



CORPORATE NARRATIVE

Together with a strong **partner network** anybill **enables merchants of all sizes to issue receipts digitally at the checkout. Customers can store and manage the digital receipt flexibly on their smartphone.**

Merchants have been facing ever-increasing challenges in stationary retail with finding sustainable material alternatives as well as establishing Omni-Channel strategies - not only since the mandatory issuance of receipts came into force in 2020. The expectations of customers are changing, now demanding ecological and sustainable strategies in retail.

anybill pursues the goal of providing a digital receipt for every payment - **in merchant apps, wallets, banking and payment apps or without an app - wherever digital receipts are expected and needed.** The company positions itself as a **tech enabler** and aims to close a relevant gap in the existing (payment) infrastructure and **act as a platform for all stakeholders.** One of the key components in the large-scale tech coverage is anybill's partner network.

Corporate Narrative: GLOBAL VALUES

Value	Description	DO's	DONT's
enabler, E2E enabler, tech enabler	anybill enables merchants of all sizes to issue receipts digitally at the checkout. anybill pursues the goal of providing a digital receipt for every payment - in merchant apps, wallets, banking and payment apps or without the need of an app.	Together with a strong partner network anybill enables merchants of all sizes to issue receipts digitally directly at the checkout. Customers can store and manage the digital receipt flexibly on their smartphone.	anybill is an App for digital receipts. anybill provides the receipt in an App.
partner network orientated	Together with a strong partner network anybill enables merchants to ...	Together with a strong partner network anybill enables merchants of all sizes to issue receipts digitally at the checkout. anybill positions itself as a tech enabler and aims to close a relevant gap in the existing (payment) infrastructure and acts as a platform for all stakeholders. One of the key components in the large-scale tech coverage is anybill's partner network.	You need extra hardware to issue digital receipts. anybill is a POS Provider you need to buy to issue digital receipts.

Corporate Narrative: (Large Enterprises) MERCHANTS VALUES

Value	Description	DO's	DONT's
<u>Digital Touchpoint to Customers,</u> <u>Omni-Channel-Strategy,</u> <u>Digital Marketing Channel,</u> reducing costs, (shorten walking distances) & acting actively sustainable ----- smooth, fast, cashier and customer friendly, simple to activate	Merchants have been facing ever-increasing challenges in stationary retail. anybill addresses six needs with the digital-receipt-solution. ----- anybill is the perfect Software partner for large Enterprises-Merchants because i.e. anybill provides Communication-Material for the cashiers to better clarify the product and is customer friendly.	Merchants are positioning themselves as opinion leaders with digital receipts, as one of the first to deploy digital receipts that close the technology gap at the point of sale. The digital receipt opens up new marketing touchpoints and is a relevant component in omni-channel strategies for (A/B-)Merchants by allowing them i.e. to position offers and discounts or generate newsletter sign-ups. With the reduction of blank prints, Merchants of all sizes thereby save significant amounts of receipt paper and reduce their costs. By dispensing with conventional thermal paper, the environment is also protected by eliminating unnecessary waste. The digital receipt is a relevant customer service. The digital receipt is legally compliant. ----- anybill is very easy to understand and supports the sales processes at the Point of Sale. Customers only need to scan the QR-Code to get a digital receipt.	With digital receipts merchants only act sustainable, plant trees with anybill and have insights through the App. The Merchant's customer need an App to receive the digital receipt at the point of sale. The digital receipt is more expensive and needs more time. ----- anybill is very complicated to understand. The cashiers don't issue their receipts digitally because they think the effort isn't worth it. Customers only scan the QR-Code to receive the digital receipt if it's really required. Customers think that the process is complicated and don't understand where the digital receipt is saved.

