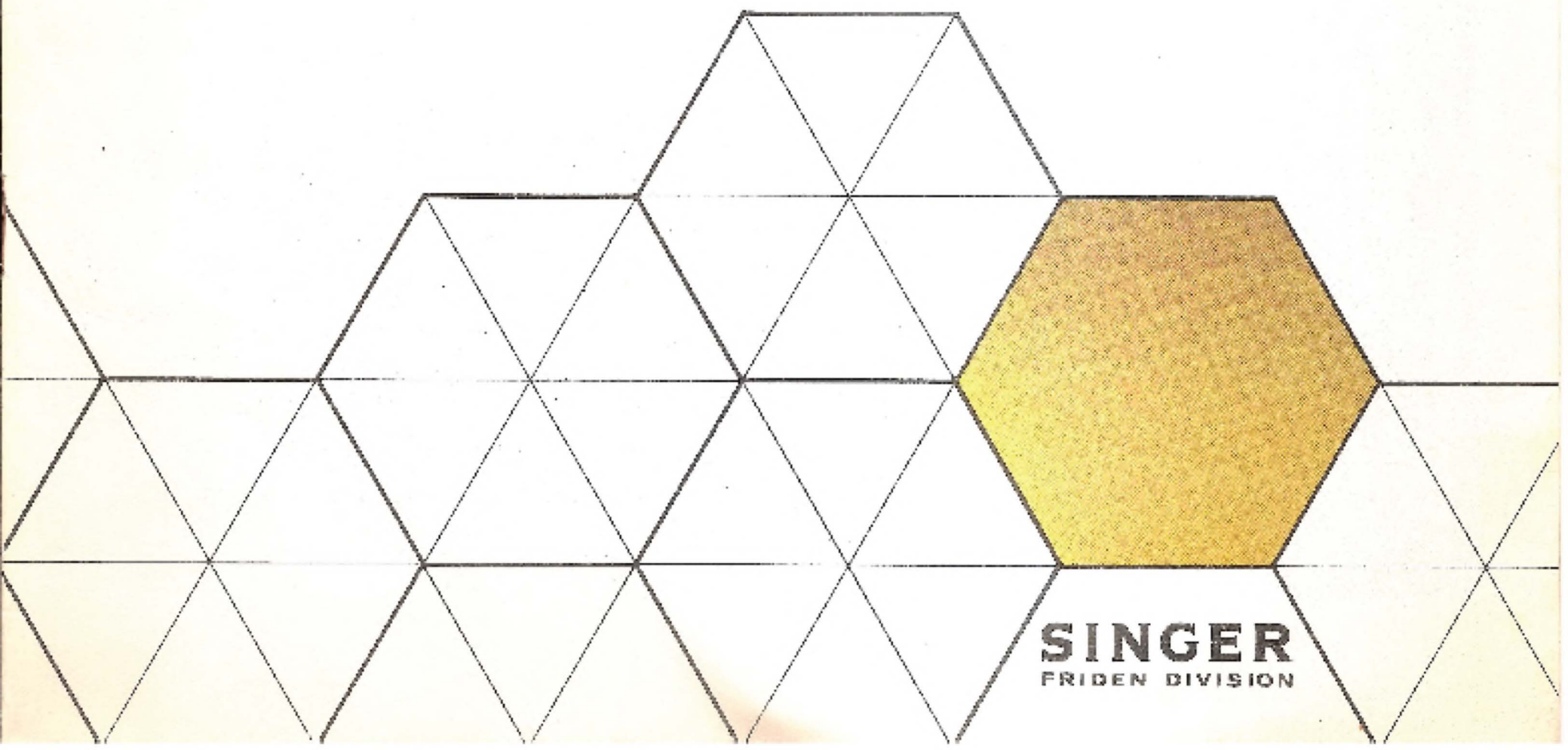
FRIDEN MDTS

MODULAR DATA TRANSACTION SYSTEM



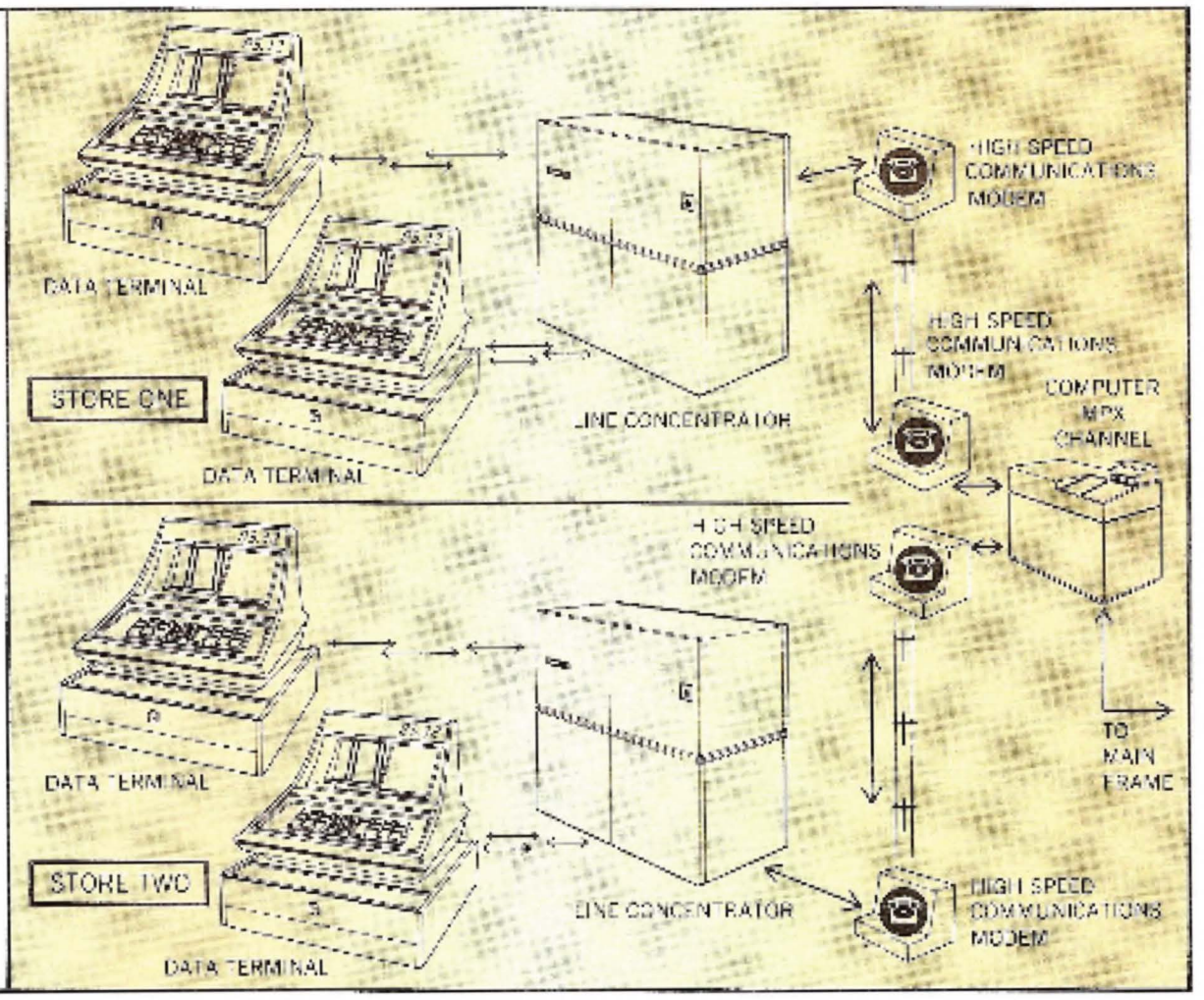
SINGER
FRIDEN DIVISION

12.98

ON-LINE, REAL-TIME SYSTEM

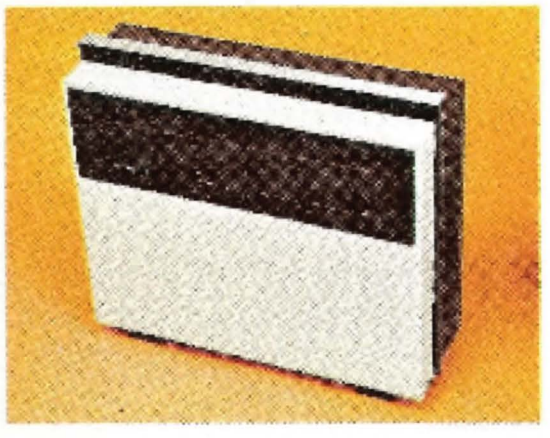
Simply substitute one printed circuit card and the data terminal becomes on-line to your computer. You have positive credit authorization and immediate processing of all transactions.

