ZESTY LABS
Enterprise Solutions Expert

cloud mac

OptiCam

Simple Billing. Smarter Business.



Software Product by: **Zesty Labs**

Exclusively Marketed by **Grandpapa**

+91 9961 6 17 173
+91 8759 222 111
www.zestylabs.in

A Complete Optical Business Management Software

Exclusively built for Optical Stores



OptiCam is an Odoo-based Optical ERP and Billing Software developed by Cloud Mac to simplify the day-to-day operations of modern optical businesses.

Designed specifically for optical retailers and eye care professionals, OptiCam combines billing, inventory, accounting, prescriptions, lenses, frames, and POS management into a single, easy-to-use platform.

Whether you manage a standalone optical store, a chain of eyewear outlets, or an eye clinic, OptiCam helps streamline operations, improve customer service, and support business growth through intelligent automation.

Manage Your Business from One Platform

Opticam helps businesses manage everyday operations through four essential areas: billing, inventory, accounting, and business reporting.

Billing & Inventory

Create invoices quickly while keeping inventory updated automatically.

- GST & Non-GST Billing
- Barcode Billing
- Thermal, A4 & A5 Printing
- Live Stock Tracking
- Low Stock Alerts

Accounting & Reports

Create invoices quickly while keeping inventory updated automatically.

- Sales & Purchase Tracking
- Expense Management
- Customer Payment Tracking
- Business Reports
- GST-Ready Records

Optical Module

Create invoices quickly while keeping inventory updated automatically.

- Prescription Management
- Lens & Frames Management
- Customer Eye Test History
- Optic Works Management

Thermal Printing & Barcode Printing

Thermal Printing

Fast and reliable thermal printing for invoices, receipts, and order slips with clear and crisp output.



Barcode Printing

Efficient barcode printing for product labels, price tags, and inventory management with precise clarity.



Opticam supports high-speed thermal printing and barcode printing to ensure fast, accurate, and reliable billing and labeling for your business.

- **High-Speed Performance**
  Print invoices, receipts, and labels quickly without delays.
- **Clear & Sharp Output**
  Get crisp text, clean barcodes, and professional-quality prints.
- **Business Efficiency**
  Reduce manual work and speed up billing, inventory, and labeling processes.
- **Seamless Integration**
  Works smoothly with OdooMeter for a complete POS and retail experience.

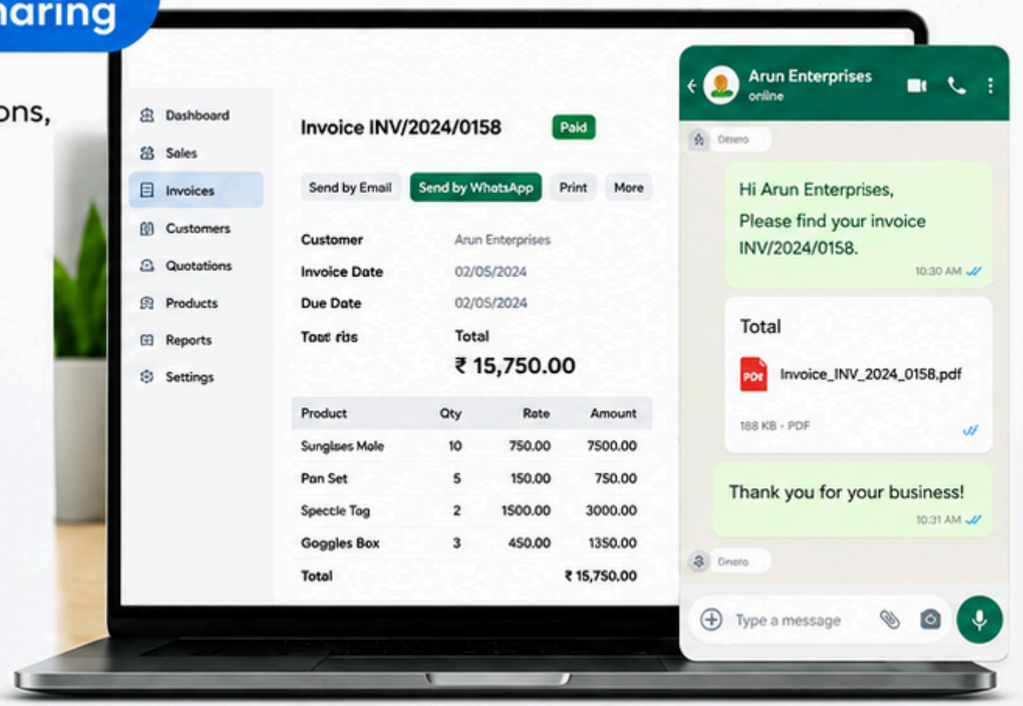
WhatsApp Integration & Automated Messaging

Opticam seamlessly integrates with WhatsApp, enabling businesses to send invoices, quotations, payment reminders, order confirmations, and customer notifications directly through WhatsApp. Improve communication, automate follow-ups, and provide a faster customer experience from a single platform.

- **Instant Communication**
  Reach customers directly on WhatsApp for faster responses and improved engagement.
- **One-Click Document Sharing**
  Share invoices, quotations, receipts, and billing documents instantly from OpptiCam.
- **Automated Notifications**
  Reduce manual work with automated reminders, confirmations, and status updates.
- **Seamless Integration**
  Works smoothly with OpptiCam to enhance customer communication and business efficiency.

