

Issue 1 June 2011

UNIWELL NEWS

Solutions at the Point of Sale



Welcome to the new look Uniwell News

The Uniwell News will be sent out regularly detailing new product info, launches, training courses and case studies. Keep an eye on the Uniwell website and the Geller Dealer Portal too for new downloads and product info.

PurePos Version 2 is now released and available for sale



PurePos Version 2 release includes a new installer and an improved update mechanism as well as some of your requested features and bug fixes.

PurePos was developed based on Uniwell's years of experience in the hospitality industry, it was conceived as a total hospitality solution and includes table reservations, loyalty and promotion schemes. It also links to the Epos Office suite of software.

PurePos and the Geller /FEC range of terminal and peripherals provide an ideal hospitality point of sale system. There are no configuration issues and the bundled pricing is very competitive. (PurePos software is discounted by £50).

Bundled hardware and software packages are the most cost-effective way to purchase a complete system, so the Geller FEC range of PC based terminals can all be supplied to work with PurePos.

The new FEC terminals coming on line now are ahead of the game in price, quality, and specification, and are expected to become market leaders over the next 12 months.



Uniwell software Development

The new Sequel server based back office software is on its way, it is now in beta test and installed at several sites.

Look out for more information on this exciting new product in the coming weeks.

New Sales Director - Tim Allen joins Geller

Tim Allen has joined Geller as Sales Director and he will be beating the Geller and Uniwell gong loudly, clearly and often, letting the world of hospitality know all about the products you have to offer.

Tim will work with our account managers Alex and Yvette to assist our reseller network to promote the sale of the Uniwell and PurePos products. During the coming months he will be working

hard to protect and increase the value of your Uniwell agency.

Tim has a wealth of sales and marketing experience and the benefits are being seen here already. All our marketing material has been revamped (you have probably already received the shiny new catalogues) New brochures and posters are available in A2 size for the current Uniwell range.

PurePOS information and pricing

Please see the enclosed price list and Technical Bulletins, which are available on the Geller Dealer Portal.

Competition

Who has got the oldest Uniwell system in use?

Send us a picture together with a little information including the date of installation and we will be delighted to send the owner of the oldest Uniwell system in the UK a bottle of champagne as well as contributing towards the replacement of their system by subsidizing the price of an AX-3000 system!

info@uniwell.co.uk



AX-3000 hospitality system – quality at an affordable price

We understand (from what you tell us) that when it was first released, the AX-3000, like all new firmware and software based products it was missing desirable features.

The current release is Version 2.5 and contains many new and exciting features. The people who sell it sing its praises, “solid as a rock” and “great comms, the IRC doesn’t fall over” and “I never hear from customers unless they want to change something” are phrases in regular use when we speak to AX-3000 resellers.

The design and appearance are state of the art, programming, installation and set up is simple and ongoing support is a piece of cake!

The AX-3000 is a great product for more information call the sales office 0208 839 1000.



AX-3000 Hospitality Package

The AX-3000 hospitality package is incredible value at only £895 and consists of:

- AX-3000 15" touchscreen system
- Heavy duty stainless steel cash drawer
- Heavy duty 80 mm thermal printer

(All necessary cables included)
Every dealer will be entitled to one PLM (program loading module) free of charge for each of his support/installation staff.

Tell us a good story and we will buy you a drink

We are revamping the Uniwell website and we need some new and interesting case studies - can you help us? As well as some great publicity the dealer involved will receive a bottle of Champagne.

From previous experience we know that case studies are one of best ways to promote hospitality EPOS products. A successful EPOS installation in your locality, carried out by your company, inspires confidence in potential customers in your area.

You are probably already doing this on your own website, however a case study on the Uniwell website will promote your company to a wider audience, increasing your credibility and building on the Uniwell brand at the same time.



Knowledge is the key to success

A series of Conversion Courses to bring you up to speed on the AX-3000 will take place over the coming weeks at our Greenford Head office and will be based upon applying what you know about the DX series to develop your knowledge of the AX-3000.

We will also be running two day courses for beginners in the coming months. The courses will be free of charge to Uniwell resellers except for the cost of overnight accommodation where applicable.

Please talk to your account manager, Alex in the North on 07976 437 699 or Yvette in the South on 07736 080 247. You can of course also call Geller directly on 0208 839 1000 for more information about the courses.



Spare parts - thank you for your co-operation

A big thank you to you all from our spare parts team, you have really assisted us by placing orders by email and using the correct Uniwell part numbers. With your help we have been able to get the parts picked, packed, and delivered to you correctly and quickly.

We have now created a dedicated Uniwell Parts Department. We are getting up to speed so that we will be able to deliver parts for current models from stock as a matter of course. The Uniwell range of older models do represent a challenge, however we will do our absolute best to assist you.



Are we missing a trick?

We are here to assist you to secure business with the Uniwell range of products, and want to do all in our power to boost your sales. We are new to Uniwell products but have been in this industry and looking after dealers for more than 50 years.

We believe the best tricks include getting the right kit, and then getting it right for our market. That should be followed by getting the best dealers, and getting them up to speed with the products.

We have the best dealers; we have been delighted to find the high levels of skill and professionalism in the Uniwell reseller network. What we need to do now is to improve and build on what we have acquired. Please communicate with us regularly. We want to hear the good (and the bad stuff) as we cannot put right something we don't know about.

Keep in touch
0208 839 1092
support@geller.co.uk

The support line is available throughout business hours but you can dial directly from 10am - 4pm, Monday - Friday



Contact Us

For more information on any of the articles or the Uniwell and Geller product ranges contact us on:

020 8839 1000
info@uniwell.co.uk
www.uniwell.co.uk

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GELLER