Even on-line, you're never out of business since the data terminal is free standing. All transactions are captured on the audit tape.



PRODUCT DESCRIPTIONS

Data Terminal A self-contained, free standing unit with computer logic.



Individual Store and Forward Module A self-contained magnetic tape unit for storage of transactions prior to transmission to the computer system. Stores up to 50,000 characters of information. The module can be polled and features automatic retransmission on computer-detected errors.

Line Concentrator A scanner-receiver unit which is two-wire connected to data terminals. Each concentrator can buffer transactions from up to 180 terminals. Polled by the computer for transmission of stored information from a disc or magnetic tape file. An in-store unit located up to eight wire-miles from each terminal.

Disc File Off-line random access storage unit with 10 million character capacity. Terminal data can be grouped into predetermined sectors, eliminating sorting after transmission to the computer. Disc can also contain negative credit authorization file, ready for interrogation from data terminals.

Magnetic Tape File Off-line storage for transactions. Computer compatible magnetic tape. Information can be transmitted or tapes can be taken to computer center for processing.

ALWAYS THE RIGHT SYSTEM As your business changes, so can your system. And because it uses ISO (International Standards Organization), a standard data communications language, the system will always match your computer.

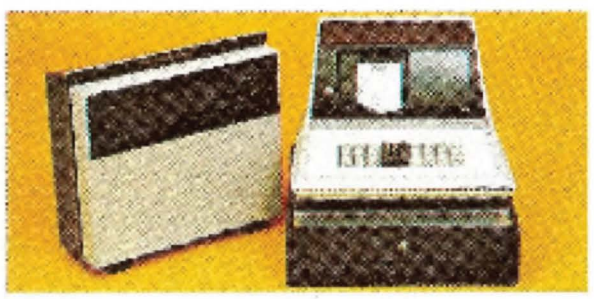
INDIVIDUAL STORE AND FORWARD SYSTEM (Off-line)

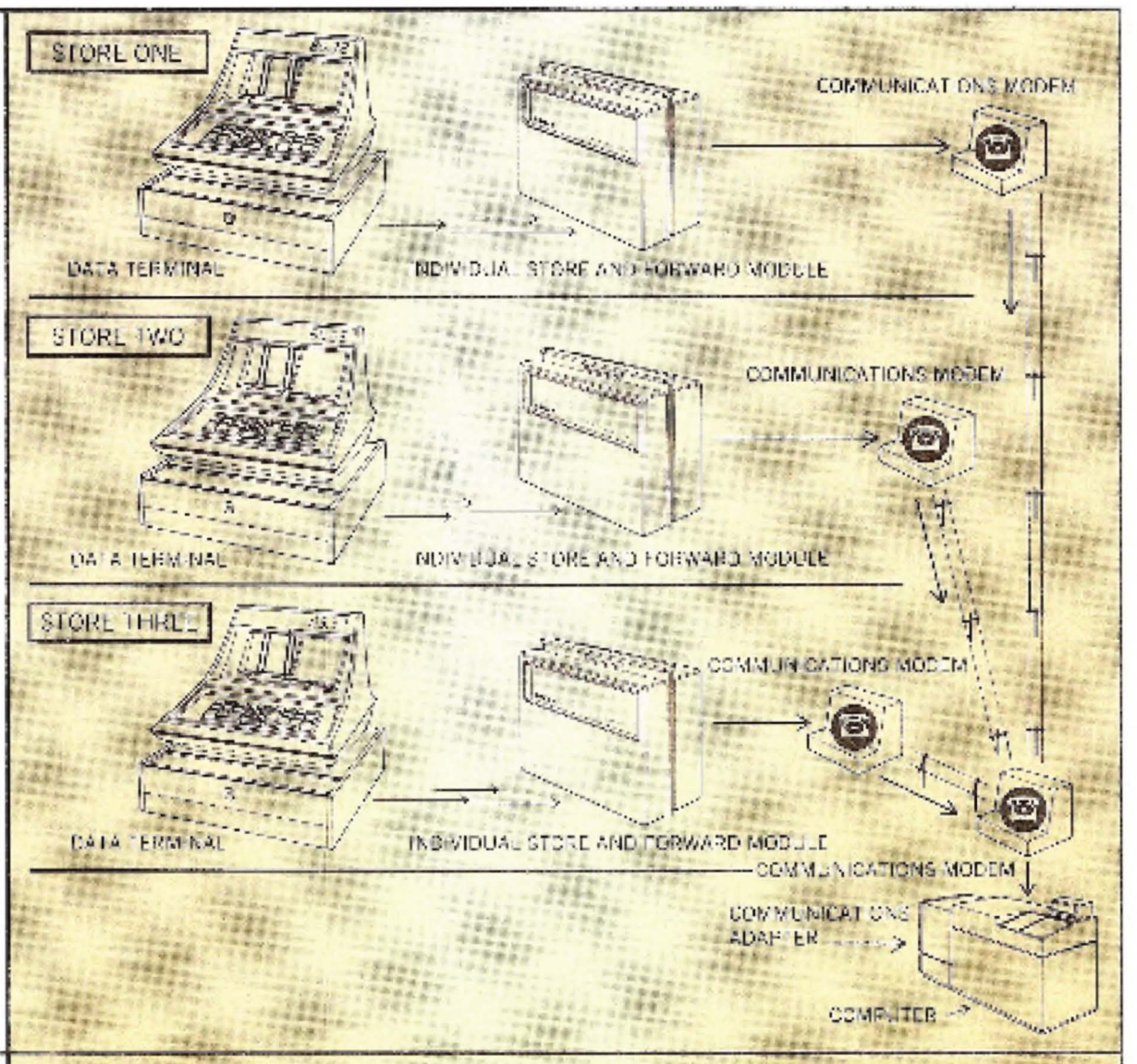
Designed for a single store—either alone or as part of a chain—that needs only a few data terminals per store. Or for a department store where only specific locations need terminals.

