

# Cybertill

## Company Prospectus



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## **Cybertill** The Company

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In 2001, when online retailing was only burgeoning, and various retail sales channels were very much siloed, Ian Tomlinson founded Cybertill. One of the world's first cloud-based retail management platforms, Cybertill enables a real-time single view of stock, sales and customers to retailers across all touchpoints including integrated systems, branded and pop up retail shops, mobile point of sale, click and collect points, franchise stores, concessions, and ecommerce.

Retailers need one version of the truth in terms of inventory levels and customer details. Software hosted in the cloud enables this. With Cybertill's platforms hosted in the cloud, there is a single product database and customer database. So, all channels link to the same file so a business can see stock levels across its organisation in real time, so it can get the right products to the right location at the right time thus optimising sales. Also, all elements of a business share the same customer data, so consumers get a better continuity of service.

Retailers large and small can benefit from the Cybertill platforms. Cybertill's RetailStore and CharityStore platforms serve over 700 general retail, charity, and visitor attractions globally and help process over 64 million transactions a year.

## Trusted by big retailers & brands



The Cybertill board of directors is comprised of management executives with extensive expertise and experience in the retail and technology industries and proven track records in successfully growing and developing businesses.



**Ian Tomlinson** Chief Executive Officer

Ian founded Cybertill in 2001 and controls both the evolution of the software and successful expansion of the business. His innovative approach and expertise ensure Cybertill continues to be a successful and ground breaking organisation. technology industries and proven track records in successfully growing and developing businesses.



**James Ward** Chief Operating Officer

James oversees the controlled and successful growth of the business. He is also responsible for finance and plays a critical part in the corporate governance and strategic development of Cybertill as a sound and profitable organisation. James joined Cybertill in 2004 and has held several senior posts within the business, including Finance Director. Prior to Cybertill James was the Finance Manager for a national electrical and building contractor.



**Ed Micklewright** Client Services Director

Ed's blue chip background has helped him craft Cybertill's working practice and culture alike. He originally joined Cybertill as sales manager before moving to client services and has been central to the organisation's focus and development of its client services. Ed was appointed Client Services Director in 2008. Prior to Cybertill Ed held a variety of client facing roles with several organisations including National Sales Trainer for Nestle.



**James Gallacher** Chief Technology Officer

James joined Cybertill in November 2018 and is responsible for the company product and IT strategy and delivery. Previously James held positions as CIO, CTO and COO at various blue-chip retail, distribution and data/software organisations where he was instrumental in delivering industry-leading products and services across the globe. James has a passion for using data-driven technology to drive excellent customer experience across the retail and distribution supply chain. He continues to work with industry vendors and manufacturers to shape technology to meet the ever-changing face of commerce.

Cybertill has over 700 general retail, charity, and visitor attractions customers that use Cybertill's RetailStore and CharityStore platforms across over 7,500 locations globally. It is the leading cloud-based retail management software provider in Europe. Cybertill also has a growing reseller programme in North America with many large retailers in the US already using the software.

Cybertill services a variety of retail sectors, specifically non-food retail. Cybertill's RetailStore platform is perfect for general merchandise, as well as specialty sectors such as Jewellery, Fashion, Health & Beauty, Footwear, and Cycling. Cybertill is also the leading provider of charity retail systems, with around one in three of all charity shops in the UK using Cybertill's CharityStore platform.

Cybertill has been identified in London Stock Exchange Group's 1000 Companies to Inspire Britain.



**London**  
Stock Exchange Group

[lseg.com/resources/1000-companies-inspire-britain](https://lseg.com/resources/1000-companies-inspire-britain)

1000 Companies to Inspire Britain is a celebration of some of the fastest-growing and most dynamic small and medium-sized enterprises (SMEs) in the UK. As well as identifying 1,000 companies, the report examines in detail the opportunities and challenges facing SMEs and looks at the sectors and trends that will shape the future of the UK economy.

Since our inception in 2001 Cybertill has won many awards for its innovative software solutions. These include regional, national business and international awards. Below is a list of the most recent awards and nominations Cybertill has achieved.

## 1.4 Awards & Credentials



**27001**

An information security certification with a focus on data security and protection

**9001**

A best practice quality management certification with a focus on customer service

