

The Genius way to sell smart



Sell more. Stress less. That's Genius.

Great retail isn't just about what's on the shelf. It's about how well you know your business and customers.

From checkout to back office, Genius gives you the tools to simplify operations and grow your business with confidence.

Say goodbye to guesswork and hello to built-in insights, payments, loyalty and more — all in one place.



*Source: Global Payments SMB Technology Survey, 2024.



From storefront to store room, stay in sync at every step

Whether you're managing a single boutique, a pop-up shop or a multi-location business, Genius keeps your business connected, from inventory to checkout to customer engagement.



Gift shops



Pop-ups



Hobby and craft stores



Cafés and food trucks



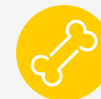
Liquor, beer and convenience



Sporting goods



Bakeries



Pet shops



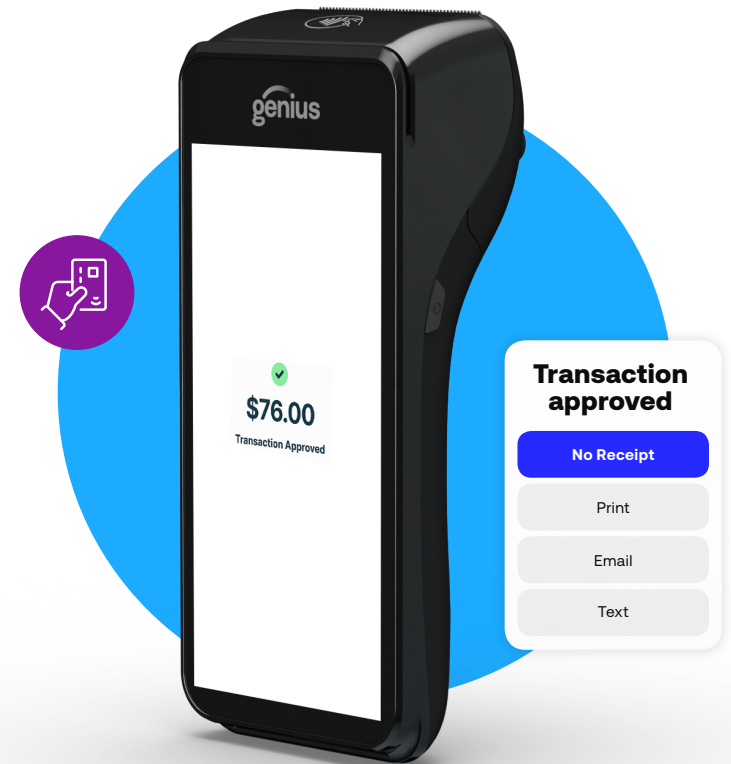
Bookstores

Put your entire shop in the palm of your hand

Get all the full functionality of a countertop POS in a sleek, handheld device.

It's your pocket-sized command center, ready to ring up sales, check inventory, apply discounts and process returns on the floor, on the go or wherever your customers are.

Plus, mobile ordering and checkout functionality mean faster lines and boosted sales during peak hours, so you can focus on customers instead of the counter.



One POS system, a shop full of possibilities

Secure payments, real-time inventory updates and built-in digital invoicing? That's in Genius.

Speed up checkout

Ditch the stress of disconnected systems with built-in payment processing that's fast, secure and convenient for you and your customers.

Manage inventory with ease

Track products across locations, set low stock alerts and adjust pricing or promotions on the fly from a single dashboard.

Get paid from anywhere

Send digital invoices, allow your customers to order ahead or take payments over the phone — getting paid has never been so easy.





The retail insights you need to make bank

Are you pulling the right data to boost sales and keep revenue flowing?

Use the built-in portal and dashboard to:

- ✓ **Know your best sellers**
- ✓ **Recognize your busiest hours**
- ✓ **Identify your top-performing staff members**
- ✓ **Track which location is most profitable**
- ✓ **Monitor your cost of goods sold (COGS)**

You're running a business, not a marathon. If you're not interested in a 24-hour work day or trying to be in five places at once, you need POS tech that simplifies the complicated.

You need Genius.

Benchmark smarter. Outsell the rest.

Knowing how you stack up to the competition doesn't just give you an edge. It deepens your understanding of your business, so you can reach newer, greater heights.

Picture this

You're a florist, and Valentine's Day is coming up. You discover one of your flower shops isn't selling like the rest and decide to investigate.

Through a quick benchmarking report, you confirm that other florists local to the area are selling the expected volume of bouquets. When you call the shop manager, she realizes the roses aren't visible to customers, resulting in a visual merchandising blindspot that's slowing down sales.