Each MDTS Data Terminal location has a companion MDTS Individual Store and Forward Module. The terminal captures data on sales forms and on an internal audit tape. The module stores up to 50,000 characters of information on magnetic tape. Poll the module whenever you want. Transmission of previously recorded data takes place at any time without affecting the normal operation of the system.

As an option, connect up to five data terminals with modules in one store for transmission by a single communications modem.

Move the data terminal and store and forward module to any location for special sales. The module records the transactions and then is taken back for transmission to the computer.





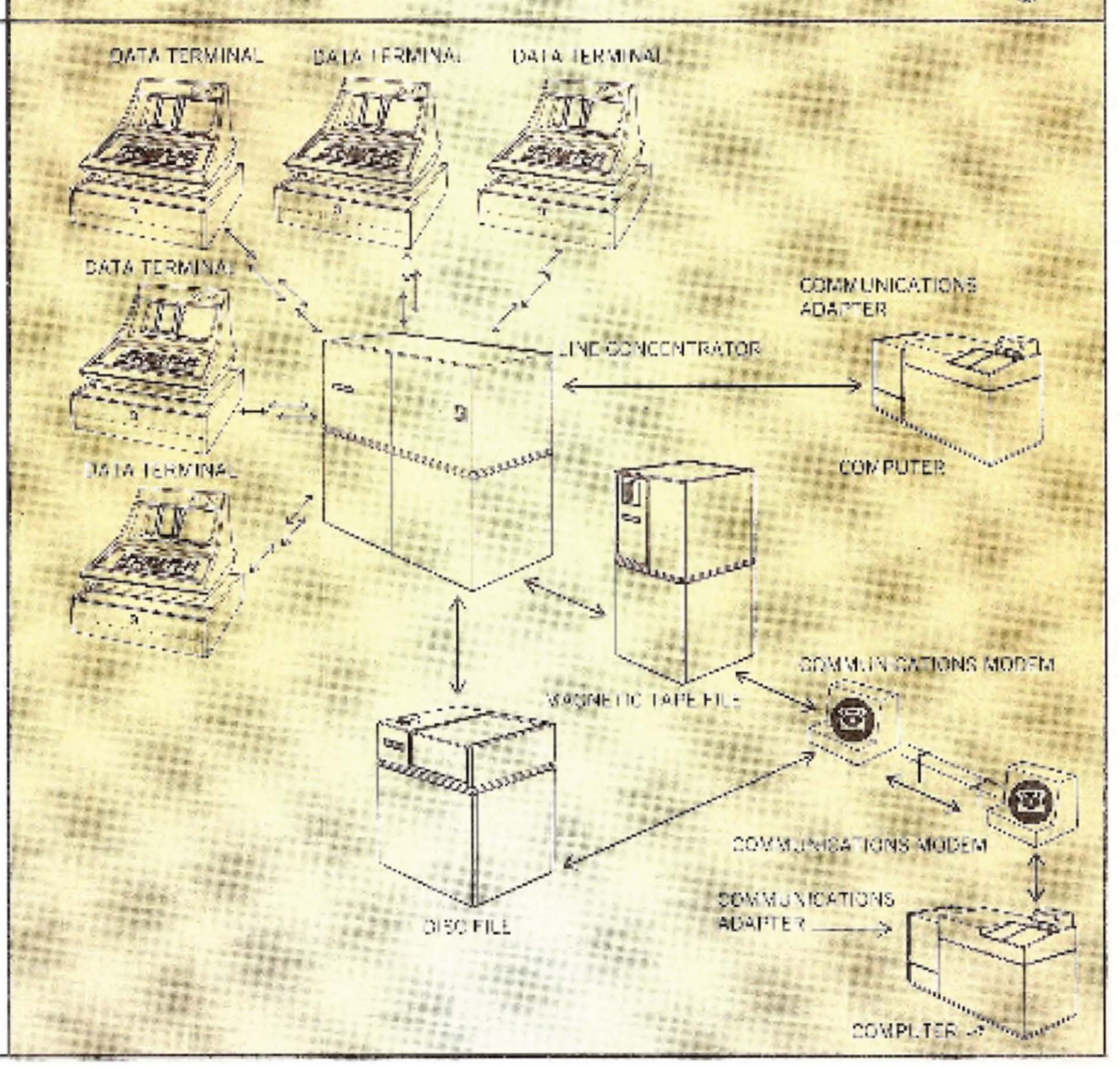
COLLECTIVE STORE AND FORWARD SYSTEM (Off-line)

