



OPTICAL RETAIL SOFTWARE

Eyewear retail. Connected.

Purpose-built workflows for optical stores,
connected with Zoho accounting and
inventory.

NeuFinix Software

by Neu Co.

PRODUCT CATALOGUE / EDITION 03 / OCTOBER 2026



The optical business, in one connected view.

A specialist retail workspace supported by your configured Zoho finance applications.

SELL

Direct POS, insurance sales, orders, invoices and payments.

CARE

Customer records, prescriptions, premium tiers and policy history.

FULFIL

Lab fitting, store tasks, order progress and collection readiness.

CONTROL

Stock, purchasing, offers, returns and role permissions.

MEASURE

Daily collections, branch reports, targets and incentives.

ACCOUNT

Zoho Books and Inventory, with UAE e-invoicing, VAT and Corporate Tax support.

Customer knowledge at the point of sale.

Keep optical information close to the customer and the purchase.

Customer history

Find the customer and review linked orders, invoices and payments.

Prescription records

Capture right and left eye values, PD and prescription dates for the sale.

Staff continuity

Give authorised sales and lab users the details needed for their work.

Customer / Eye record

DEMO

Demo Customer 01

Gold

Purchase history

Prescriptions

Policies

EYE	SPH	CYL	AXIS	ADD
Right	-1.50	-0.50	180	+1.00
Left	-1.25	-0.50	175	+1.00

PD 63 mm

Prescription date 12 Oct 2026

Fictional values shown only to illustrate recorded fields.

Illustrative interface. Fictional demo data.

A checkout built around eyewear.

Bring the product selection, prescription and payment journey together.

Optical product selection

Work with frames, sunglasses, lenses and contact lens items in your catalogue.

Order creation

Save sales orders with item lines, customer details and salesperson attribution.

Payment workflow

Record collections and advances through configured payment accounts.

Point of Sale / Direct Sale

DEMO

Customer selected

Prescription saved

ITEM	QTY	AMOUNT
Classic acetate frame	1	AED 450
Single vision lenses	1	AED 250
Lens coating	1	AED 100

Sample total

AED 800

Save order and continue to payment

Illustrative interface. Fictional demo data.

Insurance details stay with the customer.

Choose Direct Sale or Insurance Sale at the start of the POS journey.

Reusable policy history

Store the holder, insurer, policy number, dates, cover and co-pay details.

Two sale categories

Identify Direct Bill and Reimbursement sales for reporting and follow-up.

Policy administration

Maintain insurer masters and consent-based renewal reminders where enabled.

Insurance Sale / Policy details

DEMO

Policy holder	Insurance company
Demo Customer 01	Demo Insurer
Policy number	Expiry date
DEMO-1001	31 Dec 2026
Coverage limit	Co-pay
AED 1,000	20%
Direct Bill	Reimbursement

Estimated cover remains subject to insurer verification.

Illustrative interface. Fictional demo data.

Recognise your returning customers.

Premium customer categories use synced purchase history.

Platinum, Gold and Silver

Configure tier thresholds using spend or distinct purchase visits.

Central business rules

Choose a recent-month window or all available synced history.

Controlled access

Enable the module centrally and assign POS and report permissions.

Premium Customers / Category report

DEMO

Platinum

Configurable criteria

Gold

Configurable criteria

Silver

Configurable criteria

CUSTOMER	CATEGORY	BASIS
Demo Customer 01	Gold	Net purchases
Demo Customer 02	Silver	Purchase visits
Demo Customer 03	Platinum	Net purchases

Central switch + role permissions

Illustrative interface. Fictional demo data.

Every sale has a traceable document trail.

Keep the retail order connected with its financial records.

Sales order to invoice

Carry the customer and selected order details into the invoice workflow.

Advances and balances

Record receipts, apply eligible advances and review outstanding amounts.

Customer documents

Use configured order, invoice, payment receipt and package records.

Sales order / Documents and payment

DEMO

SO-DEMO-1024

Confirmed

RECORD	REFERENCE	STATE
Sales order	SO-DEMO-1024	Confirmed
Invoice	INV-DEMO-021	Part paid
Advance receipt	ADV-DEMO-014	Applied
Package	PKG-DEMO-005	Prepared

Linked records support a clear customer history.

Illustrative interface. Fictional demo data.

From the store counter to the technician.

Assigned work keeps the prescription, order items and fitting instructions together.



01 **Assign**

Select the order, task type, technician, due date and priority.

