RTC — RETAIL TECHNOLOGIES

www.rtc-group.com

Newsletter

Providing Retailers With Innovative *Solutions* and *Services*

Welcome to RTC's latest newsletter. The objective of this newsletter is to provide our customers, colleagues, and friends with an update on RTC's business, people, and customer successes.

STOREMS POS
READY FOR PRIME TIME

RTC has been providing Point-of-Sale software to retailers for the past 15 years. Our 3rd generation utilizes innovative development techniques to deliver a rich set of features and functionality that are fundamental in remotely managing a large retail enterprise.

"We are very impressed with the capabilities that RTC's application development team is able to provide with **STOREMS POS** on a Windows platform," says Brian Scott, General Manager of Microsoft's Retail & Hospitality Industry Solutions Group. "This solution will enable large retailers to migrate to a Windows store environment, without sacrificing the capabilities that they have come to depend on from retail specific operating systems."

RTC's in-depth knowledge of system features that large retailers have come to rely upon to ensure a smooth operation of their store systems has been created through the combined **_power_** of the **STOREMS POS** application software and **_strength_** of the Windows operating system. **STOREMS POS** provides full function terminal off-line capability with auto synchronization, remote software distribution with back off capability, disk mirroring, auto failover, a number of system utilities and diagnostic tools, and a wealth of remote system management capabilities.

Customer Updates

ABC Fine Wine & Spirits Rolling Out StoreMS Point-of-Sale

Duane Reade Rolling Out StoreMS Application Suite

Universal Studios Implements RTC's Mobile Wireless Solutions

MC Sports Implements Dashboard Management Module

Variety Wholesalers Implements LP Analyzer

Variety Installs Plan-o-Guide Management Module

Universal Studios Embraces Dashboard Management Module

Margaritaville Partnership
Produces Outstanding Results

RTC was recently selected by Jimmy Buffett's Margaritaville as their partner for implementing retail systems for their newest location on the Las Vegas strip in the Flamingo Hotel. The solution consisted of RTC's **STOREMS POS** application and JDA's® Merchandise Management System (MMS™). RTC is the Application Service Provider (ASP) for Margaritaville's MMS solution and provided a turnkey implementation for the corporate headquarters, store, and warehouse. The StoreMS application is running under Microsoft Windows on IBM SurePOS™ 4840-532 touch screen registers and an xSeries server. RTC provided the hardware, software customization, integration and implementation services, consulting, training, and help desk support services for the venture. Since that time, RTC provided the retail systems for the new Margaritaville location in Myrtle Beach which had its grand opening July 12th.

"By implementing these solutions in partnership with RTC, Margaritaville was able to get our Las Vegas store operation up and running very quickly, with minimal issues," said Brad Schwaeble, Vice President of Merchandise at Margaritaville. "Having RTC as our ASP and providing the daily operations support required has been a tremendous help and has kept our costs to a minimum. Their retail knowledge has been invaluable to us."

Picture of Broadway at the Beach Location in Myrtle Beach, SC

Selects StoreMS Application Suite As Strategic Platform

Duane Reade recently selected RTC's StoreMS Application Suite as their strategic in-store platform, replacing IBM's 4690 operating system and Chain Sales Application. RTC, in partnership with Agilysys, Inc. has begun rolling out this new software at Duane Reade stores, the largest drug store chain in the metropolitan New York City area. They plan to install a total of twenty stores by year end. The installation of the StoreMS Application Suite will help to improve checkout throughput, enable effective remote systems management, and facilitate the quick introduction of new store operations functionality.

Duane Reade expects the implementation of RTC's StoreMS Application Suite to:

- **Reduce Cost of Ownership**
- **Increase Checkout Throughput**
- **Improve Customer Relationship Management (CRM) Capabilities**
- **Further Leverage Wide Area Network (WAN) Investment**

The highly configurable StoreMS Application Suite includes RTC's 3rd generation of Point-of-Sale (POS) software, a Customer Service Gateway, integrated Credit/Debit/Check authorization, Gift Cards, and Customer Loyalty Rewards. StoreMS POS, when combined with a Microsoft® Windows® operating system platform, provides a rich set of features and functionality that are fundamental in remotely managing a large retail enterprise such as Duane Reade. The remote management features include remote software distribution with rollback, full function terminal offline with auto synchronization, and a wealth of system utilities.

Duane Reade, who operates 249 high throughput stores, installed an initial pilot with RTC's StoreMS POS last September, and has since installed it in several additional stores. They are running the StoreMS applications with Microsoft® Windows® on their existing IBM SurePOS™ 4694 point-of-sale registers and IBM xSeries servers. Agilysys is providing the IBM hardware, integration and implementation services, consulting, and help desk support services for POS, Pharmacy and all in-store hardware.

"By implementing this solution from RTC and Agilysys, Duane Reade will significantly reduce the time and cost to provide our stores with additional functionality," said Rich Gilbert, Director of Store Systems, Duane Reade. "The implementation of the StoreMS technology has been quite smooth and will enable us to replace our legacy system with a high level of confidence. In addition, the systems management capabilities that StoreMS provides will enable our support staff to remotely support any register on the network, including taking control of an individual register in a store."

"We have devoted a lot of time and effort in developing an all-inclusive suite of applications for effectively managing a retail chain of stores," said Bruce Hicks, president of RTC. "Duane Reade will be able to create an atmosphere of interactive sales between the customer and the cashier, while at the same time improving customer throughput. The functionality we have added to StoreMS POS to enable complete remote systems management gave Duane Reade the confidence that they can replace their existing software platform with a Windows based solution."