If you need many terminals in one store, either to handle specific merchandise from each location or to handle all merchandise from various locations, this is the way.

It takes only a two-wire connection to link a data terminal with the in-store MDTS Line Concentrator. Each concentrator buffers up to 180 terminals. It also acts as a format controller for MDTS storage units and a communication controller for the computer.

There are two storage units. One is the MDTS Disc File which also provides instantaneous negative credit authorization. The second is the low-cost, high capacity MDTS Magnetic Tape File.

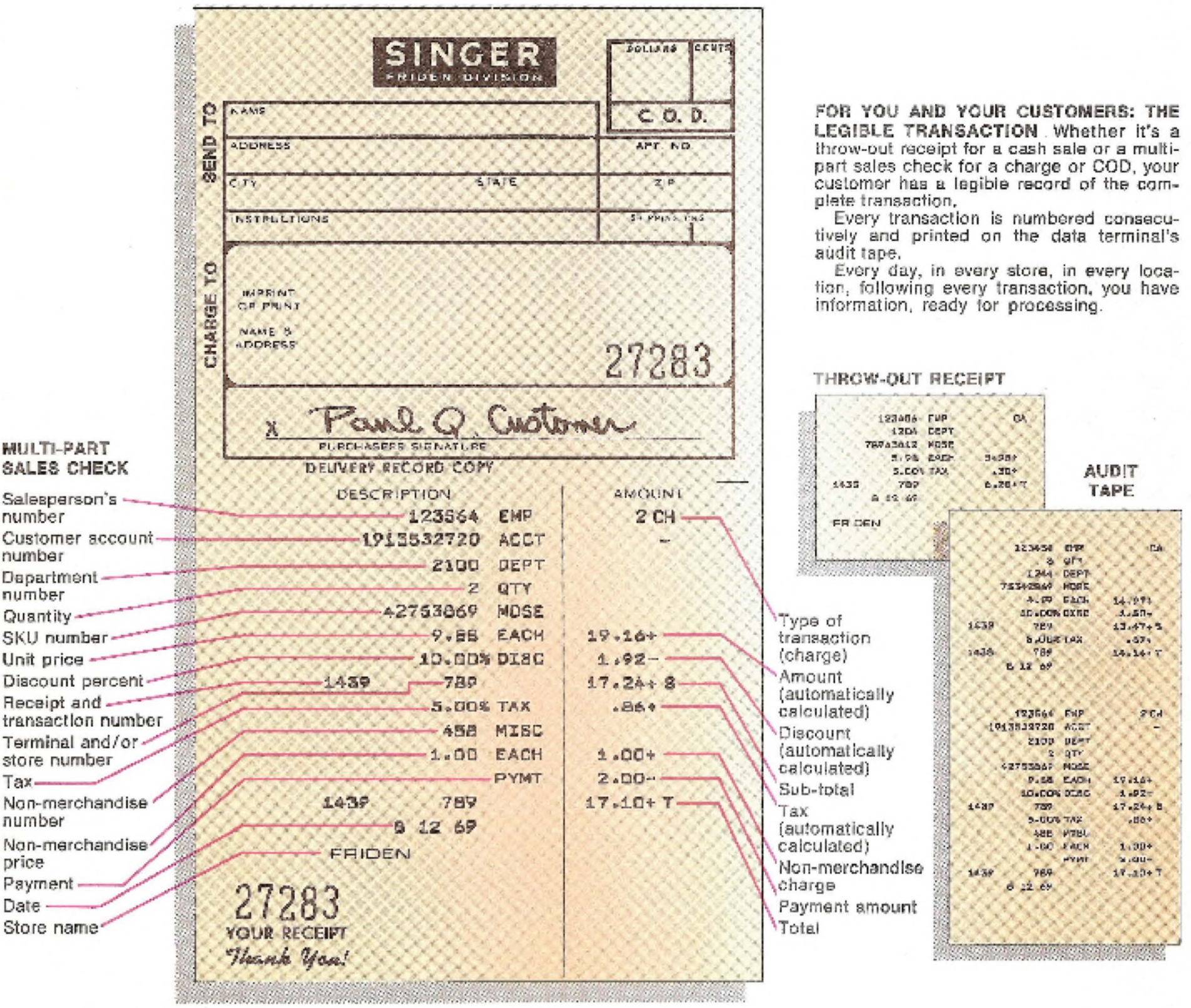
At the end of the day, or when desired, poll the concentrator for transmission of stored sales information and updating of the credit file.



FOR YOU AND YOUR CUSTOMERS: THE LEGIBLE TRANSACTION. Whether it's a throw-out receipt for a cash sale or a multi-part sales check for a charge or COD, your customer has a legible record of the complete transaction.

Every transaction is numbered consecutively and printed on the data terminal's audit tape.

Every day, in every store, in every location, following every transaction, you have information, ready for processing.



MULTI-PART SALES CHECK

- Salesperson's number
- Customer account number
- Department number
- Quantity
- SKU number
- Unit price
- Discount percent
- Receipt and transaction number
- Terminal and/or store number
- Tax
- Non-merchandise number
- Non-merchandise price
- Payment
- Date
- Store name

- Type of transaction (charge)
- Amount (automatically calculated)
- Discount (automatically calculated)
- Sub-total
- Tax (automatically calculated)
- Non-merchandise charge
- Payment amount
- Total

THROW-OUT RECEIPT

AUDIT TAPE

THE RESULTS

Control of transactions—A non-resettable, electronic counter consecutively numbers all transactions. This number, plus the date, store number, and data terminal identification are automatically captured on the terminal's audit tape, on sales forms, in MDTS storage units, and in your computer.

Hard totals: cash, sales, sales tax, and discount—Store them in the data terminal. Using a special key you can read them or clear them at any time during the day. Soft totals are available from your computer.

Complete inter-employee and inter-department selling—Record employee numbers and department numbers with check digit verification. Sales reports are available by employee and department by time of day, if desired.

Prompt, reliable accounts receivable updating—Assured through check digit verification of each customer's account number. You update customer records sooner because information is ready for computer processing either immediately or at the end of the day.

100% floor audit—Process all transactions (debits and credits) from the data terminal. Today's computer-prepared departmental sales reports show yesterday's gross, returns, and net.

Automatic sales audit—All transactions and amounts are identified. This reduces the time and personnel needed for cash and document balancing and control. It also provides reliable information for merchandise accounting, accounts receivable control, and sales analysis.

