-in” and “Clock-out” process.



## SOFTWARE

**ShoeMax-Standard**  
**ShoeMax-Full**  
**SyncMax**  
**Back Office (Replication)**

### Other Software

- CleanMax
- LaundroMax
- TailorMax
- Integrated Credit Card processing
- MPS, (Mercury payment system)
- PC Charge

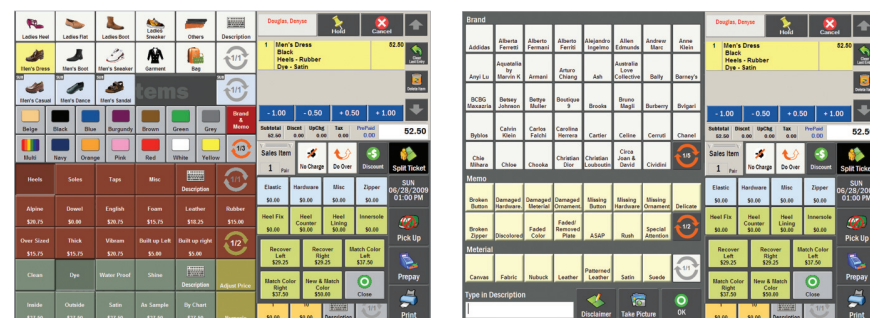
### Optional Features

- Pin Pad for Debit Card
- Caller ID
- Auto Dialer
- PC Camera
- Finger Print Reader
- Signature Pad
- Credit Card Readers
- Scale for Shipping

**Instant Service**, An additional feature unique to ShoeMax called "Instant Service" simplifies order processing for customers on standby. These include simple repair orders such as replacing dowels or glue jobs, which can typically be completed in less than half an hour. The feature realizes time and cost savings by skipping the pickup process applicable to standard orders and eliminating the need for printed store tickets and tags. These can however be printed if necessary.

### Quick Selection: Automatic Split or Standard Ticket Printing

The Automatic split feature simultaneously prints one ticket and one pair of barcode stickers for each pair of shoes. The customer ticket will always be consolidated as a single ticket.



- Auto Recognition of All Customers
- Customer Evaluation
- Customer Alert and Memo Functions
- Customer Transaction History
- View Ticket Status at a glance
- Brands, Material, Instant memos
- Hold or Future price for uncertain charges

- Numerous Pickup Options
  - Partial pickup & Partial Payment
  - Partial Pickup & Full Payment
  - Pick up without payment
  - Pickup with Credits
  - Pickup with Adjustments
  - Multiple Payment within the same Screen



## USEFUL REPORT FUNCTIONS

Accurate reports with 3 dimensional bar & pie graphs

Print, mail, e-mail, distribute, or retain for your personal records

- Sales

- Counter
- Customer Data
- Customer Ranking Indicator
- Drop-offs & Pickups
- Customer Tickets
- Prices (Unlimited Price Setups)
- Employee Attendance & Payroll
- Daily Closing Reports
- Consolidated sales reports for multiple stores

## RELIABILITY

- Durable Hardware from entrusted Brands, Dell, Microsoft, ELO, Star, Zebra, Motorola, Metrologic, Datalogic, WASP, Honeywell, DigitalPersona, Verifone, Logitec.
- Rapid responsive and durable software construction.
- Secure tracking functions for every transaction.
- Accurate Closing Statements & Sales Summary.
- Flexibility & Customization, Match any size & processing
- Microsoft SQL database.
- Data replication for consolidated report.
- Portable and remote hosting backup.
- Credit Card data encryption.
- ShoeMax-only screen for virus protection & prohibited date change.
- Real time data streaming for multiple store management.

## Extensive Marketing Tools

### Coupons

Arbelsoft offers various types of coupons for any occasion such as a holiday discounts, an anniversary sale, etc. Additionally, coupons can be applied for specific terms or by any percentage that you would like. Coupons can also be applied or printed out while issuing a ticket.

