AccuStore®

For Immediate Release

AccuStore Integrates with Leading Point-of-Sale Platforms

CLEARWATER, Fla., April 18, 2024 – AccuStore, a GSP company, announced today that the software platform now integrates with industry leading point-of-sale programs. The update improves customer service levels while driving value for retailers by showing customer-facing transactions on digital displays. The digital displays can be featured in-store or outdoors in drive-thru lanes.

The AccuStore platform leverages templates for a nearly unlimited variety of layout options. This also allows the deployment of customer-facing promotional videos and motion graphics. The AccuStore integration with point-of-sale systems also leverages price books for automatic updates.

"We're continuously improving AccuStore to meet the needs of an evolving industry," said Autumn Welch, Vice President of Product Management. "This round of improvements provides seamless transaction integration for our clients who are stepping up their offerings in food service."

About AccuStore

The retail intelligence software suite from GSP Companies, AccuStore is used by retailers in more than 75,000 stores each month for profile-driven marketing plans. Virtual Store Walkthroughs reduce travel time and expenses for store updates. AccuStore delivers store specific marketing guides to retailers, which reduces waste in their marketing chain and improves their sustainability. Profile-driven execution management handles store audits and task management through a mobile app.

About GSP

GSP provides industry leading retail solutions that drive traffic, reduce costs, and enhance customer experience. GSP delivers 100% store-specific in-store digital and print marketing programs to more than 75,000 retail locations from its four G7 print and fulfillment facilities throughout the U.S. GSP also offers turnkey design, manufacturing and installation for full-scale store remodels and décor refreshes. GSP's award-winning design team supports retail environments, visual merchandising, photography, and graphics. Additionally, GSP's AccuStore store intelligence technology maintains a single source of accurate site data to help retailers target their growth initiatives to the specific needs of each store. Founded in 1978, GSP's companies include Great Big Pictures and Custom Color, which supply graphics, visual merchandising, and retail execution to leading consumer and retail brands throughout the United States. For more information, visit gspretail.com.

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