- 2020** - UK eCommerce Conference & Awards 2020 **Shortlisted**
- European IT & Software Excellence Awards for Vertical Market Solution of the year **Finalist**
- 2019** - IT Europa award for Vertical Market Solution of the Year **Winner**
- Retail Systems Awards Multi-Channel Solution of the Year **Shortlisted**
- 2018** - Retail Week Tech Team of the Year
- Big Chip Shortlist x2
- Amazon Growing Business Awards **Nomination**
- Knowsley Business Awards **Nomination**
- 2015** - UK Cloud Awards Most Innovative SMB 2015 Product of the Year **Winner**
- The FinTech 50 **Finalist**
- 2014** - IT Europa Saas Award **Winner**
- 2013** - IT Europa Saas Award **Finalist**
- Retail Systems EPoS Innovation **Finalist**
- Charity Retail Association: Supplier of the Year **Finalist**
- Retail Systems EPoS Innovation **Finalist**
- 2012** - Big Chip **Winner**
- IT Europa Saas Award **Winner**
- Retail Systems EPoS Innovation **Winner**
- Charity Retail Association: Supplier of the Year **Finalist**
- 2011** - Retail Week Technology Awards Technology Innovation Special Recommendation Award
- Charity Retail Association: Supplier of the Year **Finalist**
- Retail Systems EPoS Innovation **Finalist**
- 2010** - IBM Innovation **Winner**
- Retail Systems EPoS Innovation **Finalist**





*“The investment in Cybertill has allowed us to integrate our ecommerce platform with our stores. We now have live sales and product data feeding across the business. This makes decision making more accurate.”*

**Frank Potts, IT Director, MUSTO**

*“We’re very happy that we chose Cybertill.”*

**Roy Clark, Director of Retail & Trading, Barnardo’s**

*“It’s scalable, as we grow and roll out more shops, the scalability of the Cybertill platform is infinite.”*

**Stephan Potter, Head of IT, Neal’s Yard Remedies**



*“We needed a reliable infrastructure to support our omnichannel initiatives, and the RetailStore platform gives us this.”*

**Paul Hinds, IT Director, F.Hinds**

*“Cybertill has given us insight into how people are buying. Because the data is live, it means we can respond instantly to emerging trends. Cybertill enriches our decision-making process and we can see the impact of our promotions in the sales figures.”*

**Stephan Potter, Head of IT, Neal’s Yard Remedies**



*“Cybertill links in real-time to our ecommerce store, which is invaluable. It means online can only see stock that we have available so customers don’t get frustrated ordering lines that are out of stock.”*

**Daniel Buck, Founder & Owner, Daniel Footwear**

*“We’re pulling information out of RetailStore in many ways, ranging from the till and shop side of things through to the warehouse and online, which is all working very nicely and effectively.”*

**Paul Hinds, IT Director, F.Hinds**

*“The Cybertill system has helped the business grow and the simplicity of rolling the system out across stores makes it ideal for expanding retailers.”*

**Daniel Buck, Founder & Owner, Daniel Footwear**

Cybertill is a pioneer within the retail technology market. Cybertill work with other forward thinking technology companies, to help provide seamless retail solutions.

### Aures



Aures design and manufacture complete ranges of point of sale terminals and related peripherals. They are renowned for their ground breaking and exclusive designs that are available in a wide choice of colours. They recently acquired J2, another PoS terminal vendor.

### Pioneer



Pioneer POS Solution Inc. (DBA Pioneer Solution Inc.), founded in 1994, is headquartered in California, with offices in Asia, and distributors worldwide. They focus on designing and supplying integrated/embedded touch screen solutions for various vertical markets such as hospitality, retail, gaming, manufacturing, labor management, healthcare, and kiosk.

### Prima Solutions



Prima Solutions is one of the UK's leading suppliers of complete multi-channel IT solutions to the clothing, footwear & accessories market, offering an end to end solution for fashion retailers including ERP, order management, stock planning, product development, finance and business intelligence. Cybertill is Prima's chosen EPoS solutions partner for retail and concessions.

### SagePay



SagePay provides secure payment processing for businesses of all sizes. It enables retailers to accept card payments online, over the phone or via mail order.

### BT



BT is one of the world's leading providers of communication solutions. Cybertill partners with BT for its broadband services when supplying its cloud solutions.

### CDW



CDW is a specialist IT infrastructure provider delivering a comprehensive range of IT infrastructure solutions and managed services. CDW is Cybertill's projects partner for in-store hardware installations.

### ScanSource



ScanSource Europe is a leading pan-European distributor of automatic data collection, EPoS and mobility solutions. We sell only to resellers and add value by providing a variety of services. ScanSource Europe customers have access to the industry's leading vendors, one of Europe's largest product inventories, and the broadest range of value-added services available.

### AWS



Amazon Web Services is a subsidiary of Amazon.com that provides on-demand cloud computing platforms to individuals, companies and governments, on a paid subscription basis.

### Mastercard



Mastercard Incorporated is an American multinational financial services corporation headquartered in the Mastercard International Global Headquarters in Purchase, New York, United States.

### Brother



As a member of the multinational Brother Group, Brother UK is a supplier of technology solutions, helping businesses deliver greater productivity and efficiency through documentation, digitisation, collaboration and mobile work solutions. Cybertill partners with Brother to offer mobile and mPOS print solutions

### Partnertech



Partner Tech is a leading manufacturer in POS solutions. POS peripherals, mobile solutions, handheld solutions, and receipt printers.

