



surge

Orchestrating Retail With Surge Cloud ERP

Ecom, Payments, Operations, Finance
& HR consolidated onto one platform

Application integration made easier

Surge Cloud ERP ©2026

Your organization runs on a cluster of expensive software with increasing complexity



! \$299/mo + 0.6% + gateway MDR



! \$340/mo; payment fees separate



! Enterprise-scale custom pricing



! Premium custom pricing based on workforce size and



! \$210/user/mo, billed annually



! From 1.10% + £0.07 per transaction, plus hardware costs



! From \$24.90/user/mo; payment fees separate

● ONE PLATFORM

Every capability your business needs to run on One platform.

Ditch fragmented software. Switch between connected suites or run them all together from a single operating platform.

E-Commerce Store

Accounting

General ledger, P&L, balance sheet, cash flow. Customer invoicing, credit and refund notes, credit limits. Supplier invoices and payments. Petty cash. VAT and tax reporting.

Buying

Supplier profiles and accounts, payment terms, agreements and quotations. Purchase requisitions, purchase orders and goods receipt against order.

Stock

Products, categories and variants. Batch, serial and expiry tracking. Multi warehouse and multi store. FIFO consumption. Reorder alerts, stock counts, goods received notes, damaged and expired stock

Selling

Order creation and tracking, payment status, cancellations and refunds. In store and online channels on one order book. Discount rules and promotions. Revenue tracking.

Point of sale

Barcode scanning, fast billing, printed and emailed receipts. Live stock at the counter, updated as you sell. Daily sales summary, full transaction history, card acceptance on the connected terminal.

Customers

Customer profiles held against every sale, in store and online, so purchase records build from day one.

Automate and Orchestrate seamlessly.

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Everything runs on the same data, and the platform keeps growing. What you get today, and what arrives by end of year.

BY END OF 2026

Budget versus actual reporting.

Stock valuation reports, fast and slow moving analysis, product bundles.

Supplier price comparison, spend and cost analysis by supplier.

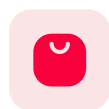
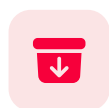
Sales targets and commissions, seasonal price lists, sales by store, best seller reporting.

Loyalty points, gift cards, memberships, sales per employee, offline card acceptance.

Segmentation, loyalty tiers, coupons, returns and complaints, campaigns.

Sell online, on the same stock.

Your storefront runs on the catalogue, the prices and the stock you already trade on.

	Online Storefront	Product catalogue, categories, product pages, search, cart and secure checkout, on your own domain.
	Business website	Home, about, contact and content pages built from retail templates and carrying your branding.
	Catalogue and live stock	Products, variants, images, prices and promotions from the same records as the counter. Availability driven by real stock across every outlet, so the store cannot oversell.
	Checkout and payments	Card and wallet acceptance with 3D Secure through Payable IPG. Digital receipts by SMS and email.
	Orders and fulfilment	Online orders land as platform orders ready to pick, pack and dispatch. No manual entry, no export file. One customer record across counter and online.

BY END OF 2026

Delivery and marketplace channel orders flowing into the same order book.

Richer template and theming options.

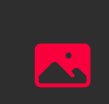
Product bundles sold online.

Additional local payment methods at checkout.

Orders captured from messaging channels. Abandoned cart recovery.

Orders and fulfilment

Online orders land as platform orders ready to pick, pack and dispatch. No manual entry, no export file. One customer record across counter and online.

-  SEO and search visibility
-  Performance marketing
-  Content and photography
-  Email, SMS and WhatsApp
-  Marketplace listings
-  Analytics and conversion

Hire, manage and pay your people.

One suite running from the first job advert through to the monthly payslip.

	Attract and apply	Job requisitions raised and approved before advertising, tied to a department and an outlet. Postings published to your careers page. Applications and CVs captured straight into the pipeline.
	Select and offer	Pipeline stages, shortlisting and reviewer notes. Interview scheduling and structured evaluation. Offer issue and acceptance, then straight into an employee record with nothing re-keyed.
	Employee records	Profiles, documents, employment history, org structure and reporting lines.
	Time, attendance and leave	Clock in and out, shifts and rosters, timesheets, overtime, biometric capture at the workplace. Leave types, entitlements, accruals, requests and approvals.
	Payroll	Salary structures, payroll runs, statutory deductions, payslips and disbursement.
	Performance and self service	Goals, appraisal cycles and reviews against the role the employee was hired into. Payslips, leave balances and attendance on mobile, without asking the office.