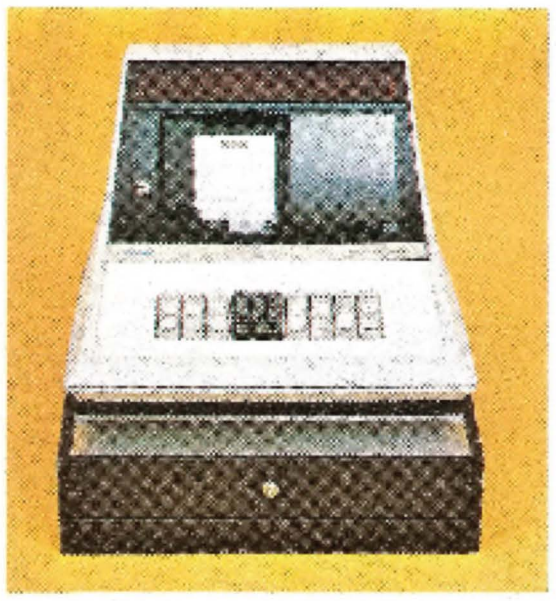
Reduced sales training time—Sales personnel are guided through each transaction by keys that light in the proper sequence. They spend less time with the mechanics of sales because entries are faster, more accurate. Change the sequence to fit the selling location; the lighted keys guide the operator. You spend less time training part-time employees.

Accurate merchandise reports—Entry of an SKU number at the point of sale with check digit accuracy produces merchandise reports in units as well as dollars.

You have financial management by classification and price line. This allows lower inventory, more frequent turnover, better cash flow, and control of "open-to-buy."

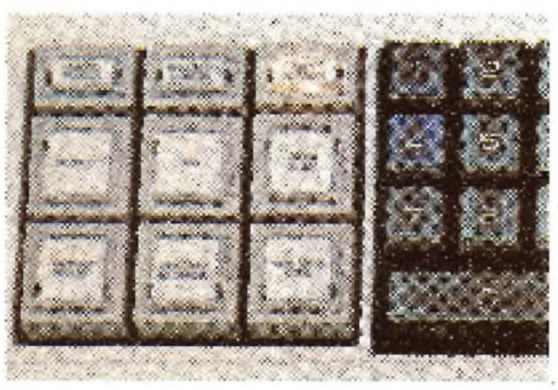
Also: complete descriptive billing with items identified to a classification or even sub-classification level.

THE BEGINNING A 19½" by 20" by 19½" computer. It's the MDTS Data Terminal. Both LSI and MSI circuits give it the power, speed, accuracy, and storage capacity that puts electronic input on the selling floor.

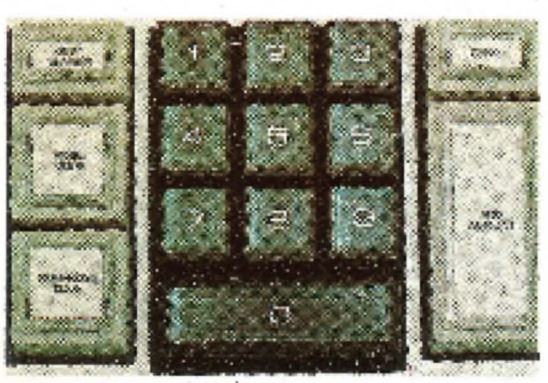


To begin, it's a system within itself because it's free standing. All calculating and printing is done by the data terminal and captured on an internal audit tape. So it's business as usual if something unusual happens to any part of the system.

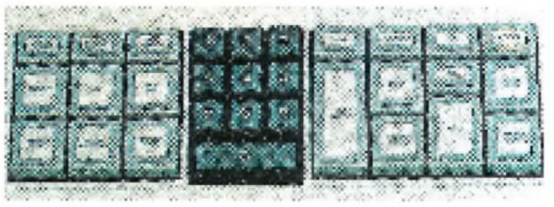
You'll appreciate the capabilities of the MDTS Data Terminal. Your sales personnel will appreciate the operating simplicity.



Function keys light in the proper entering sequence to guide personnel through the transaction steps. Change this programmed sequence to match varying selling locations.



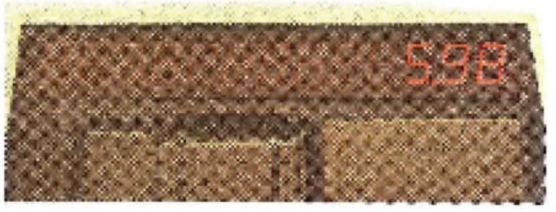
For entering figures, a simple 10-key keyboard.



