

Create Your Perfect Package

Mix and match cloud solutions to build the firearm system that fits your unique business needs.

You can use Bravo on unlimited workstations. Onboarding includes setup for 3 workstations. Additional cost for 4+ workstation setups.

Point of Sale Hub

Core Business Management Software

- ✓ Inventory Management
- ✓ Customer Management (CRM)
- ✓ Employee Management
- ✓ Task Manager
- ✓ Discounting, Promotions & Sales
- ✓ Returns & Exchanges Processing
- ✓ Payment Processing (PayPal, Fortis)
- ✓ Multi-Transaction Processing
- ✓ Accounting Integrations
- ✓ Smart Search
- ✓ Custom Reporting
- ✓ Hardware Integrations
- ✓ Product Catalog
- ✓ A&D Books
- ✓ ATF Compliance Regulations

UNLOCK MORE FEATURES WITH Point of Sale Cloud Plus*

- ⊕ Layaways
- ⊕ Product Estimator
- ⊕ Used Goods Retail - Buys, Trades, Consign
- ⊕ Repairs & Work Orders
- ⊕ Time Clock
- ⊕ Store Credits
- ⊕ Gift Cards

Operations Hub

Store Operations Software

- ✓ Physical Inventory Desktop App
- ✓ Purchase Orders
- ✓ Tradeshow Mode
- ✓ Protection Plans
- ✓ Auto Discounting

Firearms Hub

ATF Compliance & Gun Sales Software

- ✓ Bravo E4473
- ✓ Automated 3310s
- ✓ Vendor Catalog Integrations
- ✓ Firearm Transfers
- ✓ eNICS Chrome Extension
- ✓ Gunsmithing

Marketing Hub

Marketing & Customer Engagement Software

- ✓ Text Messaging - 7¢/SMS
– MobileMessenger OR Bravo Short Code¹
- ✓ eReceipts
- ✓ Review Booster
- ✓ Consumer Coupons

MobileMessenger: Full marketing + transactional messaging. Requires 10-DLC approval.¹
Bravo Short Code: Transactional messaging only - payment reminders, coupons, eReceipts. For stores without 10-DLC approval.¹

Commerce Hub

eCommerce & Marketplace Software

- ✓ Buya.com Marketplace - 11% success fee
- ✓ UsedGuns.com Marketplace - 8% success fee
- ✓ eBay Integration - 5% success fee
- ✓ Facebook Listing Tool
- ✓ Pricing Guides
- ✓ Guns.com Integration

Add On Products*

- 📱 Buya Consumer App - 2¢/push
- 🔧 Shopkeeper Employee App
- 📊 Bravo Reporting Pro
- 💻 Company Branded Website
- ☁️ E4473 Cloud Storage
- 👥 Enterprise Management
- 🎯 Shooting Range Management

* Available at an additional cost