BY END OF 2026

Talent pool and candidate sourcing.

Hiring funnel analytics on time to hire and source performance.

People analytics on headcount, attrition and cost.

Roster optimisation and overtime alerts.

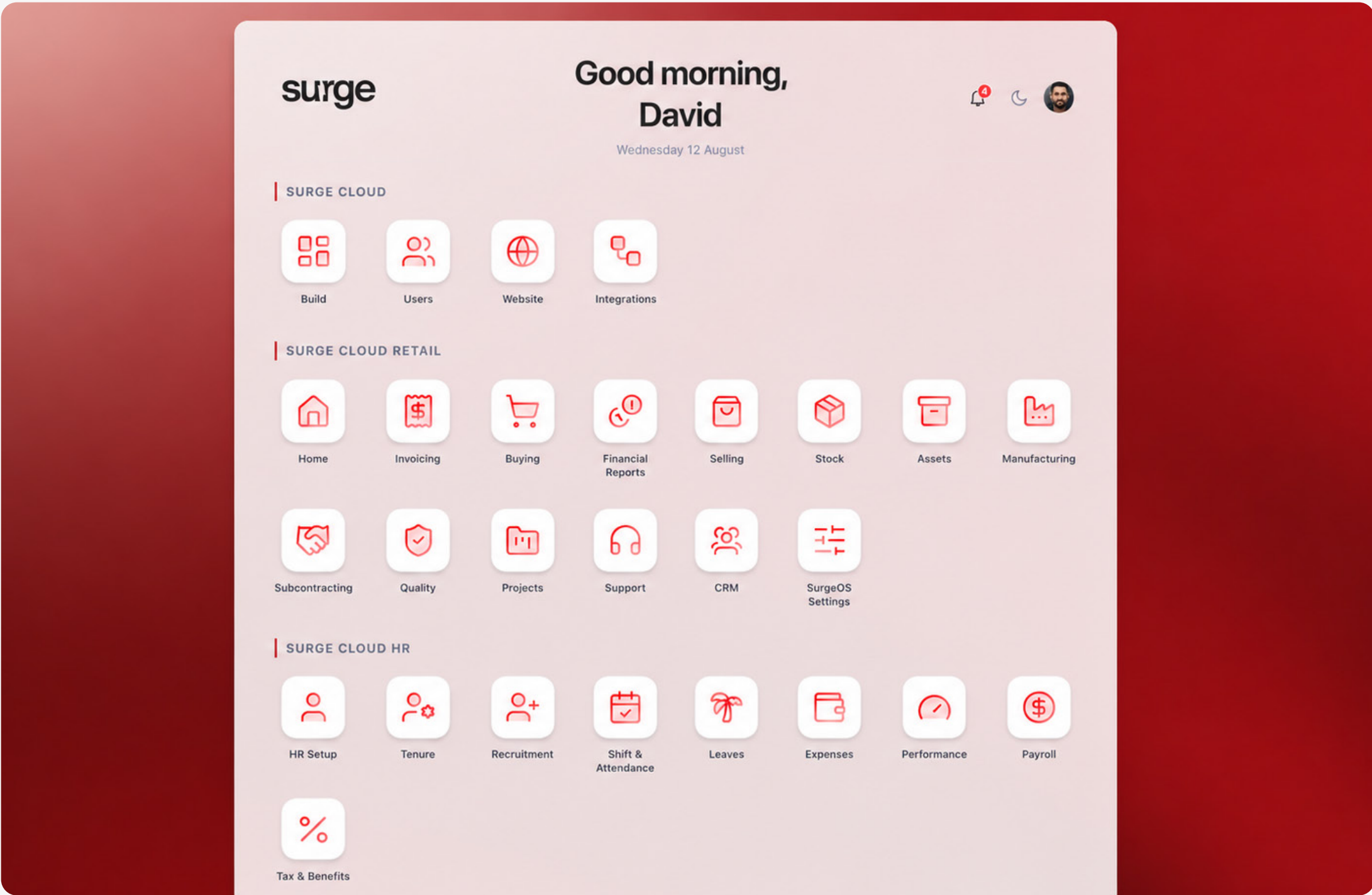
Deeper statutory reporting packs.