She makes the easy fix just in time for sales to recover.

With Genius, you can view benchmark data anytime, anywhere right from your dashboard — so you can find blind spots and performance gaps before you lose out.





Hardware built to handle your busiest days

✓ **Designed for durability**

Sleek but sturdy and built to withstand the wear and tear of the retail industry.

✓ **Get in sync**

Whether you have one device or several, Genius syncs data across devices in real-time so you're always up to speed.

✓ **Effortless to operate**

Simple to set up and use, our flexible hardware is built for all technology comfort levels.



Exceptional support every step of the way

Live agent support

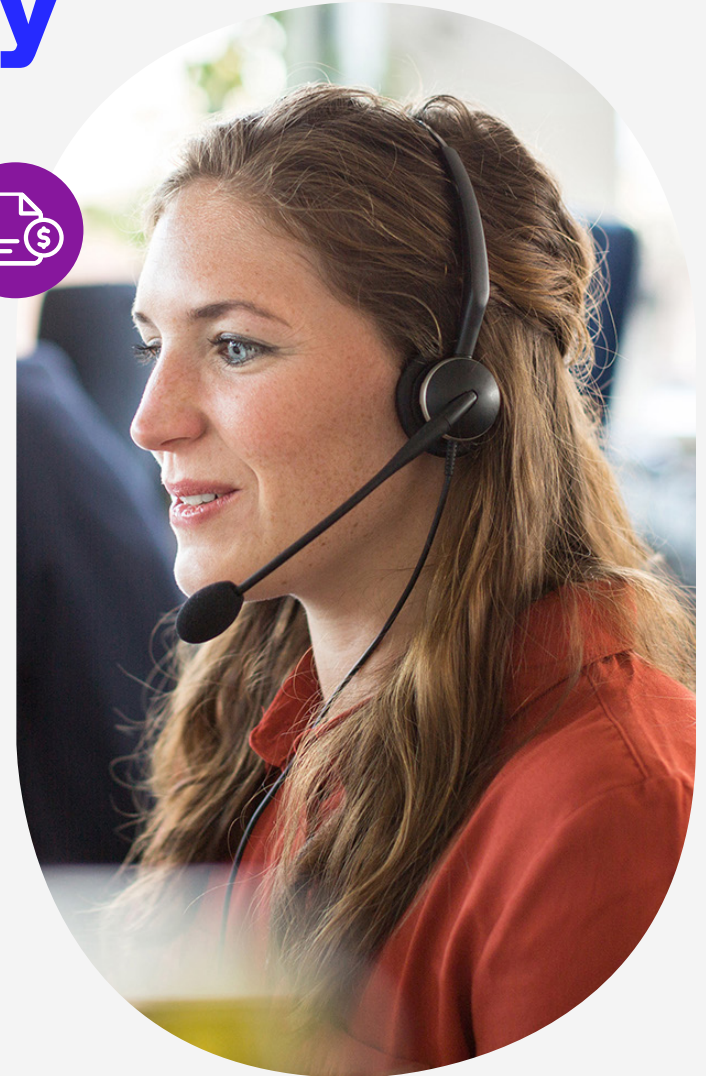
Don't settle for generic call centers when you can rely on dedicated support from real industry experts.

24/7/365 availability

Text, chat, email or phone — our always-on support team ensures you get assistance whenever you need it, however you want it.

Tailored onboarding

Get up and running quickly with swift but personalized onboarding and training, so you get the most out of your new solution.