Corporate Narrative: (Small and Medium Sized Businesses) MERCHANTS VALUES

Value	Description	DO's	DONT's
<u>reducing costs,</u> <u>avoiding blank prints,</u> <u>shorten walking distances</u> & acting actively sustainable ----- smooth, fast, cashier and customer friendly, simple to activate	Merchants have been facing ever-increasing challenges in stationary retail. anybill addresses needs with the digital-receipt-solution. ----- anybill is the perfect Software partner for C-Merchants because i.e. anybill provides Communication-Material for the cashiers to better clarify the product. anybill offers merchants customer-friendly technology. This allows merchants to connect with their customers in a more connected and digital way and also use the digital connection for offers and further marketing opportunities.	With the reduction of blank prints, Small and Medium Sized Businesses thereby save significant amounts of receipt paper and reduce their costs. Especially in hospitality, waiters no longer have to run back to the receipt printer, but can go directly to the next guest. By dispensing with conventional thermal paper, the environment is also protected by eliminating unnecessary waste. The digital receipt is a relevant customer service. The digital receipt is legally compliant. ----- anybill is very easy to understand and supports the sales processes at the Point of Sale. Customers only need to scan the QR-Code to get a digital receipt. No extra receipt needs to be printed additionally, as the receipt output obligation is considered to be legally fulfilled with the digital receipt output.	With digital receipts merchants only act sustainable, plant trees with anybill and have insights through the App. The Merchant's customer need an App to receive the digital receipt at the point of sale. The digital receipt is more expensive and needs more time. ----- anybill is very complicated to understand. The cashiers don't issue their receipts digitally because they think the effort isn't worth it. Customers only scan the QR-Code to receive the digital receipt if it's really required. Customers think that the process is complicated and don't understand where the digital receipt is saved.

Corporate Narrative: (END-)CUSTOMERS VALUES

Value	Description	DO's	DONT's
high end, smooth, easy, simple, benefits (warranty, Return) acting sustainable, flexible, no-App-needed, Data secure (nicht sexy und nicht Fokus), (transparence > complete overview, easy managable)	anybill enables customers to receive receipts digitally at the checkout. anybill pursues the goal of providing a digital receipt for every payment - in retailer apps, wallets, banking and payment apps or without an app. One account with numerous possibilities. anybill attaches great importance to your privacy and the security of your data. anybill stores your data according to the highest security standards, such as ISO 27017 or ISO 27001 certification.	Customers trust in the fast process at the Point of Sale and are happy about their flexible options how they can receive the digital receipt. Customers can store and manage the digital receipt flexibly on their smartphone. Customers can receive the digital receipt with and without an app. Customers do not necessarily need an account. Customers can also just download a PDF and save it in the personal files. If Customers decide to activate an account they only need one account for a bunch of partner-apps from the anybill ecosystem. Customers have no reason to worry about their private data or security. If the customer decides to delete the receipt, then it is not recoverable. The digital receipt is legally compliant. When the customer scans the QR-Code to receive the receipt digitally and thus do without the printout, the customer makes a sustainable contribution to environmental protection. The customer receives valuable benefits such as offers via the digital receipt. the digital receipt simplifies the process of returning items enormously.	anybill is an App for digital receipts. anybill provides the receipt in an App. Customers only act sustainable when they Scan the QR-Code and save the receipt. Customers need an account to receive the digital receipt. The customers need an App to receive the digital receipt at the point of sale. The scan at the POS is very time consuming and is very complicated for the Customer. Customers don't trust anybill because anybill sells the collected data to third parties.

Corporate Narrative: **PARTNER VALUES**

Value	Description	DO's	DONT's
partner network orientated, trustable partner, fulfills modern standards, legally compliant	Together with a strong partner network anybill enables merchants of all sizes to issue receipts digitally at the checkout. Other technology partners of anybill enable the further processing potential of, for example, the purchase details on the digital cash register receipts. The Partner is part of the anybill-ecosysteme.	Together with a strong partner network anybill enables merchants of all sizes to issue receipts digitally directly at the checkout. anybill positions itself as a tech enabler and aims to close a relevant gap in the existing (payment) infrastructure and act as a platform for all stakeholders. One of the key components in the large-scale tech coverage is anybill's partner network. anybill-partners offer merchants the modern standard at the point of sale. The digital receipt is legally compliant.	anybill is an App for digital receipts. anybill provides the receipt in an App. You need extra hardware to issue digital receipts. anybill is a POS Provider you need to buy to issue digital receipts. anybill is a competitor and wants to become a single player at the top of checkout systems.