Learning and development records.

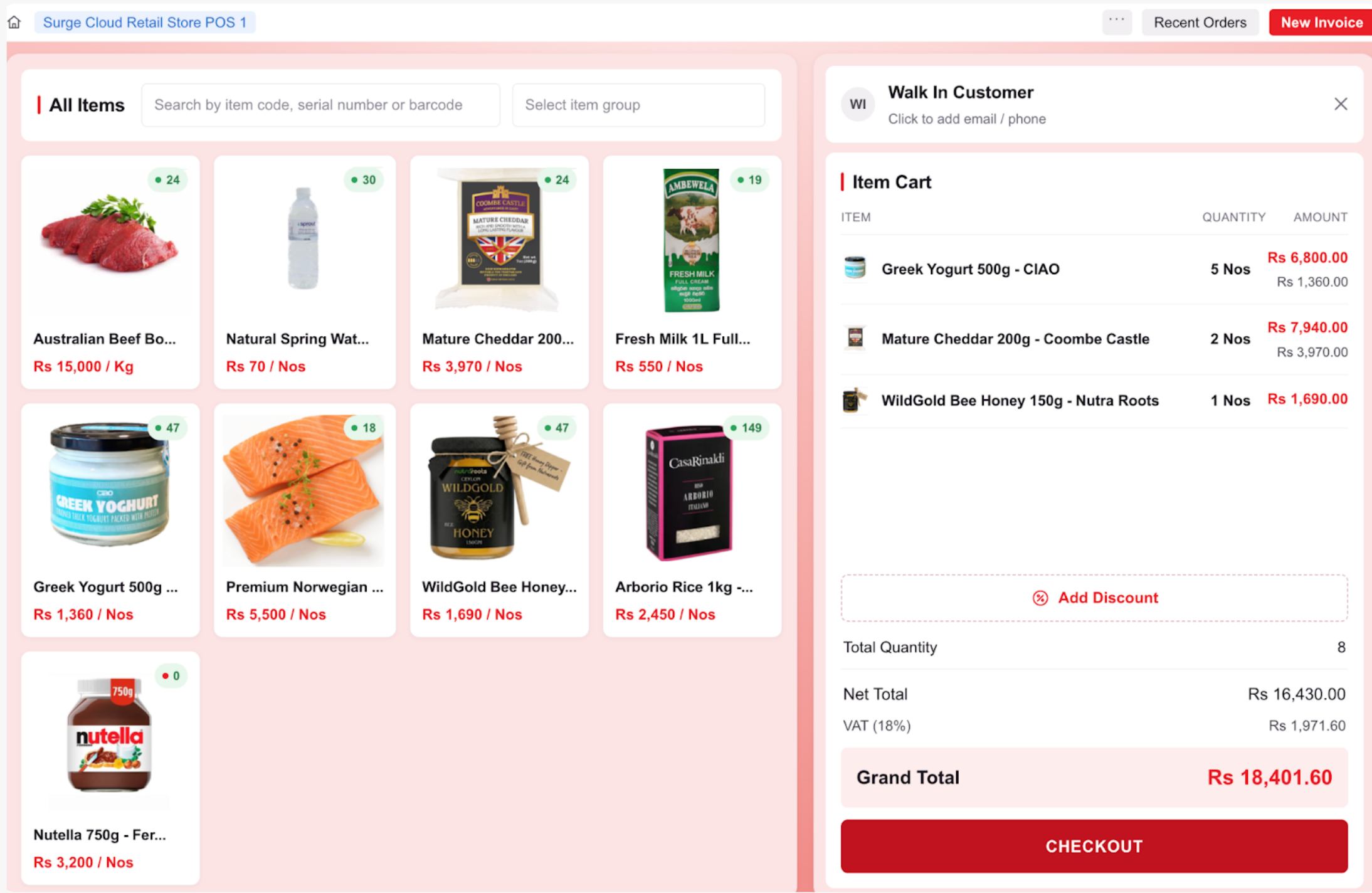
Surge Cloud Experience

Your Desktop and Point of Sales

Your Surge Cloud Desktop



In Store Point of Sales



Your instance carries your branding, your outlets and your data.