### Most Valuable Customer Search

Our customer revenue level indicator & ranking feature allows for you to easily identify your most valuable customers. The feature uses color codes and blocks, symbolizing a default \$50 a month per block, You can customize the value of each block, view more detailed customer information, or compare their value ranking to other customers.

### E-mail

Linked to the report feature. Publish fully customizable notifications, coupons, letters, guides, greetings, reports etc to your customers in order to further your marketing campaign. Option of narrowing your target audience to a group of your choice.

### Store Discounts

Applying store discounts for specific people, groups, categories or during special events for a set term.

### Addresses & Labels

Cut costs by directly printing stored customer addresses onto your brochures. Never again do you have to waste time and energy manually affixing mailing labels onto your brochures.



## Flexibility & Customization

- Add an unlimited number of subcategories for the most accurate inventory descriptions
- Process up to 31,958 different sales items
- Easily adjustable & customizable price setups
- Set your own inventory minimum for timely restocking alerts
- Set employee specific access rights
- System Level Controller – Simple, Intermediate, Advanced
- Compatible with foreign currencies

- Apply any kind of tax (I.e GST, PST, VAT), tax rate, sales tax, tax exemption, etc.
- Personalize your ticket style, marketing flyers, newsletters, coupons, etc

Store: Store hours, business hours, Ticket message, Security settings,  
System: Time Card, Rack Assignment, Cash Control, Drop Screen Variation  
Customer: Level Meter, Ranking Setup, Phone Number & Address Setup  
Charge & D/C: Prepayment discount, Additional storage charge, membership applications, referral plan setup, mileage plan setup, store discount setup  
Ticket & Tag: Ticket format adjustment, Extra ticket printing function

## HARDWARE

### Work Station

Dell Desktop Computer  
15" ELO Touch with or without MSR  
Star Invoice printer  
Posiflex Cash Drawer

### Office Touch Station

Dell Desktop Computer  
15" ELO Touch Screen Monitor  
Star Invoice Printer  
Brother or HP Report Printer

### Office Non Touch Station

Dell Desktop Computer  
19" Flat Screen LCD Monitor  
Brother or HP Report Printer  
SyncMax (Multi-Store Management)

### Multiple Store Server for Data Replication

#### Up to 24 Satellite stores:

Dell Power Edge R510 Server  
Intel Xeon X5650 2.66 GHz  
12GB RAM with 2008 MS SQL db

#### Up to 48 Satellite stores:

Dell Power Edge R710 Server  
Intel Xeon X5672 3.20 GHz  
24GB RAM with 2008 MS SQL db

#### Up to 96 Satellite stores:

Dell Power Edge R810 Server  
2x Intel Xeon E7-8837 2.67 GHz  
32GB RAM with 2008 MS SQL db

### Peripherals

#### Printers

- Star TSP143 Thermal Invoice printer
- Star TM-U220 Printer for Dry Clean Tag
- Zebra LP 2824, ShoeMax Tag
- Zebra TLP 2824, Heat Seal for Auto Garment Sorting
- Zebra GX430T, Barcode for Auto Garment Sorting

#### Scanners

- Metrologic MS 9540: Invoice Scan
- Metrologic MK 3780: UPC Code Scan
- Datalogic Quickscan: Invoice, Inventory, Rack Assign, Delivery Out
- Symbol: DS3508, DS3578: Same as Above



## OUR VALUES



At Arbelsoft, our clients' interests come first. We strive to establish a successful precedent in everything that we do so that we can ensure that we provide you with the best products and services.

We pride the professional quality of our work. We promote an organizational culture that emphasizes the importance of the quality of our relationships with clients and not the quantity of relationships bridged. By fostering these values in every employee we hire into our company, we are confident that success and customer satisfaction will continue to follow us as a firm.

Our primary assets consist of our human resources and our

reputation. If we diminish the quality of the first asset, we are undermining our reputation as a whole. We will never compromise the quality of our employee credentials. Therefore for every employee that we do invite to join our team, we place a high level of trust in their intelligence, competency and expertise and that they will always act in your best interest.

We encourage our employees to constantly initiate creative and innovative new solutions for you, especially as newer forms of technology that can improve our software become available. You will always be the first to enjoy our new innovations and software updates because we want our products to enhance your business to the fullest of its capabilities.