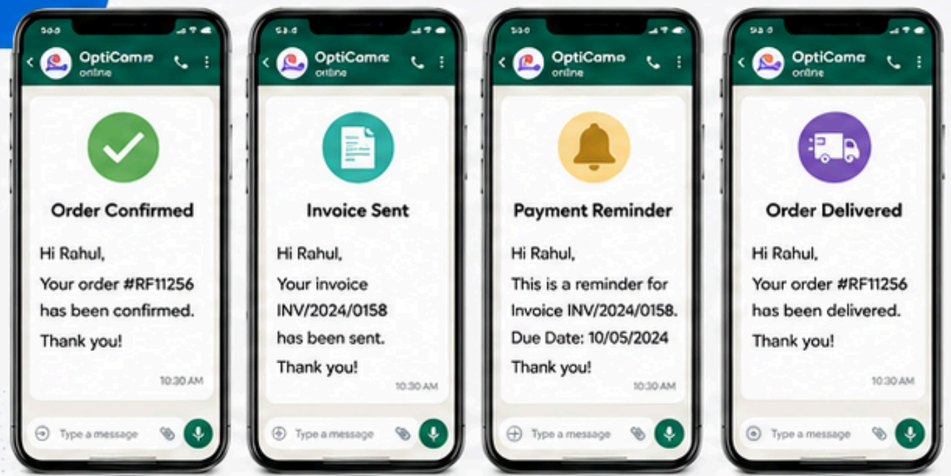
WhatsApp Invoice Sharing

Send invoices, quotations, and receipts instantly through WhatsApp with a single click, ensuring faster delivery and better customer communication.



Automated Customer Notifications

Automatically send order confirmations, payment reminders, delivery updates, and service notifications without manual follow-ups.



Why Optical Store Choose OptiCam

- **Simple & Easy to Use**

OptiCam is built for optical store owners and staff, not IT experts. Start managing billing, prescriptions, inventory, and customer records without a steep learning curve.

- **Affordable & Scalable**

Starting at just ₹1000/month, OptiCam gives optical businesses access to professional billing and management tools without the cost of traditional ERP systems.

- **Customer Analytics**

Inbuild Analytics tool gives you opportunity to discover your potential improvement areas to retain customer and there by increased repeated business



Simple Pricing for Every Business

Choose a plan that fits your business today and scale as your requirements grow. All plans include implementation guidance and post-deployment support from the **Cloudmac** team.

1. OptiCam
Single Shop Setup

Ideal for optical stores with a single location.

Installation & Setup Charge	₹30,000/-
Monthly Cloud Charge (per shop)	₹1,000/- per month

2. OptiCam
Multi Shop Setup

Ideal for businesses with multiple shops and a head office.

Installation & Setup Charge	₹60,000/-
Monthly Cloud Charge	₹2,000/- per month

3. OptiCam
Custom Plan

Tailored for large businesses with specific requirements.

Installation & Setup Charge	₹200,000/-
Monthly Cloud Charge	Based on users and number of showrooms

Trusted by Growing Businesses

OptiCam is helping optical businesses across India streamline billing, inventory, accounting, and daily business processes.

Fareeda Optiks – Vadakara, Kozhikode, Kerala

A trusted optical brand with 3 stores in Vadakara, Kozhikode (including 1 store with clinic), offering a wide range of eyewear, lenses, and eye care services.

They operate on OptiCam by **Cloudmac** a powerful Odoo-based optical management solution that streamlines billing, inventory, prescrpitions, and customer management across all stores, ensuring accuracy, efficiency, and an enhanced customer experience.

FAREEDA OPTIK.







3 Stores
(1 Store includes Clinic)

Location
Vadakara, Kozhikode

Lux Vision – West Hill, Kozhikode, Kerala

A trusted eye clinic in West Hill, Kozhikode, providing comprehensive eye care services with advanced technology and a wide range of eyewear.

They operate on OptiCam by **Cloudmac**, a powerful Odoo-based optical management solution that streamlines billing, inventory, prescriptions, and patient management, ensuring accuracy, efficiency, and an enhanced patient experience.

LUX VISION







Eye Clinic

Location
West Hill, Kozhikode

Spetex

A leading optical retail brand, offering a wide selection of eyewear, lenses, and optical accessories with a focus on quality and customer satisfaction.

They operate on OptiCam by **Cloudmac** a powerful Odoo-based optical management solution that streamlines billing, inventory, prescriptions, and customer management, ensuring accuracy, efficiency, and an enhanced customer experience.

Spetex®
EYE CARE SINCE 1999







Optical Retail Brand | 2 Stores

Optic Avenue

A leading optical business located near Gandhi Park, Main Road, Balussery, Calicut, Kerala, offering optical products and services including spectacles, sunglasses, contact lenses, optical accessories, eye testing, and lens fitting.

They operate on OptiCam by **Cloudmac** a powerful optical management solution that streamlines billing, inventory, prescriptions, and customer management, ensuring accuracy, efficiency, and an enhanced customer experience.

OPTIC AVENUE®
Complete Eye Care & Optical Centre







Single Outlet

Location
Balussery, Calicut

ZESTY LABS
Enterprise Solutions Expert

cloud mac

Contact Us

Ready to simplify billing, inventory, POS, and daily business operations? Our team is here to help you find the right **Opticam** solution for your business.

+91 **99 616 171 73** **+91 8759 222 111**

info@grandpappa.com

www.zestylabs.in