02 **Prepare**

Use fitting masters for services, frame types, lens types and quality checks.

03 **Track**

Follow progress, holds and completion. Technicians see their assigned work.

04 **Complete**

Return completion information to the store for dispatch or collection.

The right product. The right location.

A connected item catalogue supports everyday optical retail work.

Detailed product identity

Use model, colour, size, SKU, barcode and images in configured item records.

Stock visibility

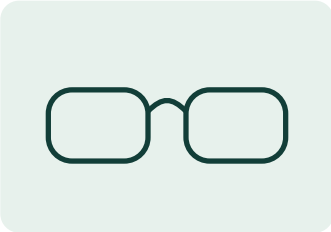
Review stock by assigned location and the connected Zoho inventory setup.

Catalogue services

NeuFinix can scope product data preparation, image work and migration.

Product catalogue / Stock by location

DEMO



Classic acetate frame

Model DEMO-01 / 52-18-140

SKU NF-DEMO-001

LOCATION	ON HAND	AVAILABLE
Branch A	8	6
Branch B	5	5
Central stock	18	16

Illustrative interface. Fictional demo data.

Turn unavailable items into managed demand.

Connect backorders with the authorised purchasing process.

Backorder visibility

Keep customer demand visible when an item needs sourcing.

Purchase controls

Use purchase orders and configured approval permissions.

Receiving and bills

Record incoming stock and supplier bills through the connected workflow.

Purchasing / Backorder control

DEMO

Customer demand, traced to supply

01**Backorder**

Customer demand recorded

02**Purchase order**

Authorised supplier order

03**Receiving**

Delivered quantities checked

04**Vendor bill**

Supplier liability recorded

Illustrative interface. Fictional demo data.

Pricing rules that your team can follow.

Keep commercial controls close to the checkout.

Offer management

Maintain configured offer prices for eligible products and sales.

Discount limits

Set central discount controls and restrict sensitive actions by user role.

Voucher access

Provide the voucher and redemption functions included in the deployment.

Pricing / Central discount control

DEMO

CONTROL	RETAIL PURPOSE
Offer prices	Apply a configured promotion
Discount limits	Keep reductions within policy
Vouchers	Track configured redemption
User permissions	Restrict sensitive price actions

Consistent pricing rules

Illustrative interface. Fictional demo data.

A clearer close at the end of the day.

Sales, receipts and physical cash answer different operational questions.

Sales and collections

Review invoiced sales and received payments in their relevant periods.

Payment categories

Report cash, card, Tabby, Tamara and other mapped collection accounts.

Daily cash closing

Compare system and counted cash in the closing workflow and review differences.

Daily sales and collections / Closing

DEMO

PAYMENT TYPE	COLLECTIONS
Cash	AED 1,200
Card	AED 2,600
Tabby / Tamara	AED 1,200

System cash

AED 1,200

Counted cash

AED 1,200

Variance

AED 0

Example payment categories require account mapping.

Illustrative interface. Fictional demo data.

Targets with a visible calculation basis.

Give managers a structured view of sales performance.