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The combination of JDA's MMS and RTC's StoreMS applications provides Margaritaville with an integrated set of very robust applications to handle not only their Las Vegas location, but other locations scheduled for the future. The high speed network connection between Las Vegas and Orlando provides corporate operations, store, and warehouse with high availability real-time information access. Since the initial implementation, RTC has provided Margaritaville with a powerful set of mobile wireless inventory management solutions on handheld devices in both the warehouse and the store. These devices interface over the WAN on a real-time basis with MMS, facilitating a very productive set of inventory management tools.

"When sourcing an Information Services partner, it was obvious that RTC had the background and knowledge to support all the necessary aspects for store operations; from distribution, store POS, to inventory control. The true test was the implementation and this is where RTC shined. They provided hands on support and guidance, which helped make our grand opening a great success," adds Schwaeble.

Smuggler's Cove Gift Shop

Cashier Using StoreMS POS With IBM SurePOS 500 Touch Screens

ABC FINE WINE & SPIRITS ROLLING OUT STOREMS POS

ABC Fine Wine & Spirits, the largest independent liquor retailer in the country with 145 stores all located in Florida, is rolling out RTC's **STOREMS POS**. RTC's latest release is being installed on IBM SurePOS® Model-741 registers, 4820 touch screens, and 4610 printers.

STOREMS POS was designed to enable retailers like ABC to take full advantage of their high speed network connectivity between the stores and headquarters to help improve customer service capability, enable the implementation of a more robust customer loyalty rewards program, and increase the speed of their checkout process. **STOREMS POS** has also enabled a wealth of remote systems management capabilities that leverage ABC's WAN. Providing the capability to remotely manage stores will provide a cost savings in support, a reduction in travel expenses, and at the same time increase the store's satisfaction level in the support that they do receive. *You even have the ability to take remote control of a register from any machine on the network.*

"We are excited about the latest release of StoreMS POS", says Jim Dekle, MIS Director at ABC Fine Wine and Spirits. Dekle adds, "The new remote management tools are going to help us tremendously in monitoring our stores centrally and performing diagnostics real-time. The ability for our cashiers to access our corporate AS/400 databases and intranet, using the StoreMS Customer Service Gateway over our WAN, will create an atmosphere of interactive sales between the customer and our cashiers, thus allowing additional data capture at the point-of-sale. ABC has been a very satisfied customer of RTC's for the past 8 years."

Visit our Website
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You can also reach our Kennesaw, GA headquarters at 770-425-0401.

Customer Loyalty Rewards
A *Necessity*……Not a Luxury

The key to a successful Customer Loyalty Rewards program is developing a corporate strategy that encompasses all of the different areas within the business that may be affected by the program. This includes marketing, information systems, network services, and accounting. Once the strategy has been developed, RTC's **STOREMS CUSTOMER LOYALTY REWARDS** solution can provide the required infrastructure to turn that strategy into reality.

RTC's **STOREMS CUSTOMER LOYALTY REWARDS** solution will enable you to get to know your customers better and reward them for their loyalty. It provides the tools that you require to manage pricing promotions, electronic coupon generation, and a customer loyalty program. The solution supports the utilization of a customer loyalty card that contains a magnetic stripe or barcode. When the card is swiped or scanned at the Point-of-Sale (POS), the system sends a request to the host-based, customer loyalty database, to retrieve the purchase history for that customer and any special promotions that this customer may be due based on that history. This solution is most effective over a Wide Area Network (WAN) but can also be implemented in dial-up mode although the response times may be an issue. Through the utilization of a central database, customer information can be accessed from any store in your enterprise.

Once you have a customer loyalty database established, this database can be accessed from the Internet or from a kiosk. This gives you the ability to expand your "customer touch points" beyond the four walls of your store. There are an infinite number of possible different programs that could easily be implemented. Your cashiers will be able to identify customers by name and present them with the targeted promotions that you want to make available to them. Through the effective utilization of our **STOREMS CUSTOMER LOYALTY REWARDS** solution you can increase your sales, customer loyalty, and profit.

- Points Programs
- Targeted Instant Coupons
- Threshold Rewards
- Clubs
- Targeted Events
- Custom Receipt Messages

ANNOUNCING DASHBOARD MODULE FOR STOREMS POS

RTC is pleased to announce the **STOREMS POS** Dashboard Module. This module is designed to give a top-down overview of the health and status of a retail chain's store systems. Health and status is available at the chain level, with the ability to drill down to view the status at the store and register level. The user interface is a standard web browser, running on a server at the corporate office. Data is pushed to the server from the store level by applications running on the in-store processor (ISP), which in turn collects data from the Point Of Sale (POS) systems.

The Dashboard Module can be easily tailored to meet the needs of the individual retailer. A set of reporting rules is specified for each piece of information monitored at the store level. These rules are to determine what to report to the corporate system, and when to report it. The major areas of concern are the server and register hardware, OS integrity, database integrity, applications integrity, and financial integrity.

The Dashboard collects two distinct types of information for the store. The first is information on system resources, which can be obtained from any machine running Windows® OS and the Dashboard client. The second is information on health and status of RTC software using a message logging format built into the RTC POS and Back Office applications. The Dashboard enables the store systems monitoring to be done quickly and easily. The initial release of the Dashboard Module will be available by year end.