



Newsletter



Providing Creative Solutions and Services for JDA® MMS™ Customers

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.

RTC PRESENTS IN MICROSOFT THEATRE AT NRF & MARKETECHNICS

For those of you who were unable to attend the NRF show in New York in January or the FMI's Marketech nics show last month in Washington, D.C., you missed RTC's presentation titled, "**How To Migrate From 4690 Without Losing Your Job**". As a Microsoft partner, RTC was invited by the Retail group to present this exciting story at both retail shows. RTC's presentation mapped our StoreMS Application Suite to Microsoft's Smarter Retailing Initiative and then described the 4690-like functionality that RTC has developed on top of a Windows operating system. The presentation generated a lot of interest among 4690 customers.

RTC continues to demonstrate our strength in providing in-store solutions. The retail hardening required by large retailers on a Windows platform is something that only RTC can provide in the market today. RTC's StoreMS Application Suite includes not only Point-of-Sale, but also a powerful Customer Loyalty Rewards solution, Gift Cards, and integrated credit/debit/check authorization as well. All of this capability and integration with MMS at the host.

If you are looking for a retail hardened store solution, look no further than RTC's StoreMS Application Suite.



Move From STRATEGY to REALITY With Customer Loyalty Rewards

RTC's StoreMS Customer Loyalty Rewards (CLR) solution is quickly becoming a hot commodity. The flexibility of this solution is evidenced by the recent integration of CLR with IBM's Chain Sales application at a major drug chain in partnership with Agilysys. Integrating CLR with Chain Sales enables this customer to continue to focus on customer loyalty programs even while transitioning to RTC's StoreMS POS application.

RTC's CLR solution is one of the strongest offerings in the industry. The solution includes both the in-store and host components and utilizes your WAN infrastructure to provide real-time information to your cashiers and POS registers. Once you have the infrastructure in place, 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, discounts, and coupons.

The objective of an effective customer loyalty program is to make each individual customer feel special. By providing real-time customer information to your register you are able to take advantage of your technology to present targeted instant coupons, coupons for future use, threshold rewards, and many other creative programs. Imagine the look on your customers face when the cashier says "Happy Birthday Mrs. Smith" to your customer.

Through the effective utilization of Customer Loyalty Rewards you can increase your sales, customer loyalty, and profit.

Customer Updates

MC Sports To Pilot RTC's Mobile Wireless Solutions

Indigo Nation Rolls Out RTC's StoreMS POS And Gift Card Solutions

WestPoint Stevens Stores Inc. Select RTC's StoreMS Application Suite

RTC Assisting Follett Higher Education Group With Inventory Management Projects

Duane Reade Continues Replacement of 4690 and Chain Sales With RTC's StoreMS Application Suite

ABC Fine Wine & Spirits Completes Roll Out Of StoreMS Point-of-Sale In Their 150+ Stores In Florida

Value Music Concepts Selects StoreMS POS As Their Platform For Their 64 Stores Nationwide

Indigo Nation Selects RTC To Provide Total Solution

When fashion start-up Indigo Nation in Columbus, Ohio was looking for a partner to provide technology and services for their new concept store venture, they turned to RTC. IN talked to some of RTC's customers and determined that RTC had the solutions, skills, and successful track record to make IN's venture a technology success. This enabled IN management to focus on store openings and merchandising.

RTC provided the total IT solution for Indigo Nation (IN). This included Point-of-Sale, Gift Cards, networking, installation, and implementing JDA's® Merchandise Management System™ running on RTC's iSeries in Orlando. RTC now provides managed operations as an ASP for MMS to IN headquarters and stores.

RTC's team leaders, DeVan McArthur and Derek Pennington developed a detailed project plan and leveraged RTC's resources to get the job done on time. "The short timeframe with which we had to work from contract signing to initial store opening presented quite a challenge", states McArthur, Exec. VP of Consulting Services. "The RTC team was up to the challenge and was able to meet all the challenges that IN presented".

The store solution included RTC's StoreMS POS and Gift Card application on IBM SurePOS 300 registers and x-Series servers.

Indigo Nation is a lifestyle concept with an emphasis on the highest quality, brand name jeans for men and women. With two stores in the Cleveland area, one in Indianapolis, and one in Columbus they are about much more than jeans as they also carry an exciting assortment of contemporary intimate apparel, handbags, footwear, and designer jewelry.

RTC Continues to Increase Skills With New Hires in 2004 & 2005

We have recently added five new members to the RTC family. These individuals significantly increase RTC's technical knowledge base and position us for future growth.

Matt Cormier, a student at Kennesaw State Univ. joined our support team in October. He will be graduating with a degree in IT in the spring. Matt spent 4 yrs. working in LP at Wal*Mart.

Rich Gault joined the Orlando team in January. Rich brings a wealth of networking and wireless knowledge to our Consulting Services team. Rich worked 5 years at ABC Fine Wine & Spirits, a long time customer of RTC's.

Pallavi Melanathur joined our StoreMS Application Suite development team in February. Pallavi brings retail experience to our team and also C++ and web development skills.

Jose Santana will be joining the RTC team in Orlando in April. Jose brings an in-depth set of programming skills to our Consulting Services team and will be providing customer support for RTC's MMS bolt-on solutions. Jose is joining us from a retailer, Wise Foods.

Dave Groen has recently joined the RTC team as a contractor. Dave was formerly an MMS developer on the JDA Canada development team. Dave adds a wealth of MMS knowledge and skill to RTC's powerful Consulting Services team.

WE WELCOME ALL THESE NEW MEMBERS TO THE RTC FAMILY.

StoreMS Application Suite Total Solutions From A Single Source

There are very few store solution providers that can provide you with a "total in-store" solution without having to depend on a 3rd party for pieces like credit/debit/check authorization or customer loyalty. RTC is one of those rare providers.

RTC's StoreMS Application Suite is a function rich, completely integrated solution that can help you leverage your WAN investment and provide a good ROI. Here are the pieces that RTC can provide:

StoreMS Point-of-Sale & Back Office
StoreMS Customer Service Gateway
StoreMS Credit/Debit/Check Authorization
StoreMS Customer Loyalty Rewards
StoreMS Gift Card

RTC's Customer Service Gateway will enable you to provide real-time customer loyalty rewards to targeted customers, activate and manage your own gift card program, and obtain credit/debit/check authorization over your WAN in 3-5 seconds. If you have plans to evaluate your next generation in-store platform, you need to give RTC's StoreMS Application Suite strong consideration. It provides a wealth of functionality at an affordable price.

RTC In The Community

RTC is proud to be a Victory Sponsor for the 8th annual Polar Challenge to Conquer Cancer events held in the Raleigh/Durham North Carolina area last month. This year's events raised over \$20,000 for the American Cancer Society. RTC is dedicated to assisting in financial support for events like these in communities in which our employees reside. The RTC Family has been impacted by this terrible disease and is proud to be helping the American Cancer Society fund cancer research projects in hopes that one day, a cure will be found.



Visit our Website
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