CORPORATE DESIGN

Regulations for the use of the logo

Use the black logo on bright backgrounds and the white logo on dark backgrounds.

Maintain a high contrast to the background, so avoid contrast rich picture backgrounds.

DO



DO



DON'T



A few variations are possible. For cases that require a square logo, use the logo without name. Certain products get their product name added. To underline our support and commitment, adjustments may be made on special occasions.



⚠ **Only anybill members can use logo variations**, don't change available logos without explicit consent!

ⓘ In general, the logo should be implemented low-key. A little smaller is better than too big.

Corporate Design - Colors

At anybill we love simple and modern colours. We especially strive for minimalism and therefore limit ourselves to two colours in our products.



Very dark, almost black. In our products we want our partners and brands to catch your eye, this is why our primary color is a dark, simple colour. With our dark color we want to achieve that we are a trustable Brand beyond all Stakeholders.

ⓘ UI elements like buttons use this color.



For a high contrast, we use our iconic anybill green for small, precise highlights all over our products. The color is from the beginnings of anybill, signaling one of the origins existing values of anybill – sustainability.



⚠ This color shouldn't be used for text or on bright backgrounds due to a low contrast.



Certain layouts require a splash of colour. Both dark and light layouts receive a splash of blue.

Corporate Design - Typefaces > What, why and where

HERO LARGE - STRATOS 52/55

HERO MEDIUM - STRATOS 43/46

HERO SMALL - STRATOS 43/46

Reserved for short, important text or numerals. Works best on large screens. Stratos only for **big Headlines**.



Headline Large - Mukta Vaani 34/39

Headline Medium - Mukta Vaani 30/30

Headline Small - Mukta Vaani 26/30

Reserved for short, important text - but not the big headlines. Mukta Vaani is used for the **Medium headlines**.

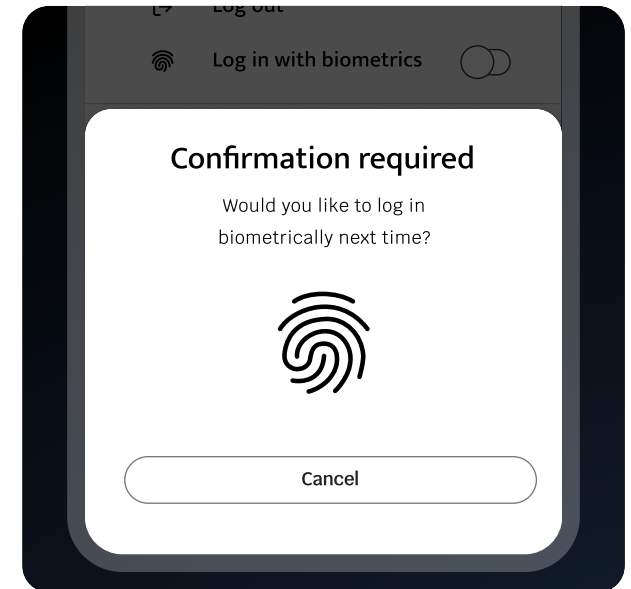


Title Large - Mukta Vaani 23/26

Title Medium - Mukta Vaani 17/20

Title Small - Mukta Vaani 15/17

Used for medium-emphasis text that remains relatively short.



Body Large - Krub 16/30

Body Medium - Krub 14/23

Body Small - Krub 12/16

Body styles are used for longer passages of text. Krub is always the font for the **corporate narrative** and the **blogging text**.