### Worldpay



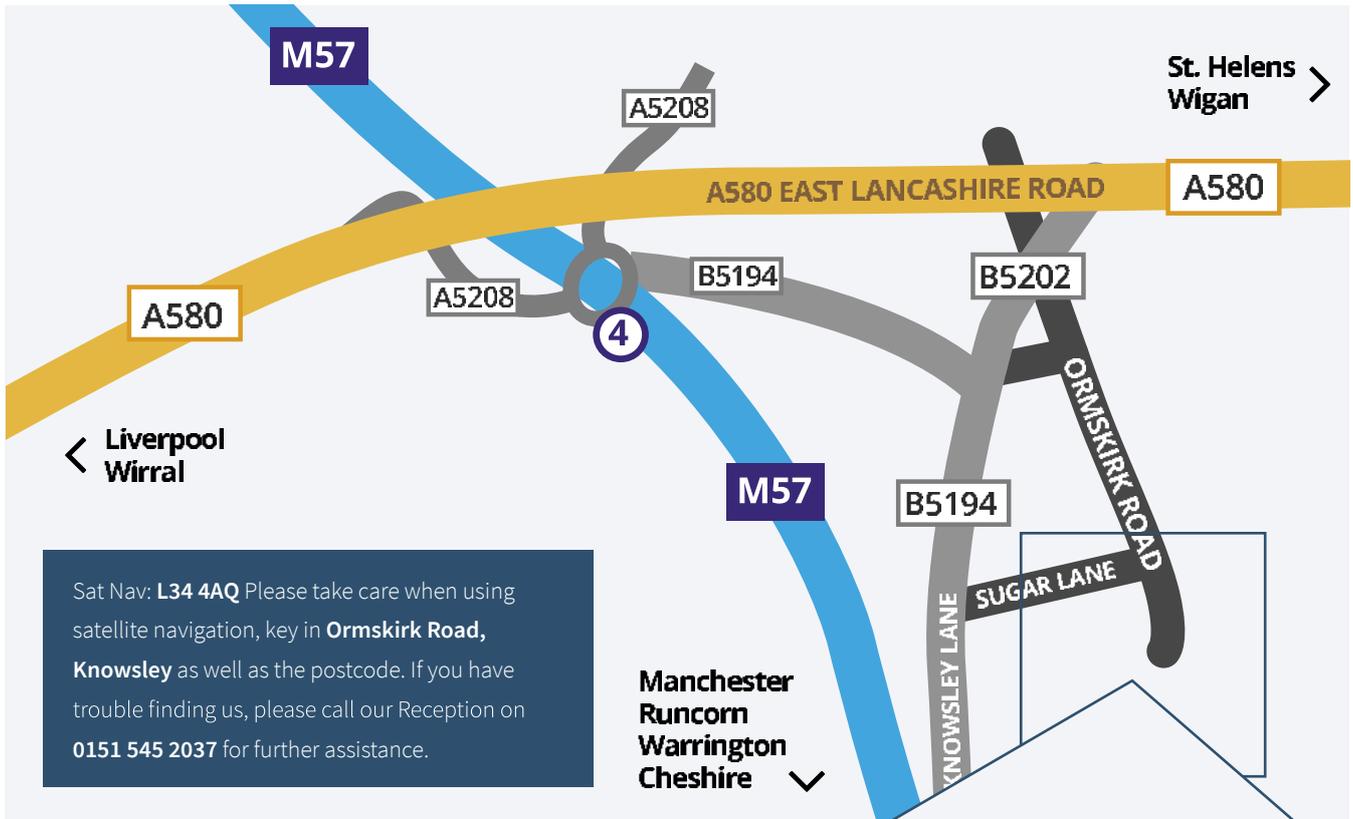
Worldpay is the UK's leading payment provider, processing around 42% of the country's transactions. By integrating Worldpay solutions into Cybertill software, retailers can create a seamless customer experience with streamlined operations.

Cybertill is situated in the serene environment of Knowsley Business Park which is on Lord Derby's Estate, in Knowsley, Liverpool.

Surrounded by farmland and woods the Cybertill offices are beautifully renovated barns and farm buildings punctuated with exposed brick and wooden beams throughout that make for a tranquil working environment. The offices have a large, secure and off-road and free car parking facility to the rear.

All the offices are air conditioned and additional facilities include two fully equipped kitchens, a break out area with pool and air hockey table, games consoles and TVs, on-site gym and showers.





Turn right off Ormskirk Road



Upon reaching the entrance gates to the offices, there is an intercom system, press 2090 followed by \* to call Cybertill where a member of staff will remotely open the gates. Use # to end the call if required.



Cross the car park, through the arch, we are the glass buildings across the Dovecot.



Train Stations	Travel Time
Prescot	5 mins
Runcorn	15 mins
Warrington	20 mins
Liverpool (Lime St)	25 mins
Airport	Travel Time
Liverpool John Lennon	15 mins
Manchester	45 mins

Local Taxi: **Britannia Cars - 0151 426 5555**