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expanding their market considerably.

Mary Girsch-Bock • Jul. 27, 2012

Intuit — QuickBooks Point of Sale 2013

866-379-6636

<http://intuitpayments.com/POS>

Best Fit:

With the revamped point of sale product from QuickBooks, they have succeeded in expanding their market considerably. Making use of Cloud technology along with flexible payment options make this a good product for small to mid-sized retailers with up to 20 locations that do not process a high level of sales transactions.

Strengths

- Easy to install and setup
- The addition of the Go Payment app add flexible payment options
- Good reporting options
- Slight learning curve
- Affordable pricing and good support system

Potential Limitations

- Integrated shipping option could be stronger
- Not suited for high volume retailers, but suitable for SMBs with multiple locations or single store high volume payments.
- Users may potentially outgrow

I continue to be impressed by the number of new features that QuickBooks offers annually. Never content to remain static, they are constantly coming out with new

features that make their easy to use software even more valuable. This has never been

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QuickBooks POS 2013 has also returned to its roots, using the familiar, yet enhanced system navigator that makes it easy to toggle between multiple screens. The “I want to” feature makes it easy to the function you wish to utilize, and making a sale is a breeze. A menu at the top of the navigation screen provides access to Point of Sale options, as well as Customers, Inventory, Purchasing, Employees, Financial, and Reports.

Flexible data entry options allow users to enter product information on the fly, never interrupting a sale. Cashiers can also access other buttons such as Give Discount, Add New Item, Accept Return, or Quick Pick Items, which allows users to group specific items together. Managers can create employee groups for those with similar access requirements. Managers can also assign rights based on general information as well. Access can also be assigned by job description, with some employees given all rights, and others given access to only point of sale options, reporting options, customers, inventory, and other financial information.

The level of flexibility here enables all employees to access what they need to do their job. Customizable navigator buttons make it easy to create an interface that is user friendly and suitable for all employees, and the fully customizable dashboard offers management a great tool for reviewing historical sales data, along with bestselling items, departmental statistics, and payment data and other statistical information.

Lookup fields are found throughout the product, and are abundant in the point of sale interface screen, and the latest version can support up to 20 stores, with all data transmitted to headquarters as needed. The ability to toggle between multiple screens allows users to process returns, apply a discount, and ring up a sale without exiting to another program area. QuickBooks POS Inventory allows users to enter multiple pricing levels, along with simultaneous product markdown levels. Intuit also offers users an e-commerce add-on product that integrates with both QuickBooks Point of Sale and all QuickBooks financial products as well.

SPECIALIZED FEATURES/SERVICES: 4.5 Stars

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accept payments, no matter where they are. Go Payment allows users to utilize mobile devices via a mobile app that can accept payments anywhere, great for in-office sales transactions, trade shows and flea markets, as well as sidewalk sales. Product holds can be processed from the main entry screen, and historical data is easily recorded and tracked in both the customer and sales reporting options.

Customer sales data is easily tracked, with users able to view customer information as well as sales data as needed. An integrated gift card service is available, and loyalty and rewards program utilized as well. Reporting options allow users to mine data for mass email and other marketing options. All customer data can be easily shared with QuickBooks Financial products as well.

TRACKING/REPORTING: 4.5 Stars

QuickBooks POS 2013 Report Center allows users to easily view all available report types, choosing the category, and then the report to display. Users can choose to print the report, modify the data as needed, or change the default date range as well. Report attributes such as adding or removing columns as well as changing filter data can also be updated in the Report Center.

Frequently run reports can be saved as memorized reports, where they can be easily accessed in the future. All report data is displayed in real time, with data updated once a record has been added, modified or deleted. QuickBooks POS 2013 Inventory reports are plentiful, with a Summary with Activity that will display all items in inventory along with sales data. Sales reports are excellent, with Best or Worst Sellers, Most Common Returns, and Mobile Sales Detail.

Customer data including demographics are easily tracked, with sales tracked by zip code, sales by customer type, and a demographics graph. Dashboard reports provide management with excellent reporting options, including at a glance review of

bestselling products, employee sales totals, and department sales totals. All Quick

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with a QuickBooks financial product, making sure that all customer, payment, inventory, and purchasing data are easily exported into a complete financial system.

QuickBooks POS 2013 also integrates with a wide variety of POS hardware peripherals such as bar code scanners, credit card readers, PIN pads, pole displays, and signature capture devices, as well as external employee time entry systems.

HELP/SUPPORT: 5.0 Stars

All QuickBooks products contain an excellent selection of tools that make the life of the product user a lot easier. The availability of the "I want to" button at the top of each data entry screen makes it easy to locate the transaction option needed. System updates can be downloaded automatically, with users able to choose immediate download or the option to wait until another time. QuickBooks also offers a wide variety of support options designed to fit the needs of both the new and experienced user, and QuickBooks user communities provide answers to frequently asked questions, as well as access to local support personnel.

SUMMARY & PRICING

Quick Books POS 2013 was released in June 2012 and is currently available for \$999.00. An excellent stand-alone POS product, using QuickBooks POS 2013 in conjunction with QuickBooks financial products ensures a complete front office/back office retail solution.

2012 Overall Rating: 4.75 Stars

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