Label Large - Krub 14/20

Label Medium - Krub 12/16

Label Small - Krub 11/14

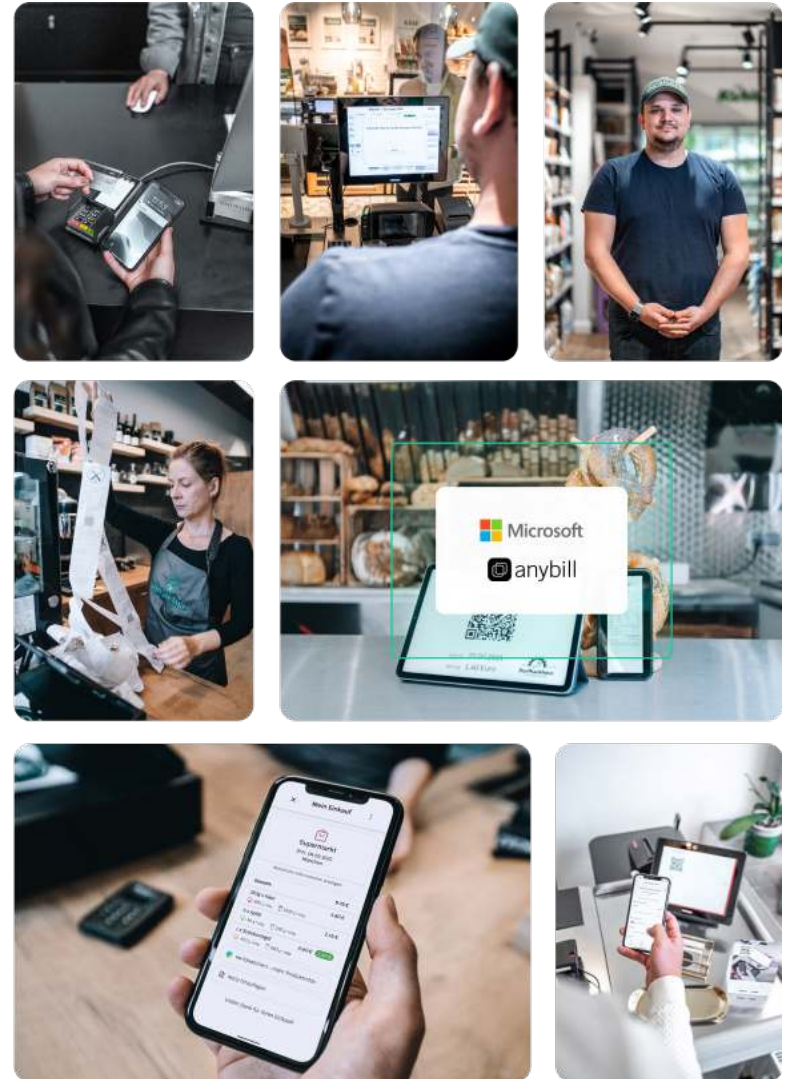
For very small text in the content body, such as captions. Buttons, for example, use the label large style.

Communication - B2B

B2B-communication consists of various components: our partner and merchants-network, product marketing, advertising content and **Customer Success Stories with Large Enterprises Merchants.**