Branch and staff targets

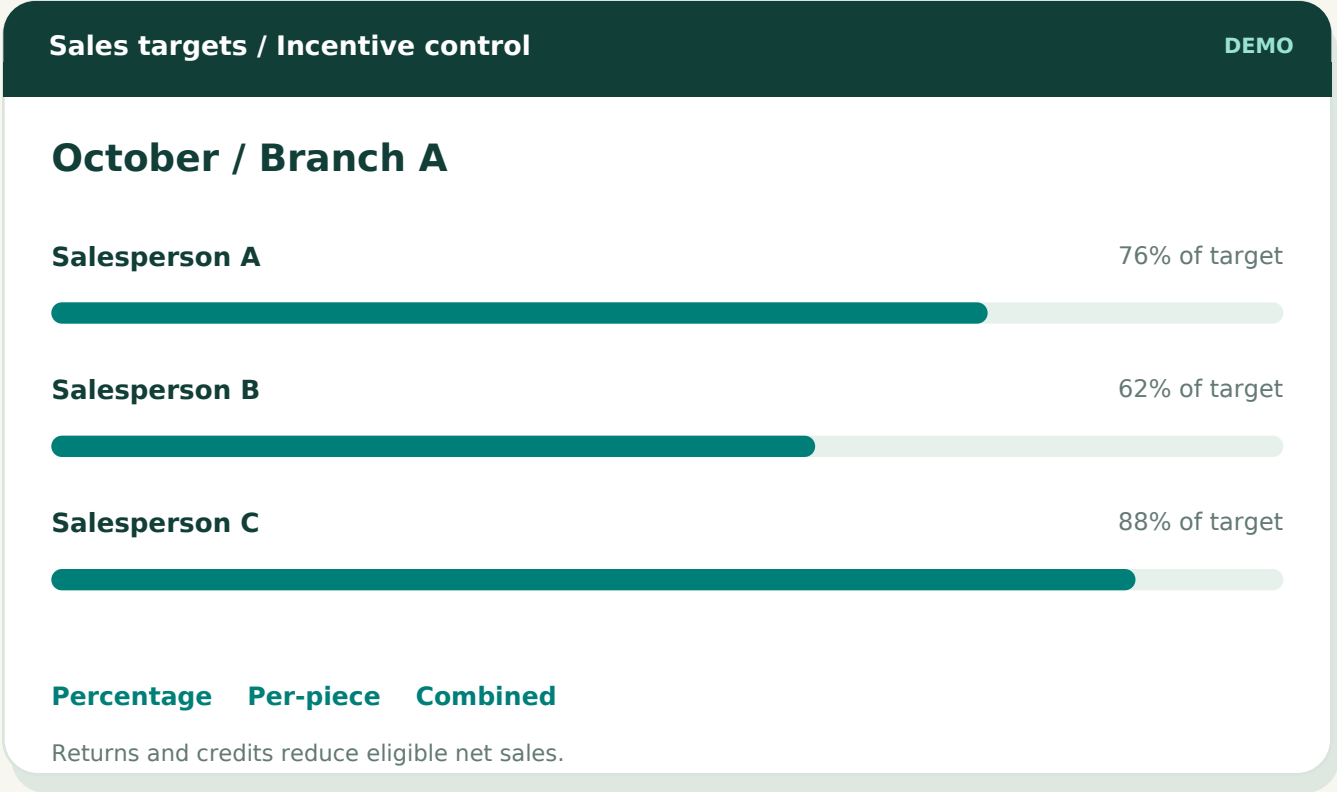
Set target periods and product rules by brand or category.

Flexible incentives

Use percentage, per-piece or combined incentive calculations.

Net sales basis

Account for discounts and eligible returns. Review exceptions before payment.



Illustrative interface. Fictional demo data.

The right access for every role.

Set permissions around the work each person needs to perform.

Module permissions

Assign no access, view or manage access across supported modules.

Branch and staff scope

Map users to locations, teams, salesperson records and payment accounts.

Restricted lab access

Give technicians access to assigned tasks and the relevant order information.

Roles and permissions / Access control				DEMO
MODULE	SALES	MANAGER	LAB	
POS	Manage	Manage	No access	
Returns	No access	Manage	No access	
Reports	Own scope	Branch scope	Own tasks	
Lab tasks	View	Manage	Assigned	
Settings	No access	By role	No access	
Illustrative role setup. Permissions remain configurable.				

Illustrative interface. Fictional demo data.

Keep after-sales activity tied to the sale.

Customer service needs the original transaction and clear authority.

| Sales returns

Restrict returns and credit-note actions at user level.

| Customer history

Use transaction references to trace the purchase and subsequent activity.

| Warranty modules

Scope warranty history, claims, policy controls and vendor recovery by release.

After-sales / Customer transaction history

DEMO

Original sale reference

INV-DEMO-021

- **Return request**

Identify the sold item and customer

- **Authorised processing**

Apply the user-level return permission

- **Credit record**

Retain the connection to the transaction

Warranty modules depend on the installed release.

Illustrative interface. Fictional demo data.

Retail operations connected to finance.

NeuFinix provides the optical workflow. Zoho holds the configured financial records.