Payments, built in across

We currently power over 40,000 merchants across Sri Lanka



 **IN STORE**

In Store Transactions

An Android terminal connected to the Surge Cloud counter. The cashier rings the sale and the amount passes to the terminal automatically, so nothing is re-keyed and nothing is mistyped.

- Insert, tap and scan to pay QR on one device
- NFC contactless across all major card networks
- Built-in thermal printer for instant receipts
- Dual connectivity on SIM and Wi-Fi
- Trilingual interface in Sinhala, Tamil and English
- LinkPay payment links sent from the terminal

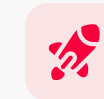


 **ONLINE**

Internet Payment Gateway

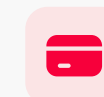
The payment gateway behind your Surge Cloud Online Store checkout, and behind any existing storefront you want to keep.

- Visa, Mastercard, Amex, Diners Club, UnionPay and Discover
- PCI DSS compliant with 3D Secure authentication
- Digital receipts issued by SMS and email
- Works with major plugins, including WooCommerce
- Local and international card acceptance



Reconciled automatically

Settlement is matched to the sale and posted to your ledger. No manual data entry between the counter and the accounts.



Refunds tracked

Refunds, partial payments and failed transactions are handled in the same place as the sale.

Why retailers choose Surge Cloud.

The capability of an enterprise system, without the enterprise project.

	Traditional ERP	Surge Cloud
Time to go live	✓ 4 to 12 months	✓ Weeks
Cost to implement	✓ Very high, quoted per project	✓ Currently, Free.
Technical team needed	✓ Yes, in house or a partner	✓ No, unless you want custom work
Multi outlet support	✓ Complex and chargeable	✓ Built in as standard
Card payments	✓ A separate provider to integrate	✓ Payable Pro and IPG, native
Online store	✓ A separate platform to sync	✓ Same catalogue, same stock
Support	✓ Offshore, by ticket	✓ On the ground support



Everything runs on the same data, and the platform keeps growing. What you get today, and what arrives by end of year.



Complex and lengthy implementations, Strict dependency on the oracle ecosystem, costly annual maintenance.



limited out-of-the-box financial reporting depth, challenging permission management structures during software updates



escalating total costs from modular pricing, potential upgrade challenges with modified code, limited native functionality.

Surge Cloud subscription model

Per User /Month

\$2

Platform includes a base fee of \$50/mo which includes 5 users on the system.

Transaction Fee

2.9%

Charged only on card volume taken through payment terminals plus 60 bps surcharge on IPG transactions

Implementation

\$0

Any custom developments are quoted separately, at subsidized rates.

What that includes:

Surge Cloud Retail: accounting, stock, buying, selling, point of sale, customers

Surge Cloud Online Store: web store, business website, integrated checkout

Surge Cloud HR: hiring, employee records, attendance, leave, payroll, performance

Cloud hosting, backups, security and all product updates

Configuration and setup of your company, outlets, stock, tax and users

Local support and onboarding

Service Capabilities at Surge

We are a **600+** strong digital transformation organisation, partnering with enterprises around the world.



Digital transformation

Enterprise re-platforming, AI, cloud and product engineering for Nordic and Western clients

Digital marketing

Performance marketing and growth infrastructure

IoT & embedded engineering

Embedded systems and industrial device engineering

Your go-live journey with Surge Cloud

A discovery and onboarding exercise run by our team of experts.



WEEK 1

01

Discovery

A series of short sessions to map how you trade today: outlets, stock, suppliers, channels, team and the reporting you actually need.

WEEK 1 TO 2

02

Onboarding

We set up your company, chart of accounts, warehouses, item catalogue, tax, outlets, POS profiles, users and permissions.

WEEK 2 TO 3

03

Data and migration

Opening stock, suppliers and customers loaded. Counter staff, buyers and finance trained on the parts they use.

WEEK 3 ONWARD

04

Go live and support

Terminals connected, online store published, first trading day supported hands on. Then ongoing local support.

One platform. Every retail operation.

We would like to walk you through Surge Cloud:
your outlets, your stock lines and your card volume, so
you can see exactly what it changes.

Get in touch



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Next steps

01

A demo

See Surge Cloud running
a retail scenario.

02

Discovery session

A few sessions to map your current setup,
accounts, outlets, channels and team size.

03

Receive a proposal

Your monthly figure fixed and per user fee,
your card rate and a go live plan with dates.