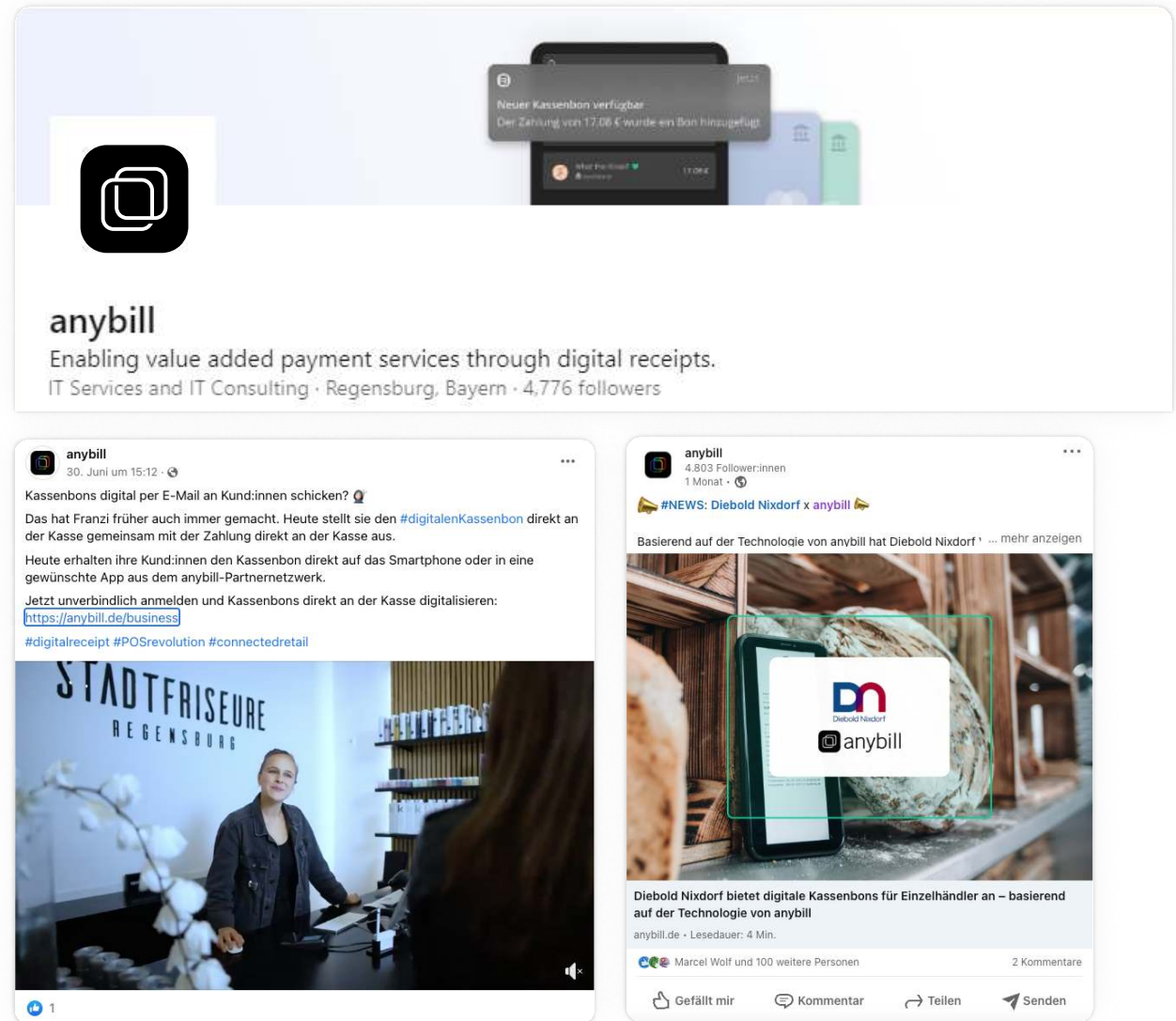
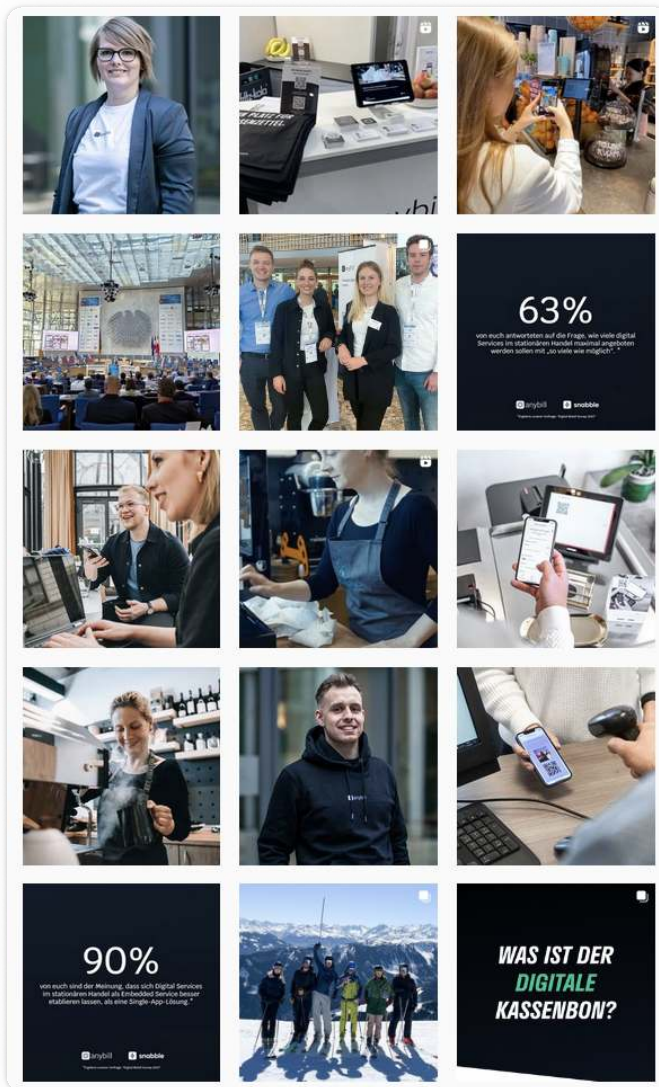
We focus on communicating the solution with practical cases and merchants that trust in the solution.