Connected records

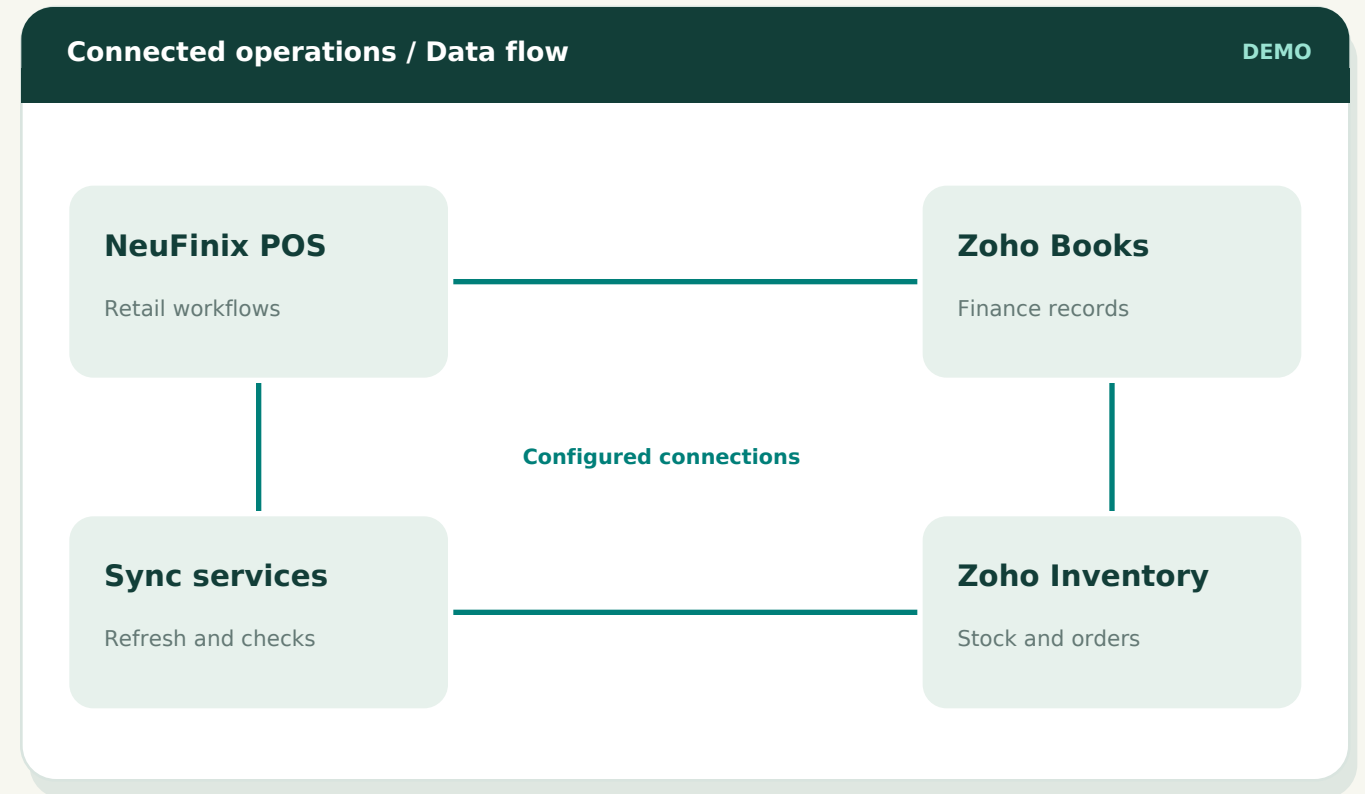
Link supported customers, products, orders, invoices and payment workflows.

Ongoing refresh

Use configured background sync and webhook-driven updates for supported records.

Operational visibility

Check sync status and exceptions. Refresh speed depends on configuration and API availability.



Illustrative interface. Fictional demo data.

A broader finance suite behind your store.

Activate the applications your business needs, alongside the NeuFinix POS connection.

Zoho Books

Accounting, receivables, payables and financial reporting.

Zoho Inventory

Stock locations, order handling, purchases and item tracking.

Zoho Billing

One-time billing and recurring subscription administration.

Zoho Expense

Employee expenses, receipts, approvals and reimbursements.

Zoho Checkout

Hosted pages for one-time or recurring online payments.

Zoho Commerce

An online storefront with order and fulfilment tools.

Zoho Payroll

UAE pay runs, payslips and employee self-service.

App availability, plan limits and integrations depend on the selected Zoho subscription. Wider suite apps are separately configured.

Strong accounting behind every sale.

A full finance workspace supports the accountant as well as the store owner.

Financial structure

Use a chart of accounts, general ledger, journals and connected transaction records.

Receivables and payables

Manage customer invoices, receipts, supplier bills, expenses and credit adjustments.

Management reporting

Review profit and loss, balance sheet, cash flow and outstanding balances.



Illustrative interface. Fictional demo data.

From collections to reconciled accounts.

Zoho Books adds finance controls beyond the retail checkout.

