RTC – Helping Canadian Retailers Exceed their Business Objectives Since 1992

Retail Technologies Corporation (RTC) has been helping Canadian retailers succeed for more than 17 years and we continue to partner with many of Canada's most successful retail businesses. Our Canadian history began in 1992 when Woolworth-Canada, Inc. decided to upgrade their point-of-sale (POS) system in their Woolco division to gain a competitive advantage in the marketplace. Their goal was to select a hardware platform and a software package that had a proven track record and advanced functionality. Canada had just enacted a value added tax (GST) which required changes in price and tax management methods for all retailers. This implementation was one of the largest POS hardware rollouts in Canadian history, and RTC's RetailWerks POS application was selected and installed on over 2900 registers in 150 stores across Canada. The rollout was a resounding success, and as a result, RTC's relationship with Woolworth-Canada grew and encompassed many significant POS projects, earning RTC a reputation in Canada as a market leader in retail automation solutions.

RTC's Canadian presence continues to grow along with our strategic partnerships, expertise and solutions. Our retail software solutions include the StoreMS Application Suite (Point-of-Sale, Customer Loyalty Rewards, Gift Card and Integrated Credit/Debit/Check Authorization) our 3rd generation of in-store solutions, our MMSxTend Application Suite (Mobile Wireless Solution, Loss Prevention Analyzer, Dashboard Management Module, Plan-O-Guide Management Solution, Advanced Coupon Management and SKU/Style Performance Turbo Modules) for clients running JDA's® Merchandise Management System (MMS®) and HTP-Link an iSeries (AS/400) based communication management solution.

Thoughts from the President's Desk

Bruce Hicks
RTC President & CEO

As the US and Canadian markets face their toughest economic challenge since The Great Depression, many retailers are faced with very difficult financial decisions. Some of these difficulties are caused by the lack of sales and many are compounded by the banking industry's inability to absorb perceived risk by extending troubled retailers additional lines of credit. In this difficult environment, many retailers must take inventory on all available resources that are strategic and practical in their quest to survive the toughest of economic conditions. Most expenses beyond payroll and inventory purchases are a distant third in priority. This is where the RTC business philosophy becomes so critical to its customers.

RTC is rooted on the philosophy of "**business partnership**". This means that we understand the give and take that goes on through the life cycle of each relationship with our retail customers. While it is very difficult to manage this philosophy during the worst of economic conditions, RTC has continued to hold its course with its customer relationship management. Even though we are seeing the payment of our invoices taking twice as long as we are accustomed to, our services and customer satisfaction has never been higher.

New Customers

BLACK'S IS PHOTOGRAPHY
RTC assists Black Photo Corporation in Canada with integration between new web store and MMS.

TSC Stores
RTC assisting TSC Stores Canada with Franchising Project.

Peavey Mart
RTC completes JDA MMS upgrade at Peavey Industries in Canada.

THE BARGAIN! SHOP®
quality products. lowest prices. guaranteed.
Canadian retail chain The Bargain! Shop Holdings implements **HTP-Link iSeries Communications** in 250 stores.

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Utilizing the expertise gained in developing, installing and supporting our own merchandising system, RTC was able to initiate a very successful consulting services business. The primary focus of our consulting services is project management, implementation, integration, version upgrades and custom program modification engagements for retailers running JDA MMS. Our expertise on JDA's solutions was the key determining factor in RTC being recently selected by several Canadian retailers as their partner of choice for their retail automation solutions.

Recent Canadian retailer partnerships include:

Tractor Supply Company (TSC), which operates 39 store locations in Canada, who selected three of RTC's MMSxTend Application Suite solutions. These included our Mobile Wireless Solution, Loss Prevention Analyzer and Dashboard Management Module. RTC is also assisting TSC with some very strategic projects and enhancements to improve their business performance and productivity.

Peavey Industries in Red Deer, Alberta recently completed a chain wide roll out of RTC's StoreMS POS solution and it has been a great success. Peavey also rolled out 2 of RTC's MMSxTend Application Suite solutions, the Loss Prevention Analyzer and Dashboard Management Module. Peavey recently partnered with RTC to manage their MMS upgrade. Carolin Miller, Information Services Manager at Peavey remarked, "Our company, which includes 29 Peavey Mart retail locations in western Canada, along with a large central distribution center, recently upgraded our JDA MMS software, going from version 4R4 to 7.4.2. The upgrade was done on schedule and on budget, with everything up and running within a day, and with relatively little disruption – a remarkable achievement seeing we were able to jump over multiple versions of software spanning over a 10 year period. Peavey has also leveraged RTC's HTP-Link iSeries based communication solution for their business.