In addition, we show merchants which problems they can solve with the help of the digital alternative to conventional receipts and how they can use anybill to position themselves as a sustainable and innovative company for their customers of tomorrow.



EXPAMPLES

Examples - Social media



Examples - anybill content on websites of our partners

Seit Januar 2020 gibt es in Deutschland die Bonpflicht, die Unternehmen mit elektronischen Kassensystemen dazu verpflichtet, ihren Kundinnen und Kunden für alle Geschäftsvorgänge einen Beleg zur Verfügung zu stellen. Sofern Kundinnen nach dem Bezahlvorgang an der Kasse den Erhalt des Bons ablehnen, landet dieser in dem Müll – denn es ist eine gesetzliche Vorgabe, dass der Beleg ausgedruckt werden muss. Der digitale Kassenbon ist daher nur der logische Schritt im Rahmen ihrer Nachhaltigkeitsstrategie.

Gemeinsam mit unserem Partner **anybill** begleiten wir Sie bei der Umsetzung digitaler Kassenbons – von der Beratung über die Konzeption bis hin zur Entwicklung und Integration von Schnittstellen.

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Was ist ein digitaler Kassenbon?

Mit dem digitalen Kassenbon gehört die Zettelwirtschaft in Portemonnaies der Vergangenheit an, denn Kundinnen und Kunden erhalten ihren Einkaufsbeleg digital auf das Smartphone. Die umweltfreundlichere Variante zum Papierkassenbon wird in Form einer PDF-Datei zur Verfügung gestellt, indem nach dem Einkauf an der Kasse ein QR-Code gescannt wird. Der digitale Kassenzettel kann dann direkt auf dem Mobiltelefon oder in einer App abgespeichert werden.

So funktioniert der digitale Kassenbon

Mit digitalen Kassenbons haben Käufer:innen jederzeit Zugriff auf Ihre Einkaufsbelege – gängig ist das bereits bei Online-Einkäufen über E-Mails.

GETMYINVOICES.COM Funktionen Preise Für Steuerberater Hilfe Kontakt Login Jetzt testen DE

Belege automatisch aus anybill importieren

Sie exportieren die Belege oder Quittungen aus anybill in GetMyInvoices

Belege und Quittungen aus anybill nach GetMyInvoices übertragen

anybill ist eine App, mit der Händler, Restaurantbesitzer und andere Unternehmen ihren Kunden Rechnungen digital an deren Smartphones übertragen können. Der Ausdruck auf umweltbelastendem Thermopapier und unnötige Müllberge werden somit vermieden. Die Nutzung von anybill ist einfach. Der Kunde lädt die kostenlose App im App Store (https://apps.apple.com/de/app/anybill/id1460484733) bzw. bei Google Play (https://play.google.com/store/apps/details?id=de.anybill.anybill_mobile_app) herunter. In der anybill App wird ein QR-Code angezeigt. Dieser wird an der Kasse gescannt und damit die Belege digital an den Kunden übertragen.

Von dort können die Belege über eine Schnittstelle direkt zu GetMyInvoices exportiert werden. Damit ersparen sich GetMyInvoices-Anwender das Abfotografieren von Papierbelegen und profitieren von einem:

- ✓ Export von Belegen zu GetMyInvoices direkt und automatisch mit einem Klick
- ✓ Übersicht über alle exportierten Belege
- ✓ Export in viele verschiedene Buchhaltungstools wie DATEV, LexiTicket, ...

anybill mit GetmyInvoices anlegen

Starten Sie die anybill-App und klicken Sie anschließend auf „Weitere Features“. Scrollen Sie anschließend nach unten, bis Sie das GetmyInvoices-Logo sehen. Klicken Sie hier auf „Account erstellen“.