Bank reconciliation

Import bank statements or use supported bank feeds. Match receipts and payments against ledger records.

UAE tax support

Explore e-invoicing, direct VAT filing and Corporate Tax preparation on pages 20-22.

Financial accountability

Retain document records and control access to banking, reporting and finance operations.

Accounting workflow / Bank reconciliation

DEMO

STATEMENT ENTRY	BOOK RECORD	RESULT
Card settlement	Customer receipts	Match
Supplier payment	Vendor bill payment	Match
Bank charge	Expense entry	Categorise

Statement balance compared with ledger balance

Review differences before completing reconciliation.

Illustrative interface. Fictional demo data.

UAE e-invoicing, connected.

Support UAE requirements through your configured Zoho Books connection.

| PINT-AE structured invoices

Create and exchange eInvoices and electronic credit notes in the UAE format through the Peppol network.

| Accredited provider connection

Appoint Zoho Software Trading LLC through EmaraTax, then complete the e-invoicing setup in Zoho Books.

| Traceable digital records

Receive supplier eInvoices, review approvals and retain transaction references and activity records in Books.

UAE REQUIREMENTS

For in-scope B2B and B2G transactions. Confirm exclusions, rollout phase and required fields against current MoF rules during onboarding.

[MoF rules and current rollout >](#)

[Zoho e-invoicing features >](#)



Conceptual UAE tax-workspace image.

Direct VAT filing with EmaraTax.

Generate, review and submit VAT returns from the connected Zoho Books finance workspace.

01 Connect your tax account

Authorise the Zoho Books organisation to connect with FTA EmaraTax through its VAT settings.

02 Prepare and verify VAT 201

Generate the return for the assigned tax period. Reconcile the figures, make required adjustments and lock the return.

03 Submit directly from Books

An authorised user can file the reviewed VAT 201 return to EmaraTax through the configured integration.

04 Keep filing and payment visibility

Fetch returns, review filing status and record VAT payments and outstanding amounts with role-based access.

[Zoho direct VAT filing >](#)

[FTA EmaraTax services >](#)



Conceptual UAE tax-workspace image.

Corporate Tax, from books to filing.

Prepare Corporate Tax information in Zoho Books and complete filing through the FTA portal.

01 Set up Corporate Tax

Register through EmaraTax, then enter the Corporate Tax TRN, first return period and relevant accounts in Books.

02 Generate and review the return

Prepare the Corporate Tax report from configured accounts. Review the taxable amount and applicable adjustments with your accountant.

03 File through FTA EmaraTax

Use the official portal to submit the reviewed Corporate Tax return. After filing, mark the return as filed in Zoho Books.

04 Record payments and retain history

Record tax payments, payment dates and references in Books. Control access to tax returns and payment records.

[Zoho Corporate Tax workflow >](#)

[FTA Corporate Tax guidance >](#)



Conceptual UAE tax-workspace image.

Operational detail and financial depth.

Two connected perspectives help managers ask better questions.

BUSINESS QUESTION	NEUFINIX POS	ZOHO FINANCE
How did the team perform?	Branch and salesperson reports	Financial results and trends
What did we collect today?	Mapped payment collections	Receipts and bank reconciliation
Which orders need attention?	Lab tasks and order progress	Orders and fulfilment records
What is owed to the business?	Customer and invoice visibility	Receivables and ageing reports
What is the financial position?	Retail operating context	P&L, balance sheet and cash flow
How do we share information?	Configured PDF and email reports	Report exports and scheduled delivery

A dedicated repair journey.

Planned workflow for optical frames and sunglasses. Separate rollout and testing required.

UPCOMING MODULE

01

Verify the purchase

Find the customer, bill and product.

02

Record the condition

Mark an eyewear defect chart and upload intake photos.

03

Acknowledge receipt

Capture the received condition and customer acceptance.

04

Assign the lab task

Select repair services from the fitting master.

05

Charge for the service

Create the related sales order and invoice.

06

Track and report

Review repair details by branch and salesperson.