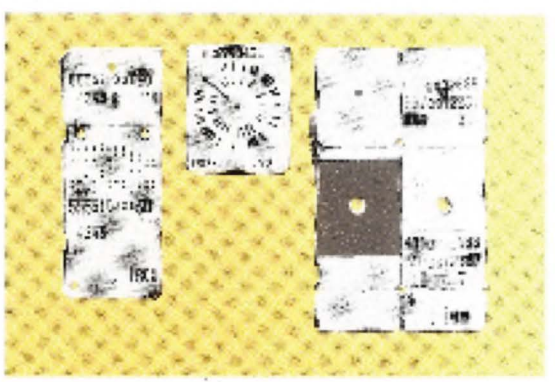
The complete keyboard is interlocked to ensure accurate entries.

Multiplication. Done by the data terminal. Quantity, tax, and discount calculation without error-prone mental figuring or pencil scribbling.

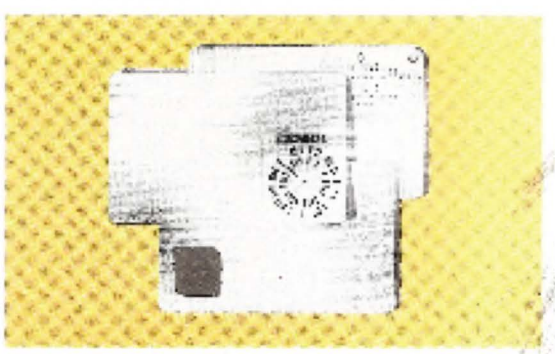
Every code (employee, department, etc.) is indicated in a bright 13-digit display.



The same with monetary entries, extensions, sub-totals, and totals. Including change.

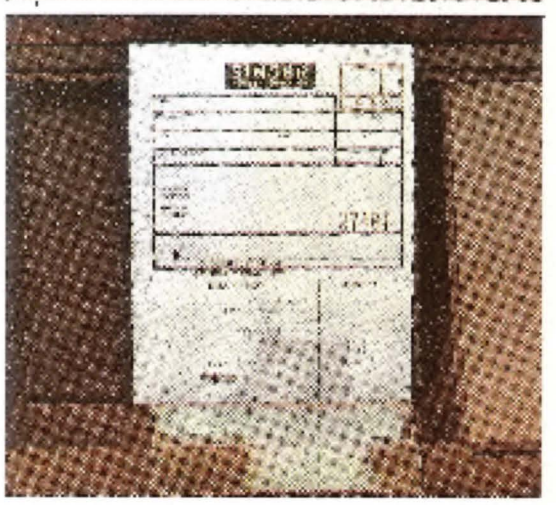


The data terminal is compatible with a variety of readers for detachable and non-detachable merchandise tags.



And credit cards.

On top of all this, many facts are automatically printed: date, store number, transaction number, and terminal identification.



All this information appears on a throw-out receipt or a multi-part sales check in addition to the internal audit tape.

Most important, as soon as data is entered it's available in computer language. Ready for transmitting and processing.

The MDTS Data Terminal is the beginning. With it you expand—gradually or rapidly—with complementary equipment into faster, more powerful systems, each matched to your business growth.

MODULAR DATA TRANSACTION SYSTEM

ELECTRONICS Now on the selling floor where 80% of the information you need originates. Now available to whisk this information into your computer system. The mismatch of electromechanics and electronics is over.

With the FRIDEN* Modular Data Transaction System (MDTS) you balance your operations by mating our electronic input with your electronic output. This speeds customer service, improves the efficiency of sales personnel and your business with such advances as a programmed keyboard to guide personnel through a transaction and a sales form with entries neatly printed and described. Permits complete control of department and employee selling. Allows automatic input of information necessary for sales audits, accounts receivable, sales reports, and merchandise accounts. Reduces sales training time.

And because the system is modular, you immediately gain these advantages within the framework of your current operations. Any future business expansion—such as additional stores or switching from an off-line to an on-line system—will not obsolete the FRIDEN Modular Data Transaction System.

*A TRADEMARK OF THE SINGER COMPANY

THE DECISION

There's more to the FRIDEN Modular Data Transaction System than hardware. There are people. Such as Friden Customer Service Representatives, a phone call away. And Retail Systems Specialists who make sure your system and MDTS make one system.

for more information,
write to Friden International S.A.,
P.O. Box 291, Fribourg, Switzerland

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