

# BLUEPOINT SOLUTION FOR FURNITURE & INTERIOR



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## ABOUT BLUEPOINT & OUR APPROACH



BluePoint is a technology and digital solutions company that partners with furniture and interior businesses to improve operations, increase sales, and build strong, modern brands through smart and reliable technology.

We act as your IT Department, managing some or all technology-related areas of your business — from daily technical operations and security to sales systems, digital presence, and e-commerce.

Instead of hiring and managing multiple internal staff, you gain access to a full professional team at a cost comparable to direct employing all these employees.



## ABOUT BLUEPOINT & OUR APPROACH

### A Complete Professional Team for Your Business



By working with BluePoint, you receive a coordinated team including:

- Computer and IT technicians
- Network and system administrators
- Cybersecurity and data protection specialists
- Software, web, and e-commerce developers
- Graphic designers and branding specialists
- Video producers and photographers
- Digital marketing and advertising specialists
- This team supports your business across all areas of IT, digital business, and e-commerce, allowing you to focus on your core profession while we handle the technology.



## ABOUT BLUEPOINT & OUR APPROACH



We help your company operate with minimum internal staff by automating systems, integrating processes, and reducing manual work across sales, inventory, reporting, and operations.

Through intelligent data analysis, we support better business decisions such as:

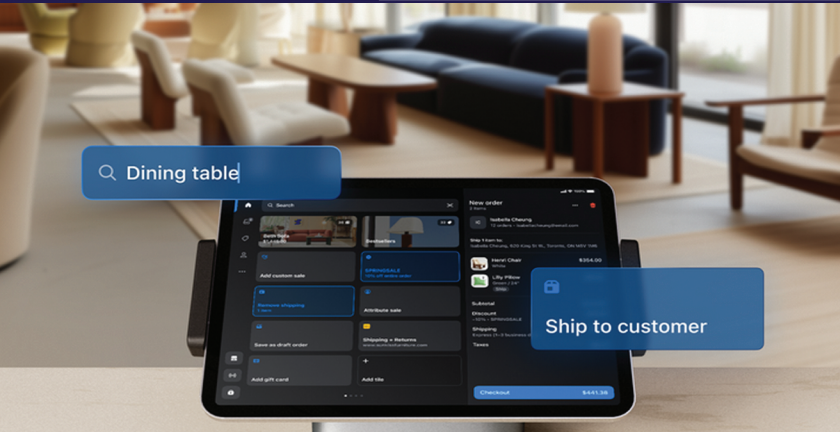
- What products sell best  
When to apply discounts
- Which products should be sold together
- How to optimize stock and purchasing

The result is higher efficiency, increased revenue, and improved profitability in a shorter time.



## FLEXIBLE SERVICES & PARTNERSHIP

### You Choose What You Need



You may choose individual services or a complete integrated solution.

- IT maintenance and technical support
- Network, servers, and infrastructure
- Camera and security systems
- Website and online shop
- Sales and POS systems
- Warehouse and inventory management systems
- Website and online shop solutions
- Digital marketing, design, and advertising

As part of the BluePoint Solution for Furniture & Interior, we provide a sales system and warehouse management system at no additional cost.



## IT MAINTENANCE AND TECHNICAL SUPPORT

### Reliable Technology Support



BluePoint operates as your dedicated IT Department, providing continuous support for internet connectivity, computers, printers, operating systems, and essential office applications used in daily business activities.

We resolve technical issues, protect systems against viruses and security threats, and train your staff to use office software efficiently. This reduces downtime, improves productivity, and ensures your team works confidently with the technology that supports your business.



## **NETWORK, SERVERS, AND INFRASTRUCTURE**

### **Reliable Technology Backbone**



Every company needs a stable network and reliable data systems to run smoothly with computers, tablets, and other electronic devices. In a furniture showroom, for example, a sales manager can walk with a client, check stock availability on a tablet, see if a sofa or chair has a special discount, and provide instant information — all in real time.

To make this possible, your business needs stable Internet, high-quality Wi-Fi, and connected servers. When a customer decides to buy a bed, the sales manager can finalize the invoice at the cash desk, add the items to the system, and print the receipt immediately. The speed, coverage, and reliability of your network and servers are essential — this is the foundation of a modern, efficient, and professional business, built according to the latest standards.