The Bargain! Shop®, a national chain of discount stores headquartered in Mississauga, Ontario, recently implemented RTC HTP-Link iSeries based communications solution for their 270 retail locations.

Black Photo Corporation, a large retailer headquartered in Markham, Ontario who has 116 stores across Canada selected RTC to assist them with their integration between their new web site and their MMS host system. They have also been leveraging RTC's Loss Prevention Analyzer for a number of years.

RTC has continued to cultivate and build strategic relationships with Canadian retailers. RTC's philosophy of establishing long-term partnerships with our US and Canadian customers has helped us achieve one of the highest levels of customer satisfaction in the industry. RTC is an aggressive software provider who supplies clients with better than fair value to earn their business.

If you are looking for a partner to help you improve your business results, contact RTC who has a wealth of experience and knowledge in retailing in Canada.

Thoughts from the President's Desk

While the stress of the times has hit every RTC employee in more ways than one, our mutual commitment to each and every customer is our unwavering strategic business philosophy and that philosophy has always seen us through the toughest of times. Retailers are a tough breed who apologize for nothing, but, they also value the business partner that will go above and beyond, even when they cannot reciprocate.

The level of customer service we provide and our commitment to each and every customer is the reason why we will flourish when times are better. RTC is in it for the long haul and we understand the sacrifices we must make on behalf of our customers to earn those better days.

For the past 17 years, RTC has been developing a series of value added applications to JDA MMS® software. These applications have been combined into RTC's MMSxTend Application Suite. The applications in this suite should be thought of as **'bolt-on'** applications as they are designed to sit on top of MMS as standalone applications and do not require much, if any, adjustment to base MMS code. The MMSxTend Application Suite currently contains the applications listed below:

- **Mobile Wireless Solution-**This suite of in-store and warehouse applications enable your personnel to initiate actions, utilizing JDA MMS in real time mode with wireless handheld scanners. No longer do your store personnel have to sit in front of a green screen terminal to manually input operational batches of information and have to wait for nightly uploads for processing.

- **Loss Prevention Analyzer-**This module provides retailers running JDA Sales Audit with an easy-to-use browser based GUI tool that can help manage and eliminate cashier theft.

- **Dashboard Management Module-**This module enables management to monitor critical system and business indicators within MMS, providing a set of visual gauges to spark management's attention to potential problem areas. It also allows appropriate management to drill into the MMS system, from the indicator gauge, to see details and address the problem.

- **Plan-o-Guide Management Module–** This module helps retailers manage the production and implementation of Plan-o-Guides.

- **Advanced Coupon Management–** This solution enables you to easily set up multiple types of coupons within MMS that will be automatically managed by Win/DSS and take out any manual intervention that you may currently have with this process with your cashiers.

RTC has also developed a series of "**Tool Box**" applications designed to extend MMS with cost effective advanced features that will help improve key business performance optimizing profit opportunities. These solutions require integration with the client's version of MMS code. Sample "Tool Box" solutions include:

- **Advanced Allocation Enhancement-**This new module provide substantial increases in allocation accuracy while substantially decreasing the manual effort to manage JDA's MMS allocation.

- **Advanced Replenishment Enhancement-**This module significantly increases the accuracy of the replenishment formula and decreases the manual effort to manage JDA's MMS replenishment. Enhancements are available for either MMS store replenishment or both store and warehouse replenishment.

- **SKU Performance Turbo Enhancement-** Designed for use with JDA's SKU Performance, this module provides additional search capability, metric visibility, and optimized usability between SKU and Style searching. This module enables merchants to better filter data and double-click to peer deeper into search screens.

- **Style Performance Turbo Enhancement–** Designed for use with JDA's Style Performance, this module provides additional search capability, metric visibility, and optimized usability between SKU and Style searching.

If any or all of the above described enhancements are of interest to your organization, RTC would be happy to provide you with a proposal to implement the desired features in your MMS environment.

JDA MMS is a registered trademark of JDA Software Group, Inc. in the United States and/or other countries.

For additional information or to arrange a Web demo please contact RTC @
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