It doesn't get easier than this

Quick to get started

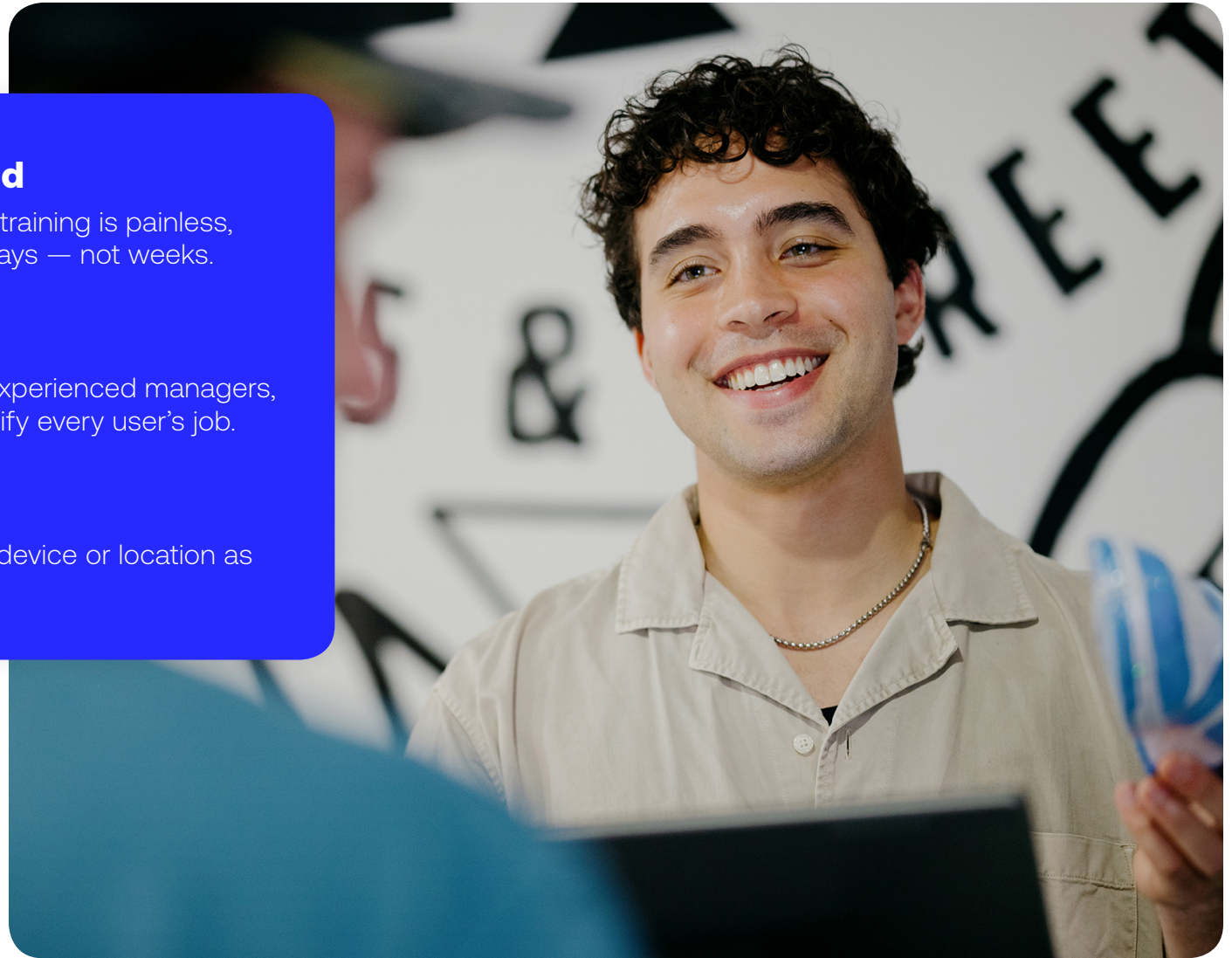
Onboarding is efficient and training is painless, so you can start selling in days — not weeks.

Easy to use

From rookie associates to experienced managers, Genius is designed to simplify every user's job.

Simple to scale

Easily add on an additional device or location as soon as you need it.



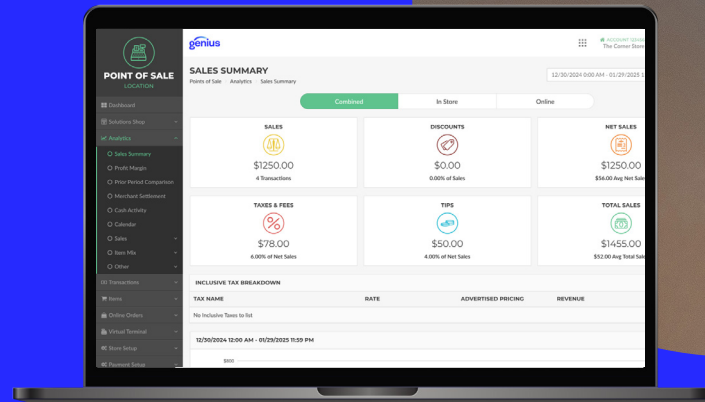
Fast. Flexible. Focused on real results.

The right tools don't just make your business easier to manage, they help you skyrocket to success.

Whether you're tracking sales, attracting new customers or turning first-timers into loyal fans, our tools were built for small businesses like yours.

No inflated subscription fees, no complicated setups — just practical tools that help you run your business like a pro.

Now that's Genius.





That's Genius.

Learn more at

globalpayments.com/point-of-sale/retail

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