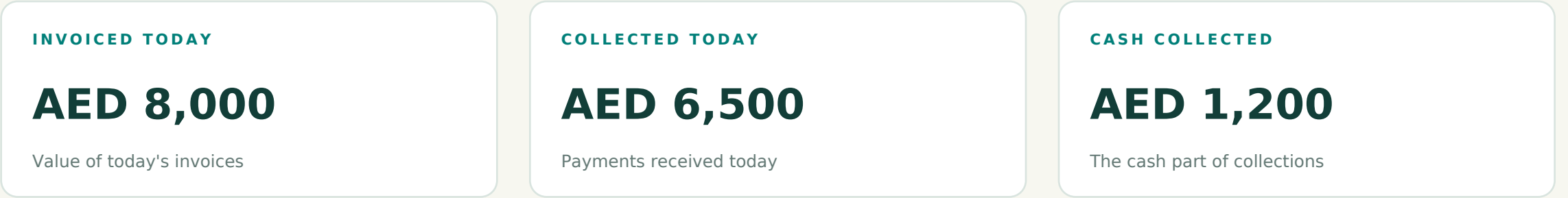
Policy to purchase, with a clear sequence.

A dedicated route for the customer, the salesperson and the report.

- | | | |
|----|------------------------------------|---|
| 01 | Choose Insurance Sale | Open the dedicated POS route and select the customer. |
| 02 | Select or register a policy | Capture holder, insurer, dates, cover and co-pay details. |
| 03 | Complete the optical sale | Record the prescription, items and optometrist details. |
| 04 | Set the sale category | Choose Direct Bill or Reimbursement before completion. |
| 05 | Review in the report | Keep the policy reference and insurance category with the sale. |

Sales and collections tell different stories.

Use each measure for the decision it is designed to support.



REPORT VIEW	WHAT TO REVIEW
Sales by branch or staff	Invoices, attribution and outstanding balances
Collections by payment type	Cash, card, Tabby, Tamara and other mapped accounts
Insurance sales	Direct Bill / Reimbursement and linked policy details
Daily closing, where enabled	System cash, counted cash and a review of differences

Bring staff finance into the wider suite.

Zoho Payroll is listed in the UAE Finance Plus package reviewed for this edition.

Pay runs

Process payroll and generate payslips.

Employee self-service

Give staff access to their payroll information.

UAE payroll tools

Work with salary information files, gratuity and pension settings.

Controlled rollout

Configure employee records, payroll rules and authorised access.

Explore the product, one chapter at a time.

Included with the downloadable marketing kit. Each chapter is one minute.

01 Sales & customer care

Prescriptions, direct POS, insurance, tiers and orders.

02 Store & lab operations

Fitting, catalogue, purchasing, returns and repair roadmap.

03 Management controls

Offers, collections, targets, reports and access.

04 Connected finance

Books, Inventory, banking and the wider Finance Plus suite.

Official Zoho references / checked 13 October 2026

Finance Plus UAE package >

Bank reconciliation >

Zoho Books UAE >

Financial reporting >

Configured around your optical business.

A scoped rollout connects the software with your operating process.

- | | | |
|----|---------------------------|---|
| 01 | Discover | Confirm branches, roles, sales flows and accounting requirements. |
| 02 | Prepare data | Map customers, items, images, stock and opening information. |
| 03 | Configure | Set up modules, permissions, Zoho connections and agreed UAE tax workflows. |
| 04 | Validate and train | Test agreed scenarios with sales staff, technicians and finance. |
| 05 | Launch and support | Complete the agreed handover and support arrangement. |

The complete conversation for your demo.

Use this checklist to plan a demonstration around your store.

Customer profiles and transaction history	03	Sales returns and warranty scope	15
Optical prescriptions and PD	03	Packages and collection readiness	07-08
Direct optical POS and item selection	04	Zoho connectivity and record refresh	16
Sales orders, invoices and receipts	07	Finance Plus application suite	17
Advances and outstanding balances	07	Zoho Books accounting	18
Insurance sales and policy history	05	Bank reconciliation and finance controls	19
Insurer masters and renewal reminders	05	UAE e-invoicing support	20
Premium tiers and customer reports	06	Direct VAT filing and EmaraTax access	21
Lab fitting and technician tasks	08	Corporate Tax preparation and portal filing	22
Fitting masters and quality checks	08	Operational and financial reporting	23
Catalogue, barcode and location stock	09	Repair process / upcoming	24
Backorders, purchasing and receiving	10	Insurance workflow in detail	25
Offers, discounts and vouchers	11	Sales and collections explained	26
Daily collections and cash closing	12	Zoho Payroll and staff finance	27
Sales targets and staff incentives	13	Video guide and references	28
Roles, branches and user assignments	14	Data preparation and implementation	29



NEUFINIX SOFTWARE BY NEU CO.

Built for your optical business.

Book a product demonstration.

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