### LIVE DEMO

If you want to learn more about ShoeMax or any of our other products, you can schedule an appointment for a live demo as made possible via [www.showmypc.com](http://www.showmypc.com). Our live demo is a wonderful opportunity for you to see and experience our interface and have all of your questions answered. We will also walk you through our program at first, and give you your own time to explore the program on your own.

Request an appointment today at [www.arbelsoft.com/solutions/livedemo.php](http://www.arbelsoft.com/solutions/livedemo.php)

### LIVE TRAINING

Arbelsoft products are very user friendly, and our customers have found is extremely quick and easy to accustom themselves to using its features. However, we are always there for our clients and pay special care and attention to new users who are in the process of familiarizing themselves with our program. Our program can enhance your business, and we want you to be able to utilize the product to the fullest of its capabilities. If you happen to have any additional questions about specific features or if you would like to learn more about a certain process, we would be happy to give you live training.

[www.arbelsoft.com/support/livetraining.php](http://www.arbelsoft.com/support/livetraining.php)

### AVAILABLE DOWNLOADS



#### Manuals/Guides

- Software Installation Guide
- System Connection Guide
- Maintenance Guide
- AssembleMax Installation Guide
- User Manual CleanMax/ShoeMax

#### Documents/Forms

- Customer Setup info.
- Credit application

- PPI Processing Application
- MPS Processing Application
- Arbelsoft PCI-DSS Implementation Guide

#### Softwares

- Software Downloads
- Software Updates
- Software Upgrades
- Drivers for Arbelsoft Standard
- Drivers for Compatible Hardware

### CUSTOMIZATION

If there are any program requests specific to your business or some sort of feature that you would like that is not on the software you currently own, we can create a custom made addition to any version of any Arbelsoft software you are currently using. Simply contact us with the specifics of your request so that we can make sure your software is the most accommodating of your needs.

**Support Hours**  
24/7 support except U.S. major holidays

### PASSWORDS

We use a password system to protect your security. **All passwords:** Initial Activation Passwords, Store Information Passwords, Annual Passwords, Monthly Passwords, Update Passwords and Upgrade Passwords can conveniently be received or retrieved from our website!

### SERVICES

Customer Satisfaction is our top priority. We have experienced a rapid growth in popularity due to customer referrals by those who were impressed with the quality, reliability, and promptness of our customer service.

Although our system has been designed to be extremely user friendly, we would like to provide you adequate resources so that you can become comfortable with using our products as quickly as possible. Refer to our list of available downloads, which are full of tools we have created to help our customers.

Our employees are always ready to assist you!

#### INITIAL TRAINING

We provide free initial training for all of our customers where we can walk you through all the features of our program and make sure that you are comfortable with them.

- Help you customize your system so that it meets your demands
- How to use every one of our features
- How to set up your system
- How to utilize and install hardware
- Specialized training for multiple store operations (SyncMax)
- Answers to your questions & uncertainties
- Instructions that have been tailored to your managers and other key personnel

#### CUSTOMER CARE PLANS

##### BENEFITS

- Trouble shooting in case of technical difficulties via telephone or internet
- Free software update and hardware supports and repair or replacement
- Loan for major hardware, computer, monitor and printer is available for Gold or higher

##### SILVER EDITION

- Software Updates

##### GOLD EDITION

- Software & Hardware support include labor

##### PLATINUM EDITION

- Same as Gold Edition for BackOffice System

##### DIAMOND EDITION

- Full Coverage include Labor & Parks Replacement

**LESS WORK, MORE PROFITS**



**SYNCMAX** <sup>®</sup>  
Multi-Store Management Solutions

 **ArbelSoft**  
[www.arbelsoft.com](http://www.arbelsoft.com)

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**CLEANMAX** <sup>®</sup>  
We Understand Dry Cleaning  
**TAILORMAX** <sup>®</sup>  
Confident Choice for Professionals  
**LAUNDROMAX** <sup>®</sup>  
The Ultimate Solution for Laundromats