## **CAMERA & SECURITY SYSTEMS**

### **Monitor, Protect, and Analyze Your Business**



From your head office, you can view all your shops, check the cash desks, and even review recordings from specific times and dates. This is essential not only for security but also for analyzing staff performance and customer behavior. Regulations also require CCTV in restaurants, clinics, and shopping centers or also businesses with annual income over 500,000 GEL.

Choosing the right devices is critical. There are thousands of brands and models for cameras and recording systems, each suited to a specific purpose — for example, a cash desk camera differs from one covering the total shop area. Picking the right devices saves budget, avoids unnecessary features, and prevents frequent replacements. BluePoint acts as your advisor, helping you select the best cameras and storage solutions, and installing them according to the highest professional standards.



## WEBSITE & ONLINE SHOP

Your Online Branch — Open 24/7



A website is more than an online store — it is another branch of your business. By showing your products with accurate photos, descriptions, and prices, potential customers can find your shop when searching on the Internet from their computers or mobile devices. Competitive pricing and clear product information help attract clients even before they visit your physical showroom.

BluePoint can create a fully integrated and visually stunning online presence. We design high-quality photos and videos for your products so customers can explore and compare items from home. Even if they don't buy immediately, it will encourage them to visit your shop and make purchases in person. A well-designed website extends your reach, strengthens your brand, and makes your business larger and more appealing than a single physical location.

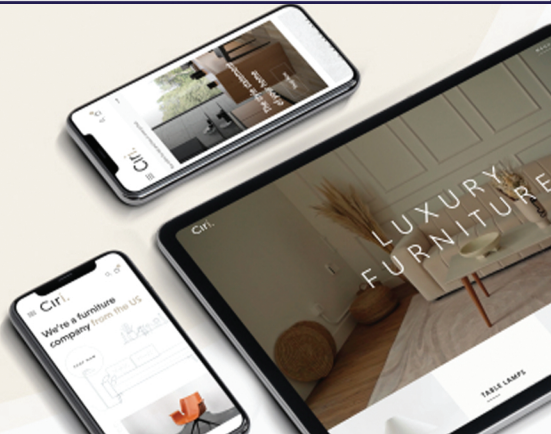


## SALES & POS SYSTEM

Sell Anywhere, Monitor Everything Instantly



7+ Homepages



BluePoint's Sales & POS system works seamlessly on tablets, mobile phones, and computers, allowing sales managers to take orders directly with customers on the showroom floor. There's no need to return to the cash desk or use paper — the system updates all orders in real time. Orders can also be customized or finalized at the cash desk, giving full flexibility for complex sales while keeping everything synchronized.

Managers and directors can view detailed reports instantly from their mobile devices, even from home or while traveling. They can see hourly, daily, weekly, monthly, or customized sales, including what products were sold, quantities, applied discounts, the type of received payment (cash, credit, or bank transfer), time of sale, and customer details. This system gives full control over sales operations, improves efficiency, and represents the latest technology a furniture business can use.



## WAREHOUSE & INVENTORY MANAGEMENT

### Stay in Control of Your Stock in Real Time



BluePoint's warehouse and inventory system is fully integrated with your Sales & POS system, ensuring that stock levels are always accurate and updated in real time. Managers can monitor inventory from mobile devices, tablets, or computers, track product quantities, and receive notifications when items run low. This allows showrooms, warehouses, and branches to stay synchronized, avoid stockouts, and ensure that popular products are always available.

The system also provides detailed reports and analytics, showing best-selling products, most profitable categories, top clients, and branch performance. With this information, you can make informed decisions on restocking, promotions, pricing, and distribution. By keeping your inventory under control and visible at all times, your business operates efficiently, reduces losses, and increases sales and profitability.

## DIGITAL MARKETING & DESIGN

Be Seen, Be Found, Be Chosen



Having a logo is just the beginning — your business also needs a professional catalogue, an online catalogue, and fully updated content in Georgian and English. These materials should be published on your website, social media channels like Facebook and Instagram, and optimized for Google searches. Make sure your contact information, online map location, and customer reviews are available to build trust and attract clients.

With the right digital presence, your shop will appear first when customers search for products like “Dining Table” or “Comfortable Sofa.” BluePoint helps you manage all these aspects, ensuring your brand is visible, professional, and competitive. You deserve to be the first choice for your customers — and we make it possible.



Let's build a modern, profitable, and technology-driven furniture brand together — positioned among the top stores in Georgia, growing in customers, revenue, and branches through smart and innovative solutions.



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