GEWINNBlick Kassen- und Bezahlssysteme

ANYBILL – NACHHALTIG MIT E-BONS

Startseite » Lösungen » anybill – nachhaltig mit E-Bons

DIGITALE KASSENBONS – DIE DIGITALE ZUKUNFT IN DER GASTRONOMIE UND HOTELLERIE

Mit anybill erhalten Kunden den Kassenbon direkt und digital an der Kasse oder am Handheld. Die Lösung ist gesetzeskonform, rechtsgültig und umweltfreundlich.

Spätestens mit der Einführung der Belegausgabepflicht im Januar 2020 in Deutschland erhielt der papierhafte Kassenbon die notwendige Aufmerksamkeit: Der Kassenbon muss für jeden Geschäftsvorgang ausgestellt werden – egal ob die Gäste den Kassenbon brauchen oder nicht. Somit landet der frisch gedruckte Kassenzettel sehr schnell im Müll – denn wer braucht schon den Kassenzettel für oft kleine Beträge, wie für den Cappuccino im Lieblingscafé?

Vom Gast meist nicht benötigt, unnötige Müllproduktion und Kosten für Bonpapier – klar, dass schnell Ideen gefunden wurden, dies zu vermeiden und auch den Prozess der Bon-Ausgabe und -Übergabe zu digitalisieren. Dafür setzt Gewinnblick u.a. auf anybill als Partner und Spezialist für digitale Kassenbons.

atrify

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Mehr erfahren

anybill ist die Lösung für die Ausgabe, Entgegennahme und Weiterverarbeitung von digitalen Parkauf-belegen. anybill ermöglicht das Ziel, zu jeder Zahlung einen digitalen Kassenbon zu liefern – in Handheld-Apps, Banking-Vase oder einer Applikation, mit der Verbraucher von neuen Belegen profitieren. Mit den flexiblen und skalierbaren API-Schnittstellen haben Händler jeder Größe und Branche die Möglichkeit, digitale und interaktive Belege auszustellen.

Website: <https://anybill.de>

ETRON LOCAL, DIGITAL Produkte Branchen Preise Bestellen Partner Hilfe & Wissen Kontakt

Warum anybill?

- Innovative Lösung
- Digital & komfortabel
- Nachhaltig papiersparend
- Umsätze steigern
- Zukunftweisender USP
- KassenSichV / RKSV – Konform

[Jetzt unverbindlich anfragen!](#)

2 Wege zum digitalen Bon

Examples - Print



Kassenbon-Müll war gestern.

Jetzt kann jeder digitale Kassenbons anbieten.

Die digitale Belegausgabe an der Kasse:

QR-Code am Display oder Handheld anzeigen

Kassenbon als QR-Code auf Kundendisplay oder Handheld ausstellen.
Kund:innen scannen mit der Smartphone-Kamera den QR-Code und erhalten den Kassenbon als PDF oder in eine App.





Personalisierte Inhalte

Contentfläche nutzen zur persönlichen **Kundenansprache**, z.B. Linkout zum Reservierungstool oder Instagram, das nächste Event bewerben, usw.

Der digitale Bewirtsungsbeleg

Bewirtsungsbeleg jetzt digital entgegennehmen = ganz ohne App möglich!
Bewirtsungsbeleg ausfüllen, spenden und Unterzeichnung in der elektronisch am Smartphone statt.
QR-Code scannen für digitalen Bewirtsungsbeleg.



Digitale Kassenbons sind um bis zu 10% **ökologisch kostengünstiger** als Thermopapier. QR-Code zum Preisvergleichen.



Digitale Kassenbons einfach aktivieren

Der digitale Kassenbon kann in jedem bestehenden Kassensystem mit Integration aktiviert werden. QR-Code zur Aktivierung.



www.anybill.de

