**Why You Should Choose Adilas**

1. Business Intelligence System – One “Intelligence” System to enter your information into while “locking down” the other systems – data normalization, fewer data entry errors, control over format and naming
	1. Vendor Catalog – already complete
	2. Units of Measure – in process
	3. Sub Inventory Templates – coming soon
	4. Items and Item Categories – coming soon
	5. Users/Permissions – coming soon
	6. Customers – coming soon
2. Complete Software Solution
	1. Accounting – why pay extra for QuickBooks?
		1. Banks, Bank Transfers, Bank Reconciliation
		2. Deposit and Expense Types, based on your Chart of Accounts
		3. Accounts Receivable, Statements
		4. Accounts Payable, Bulk Payments, and Check Printing
		5. Income Statement
		6. Balance Sheet
		7. CPA-ready end of year data
	2. E-Commerce – why pay extra for Shopify?
		1. Data pulled and reserved from main site – no double entry
		2. Images, Descriptions, Customer Reviews, Specs & Dimensions
		3. Allow customers to create their profile, including uploading images
		4. Category Buffer and options
		5. Wholesale Login and Pricing controls
		6. Age/Birthday verification if needed
	3. Loyalty Points – why pay extra to a separate company?
		1. Share/Earn/Redeem points across multiple locations
		2. Control the Earnings Rate
		3. Exclude certain Categories from earning points
		4. Exclude certain Customer Types from earning points
		5. Control the value of each Loyalty point
	4. Discounts and Discount Engine
		1. Discounts by Customer Type
		2. Discount within Individual Customer
		3. Discount Calculator within Shopping Cart
		4. Discount Engine – Configured ahead of time, activated automatically
			1. Based on certain Dates, Days, and/or Times
			2. Assigned by Item Category, Vendor, or specific Item
			3. Dollar Amount or Percentage Discount
	5. Message Marketing – why pay an outside company?
		1. No outside Carrier – no additional fees or cahrges
		2. Logo App added to Customer Phone Home Screen
		3. Click on Logo App, they are logged in, receive messages, and ready to shop
		4. Messages are sent according to Customer Type
		5. Messages can contain HTML, graphics, video
	6. Payroll – why pay extra for ADP or Gusto?
		1. Multiple Departments – pay structure (hourly vs salary), pay frequency, overtime and tax options
		2. Vacation Pay, Sick Pay, Holiday Pay
		3. Employees clock in and out, right in Adilas
		4. Payroll amounts tracked as Expenses
		5. Paychecks printed from within system
		6. Payroll Taxes tracked as Payables, until paid
		7. 1099 and W-2 creation for the year
3. Complete Customization
	1. Your Company Logos and colors – a complete “White Label” solution
	2. Naming Conventions and Terminology
		1. Customer, Client, Patient?
		2. Invoice, Bill of Sale, Sales Contract?
		3. Employee, Attendant, Associate?
	3. Home Pages and Custom Links
		1. Overall Corporation Template
		2. User Level Links
	4. Custom Labels and Barcodes
		1. Inventory Labels printed from Purchase Orders
		2. Exit Labels printed from Cart/Invoice
		3. Label Builder – Coming Soon