

## About Us

DCR was established in 1984 as Data Cash Register Exchange, selling and servicing cash registers primarily to the retail, grocery and convenience store markets. We are staffed with a dedicated, licensed support team with locations in Columbus, Macon, and Atlanta, Georgia. DCR emphasizes and values our support because we realize the equipment we sell and service is only as good as the ongoing support and training customers receive.



Powered by



## STAR-PLUS

Single Store

POINT OF SALE & RETAIL  
MANAGEMENT SOFTWARE

## STAR-LINK

Chain Store

HEAD OFFICE & STORE  
MANAGEMENT SOLUTION



Contact us to learn how  
our solutions can work  
for your business!

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DISCOVER. MANAGE. STREAMLINE.

## Point of Sale Software Solutions

for Grocery, Natural Health,  
Liquor & Convenience



## DCR powered by Auto-Star

Auto-Star provides easy to use tools to improve margins, customer relationships, and sales with a complete business solution from point of sale to back office, from head office to web-based reporting. Designed for efficiency and growth, Auto-Star's software includes key requirements for the supermarket, and pharmacy industries. The adaptable software features can be tailored to individual store needs, resulting in optimal efficiency.

*"The reporting is one of the most fundamental and successful elements of the software. Star-Plus offers numerous reports that provide us access to real-time sales data."*  
Ray Markland, Lead Supervisor

## Toucan Market

Toucan Market is a busy specialty food store selling national brand names, organic products and gourmet items. Star-Plus is a reliable and flexible solution that has grown with the company.

*"Star-Plus has all the features we need at an affordable cost."*  
Richard Cole, Owner



Point  
of Sale

Fast, Intuitive & Powerful

Integration with eCommerce & Digital Coupons

Quick Flip Produce & PLU Lookup

Flexible Hardware Solutions

Customer Loyalty and Accounts Receivable Management

Delivery Management



Simplify Product  
Management

Mobile Product & Price Management

Customizable Shelf, Bulk Bin, and Barcode Label Printing

Leverage Vendor Promotions & Rebates

Integration with Electronic Shelf Labels



Optimize  
Inventory

Real-time Item Movement Tracking

Suggested Product Ordering

Direct Store Delivery (DSD) Tracking

Flexible Inventory Setup & Control



Advanced  
Reporting Tools

Real-time Sales & Product Movement Reports

Real-time Promotion Analysis Reports

At-a-Glance Executive Dashboard

Customizable Reports for Relevant Business Intelligence



Manage  
Chain Stores

Real-time Data Processing

Centralized Product & Promotion Updates

Web-based Reporting & Analysis

Centralized Loyalty Programs