



# Newsletter



Providing Retailers With Innovative *Solutions* and *Services*

**W**elcome 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.

## WestPoint Home Selects RTC's StoreMS Application Suite

When their system lacked the functionality they needed to move their business forward and the cost to make modifications to their DOS and OS/2 based system became unaffordable, WestPoint Home, Inc.'s Retail Division turned to their partner, RTC, to evaluate the StoreMS Application Suite as their next generation of in-store solution. WestPoint Home liked what they saw and quickly made a decision to implement RTC's StoreMS solution.

WestPoint Home (WPH) is a coupon intensive business with nearly every transaction including some sort of coupon. "One of the key areas in which we needed to significantly improve our controls was in coupon tracking and processing", says Al Markham, President of the Retail Division. "RTC's coupon processing capabilities coupled with their seamless interface to JDA® Sales Audit has enabled us to cut down significantly on "sweethearting" in our stores."

With the implementation of RTC's StoreMS Application Suite, WPH is able to leverage their WAN to get credit/debit/check authorization in 1-3 seconds and to also provide an on-line Gift Card solution from their IBM iSeries. RTC provide both the in-store and host database solutions for WPH's on-line Gift Cards. This solution enables WPH to manage their own Gift Cards and avoid paying a 3rd party for each Gift Card transaction.

WPH is rolling out IBM SurePOS 533 touch screen registers and IBM SureMark 4610 printers which have significantly increased throughput and cut down on training time for new employees. "The SurePOS 500 registers are a great upgrade from our 4694's with 9" displays and keyboards", states Jeff Cook, Manager of Store Systems. "With the tools that RTC provides within their application suite, the system is very easy to manage from a remote central site and will reduce support expense by not having to physically visit stores to make system changes".

WPH home currently has 33 stores throughout the country. They are the nation's premier manufacturer and marketer of bed and bath home fashions ... mattress pads, feather and fiberbeds, bed pillows, sheets, towels and bath accessories, comforters and down comforters, blankets and bedding accessories. Their brands include Martex, Grand Patrician, Utica, Chatham, Vellux, Stevens, Lady Pepperell and several others.

### Customer Updates

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

**Value Music Concepts**  
Completes Rollout  
of StoreMS POS  
In Their 62 Stores Nationwide  
(www.vcei.com)

**PETSENSE**  
Selects RTC As ASP  
For JDA® MMS™

**Mervyns Contracts**  
With RTC  
For Chain Wide Rollout  
Of RTC's  
Mobile Wireless Solutions

**MC Sports**  
To Pilot RTC's  
Mobile Wireless Solutions

**Margaritaville Contracts**  
RTC To Manage  
WAN & LAN Environments

**Planet Hollywood**  
Contracts With RTC to  
Provide ASP Services For  
JDA® MMS™

**WestPoint Home, Inc.**  
Rolling Out StoreMS  
Application Suite

**RTC Hosting**  
Value Music Concepts  
Gift Card Program

**RTC Provides MMS™**  
Integration For  
ANT USA's Buyer's  
Toolbox At  
Variety Wholesalers

## RTC's Mobile Wireless Solutions A "No Brainer" For



When Mervyns became an independent retailer they needed to quickly migrate from the Target Corporation systems to their own. One of the key decisions that Mervyns made was to purchase JDA's® Portfolio Merchandise Management System-i™ as their host inventory management and merchandising system. Initial architectural plans revolved around nightly batch data exchanges between their Corporate and store systems. Management recognized the benefits, and thus the need in their dynamic environment, to manage in-store merchandise movement with Corporate visibility in real-time mode.

A Consultant who was familiar with RTC's Mobile Wireless Solutions (MWS) immediately recognized the opportunity for a partnership. RTC's MWS were introduced to Mervyns and after a few meetings and web demos, Mervyns made the decision to license RTC's solution for their stores.

What made this decision a "no brainer" is the fact that the MWS would enable Mervyns to immediately leverage their existing wireless infrastructure and wide area network without incremental investment. "RTC Mobile Wireless Solutions are a great fit for Mervyns", says Sr. VP and CIO Kurt Streitz. "With some enhancements that RTC is adding to their suite of applications, we will be able to handle all of our in-store inventory management functions using handheld scanners". Streitz adds, "This suite of applications will enable us to manage our inventory in real-time, allow us to make timely replenishment decisions, and maximize the productivity of our store personnel".

RTC is providing Mervyns with several enhancements to help facilitate some of the in-store processes required for large store formats. These enhancements include:

- ◆ Back room management with stock location and sales floor replenishment.
- ◆ Extended item price inquiries and event management.
- ◆ Ability to re-ticket merchandise on the sales floor.
- ◆ Trailer load transfer receiving capability from their distribution centers to their stores.

All of these enhancements are being delivered on a very aggressive schedule to help Mervyns eliminate their dependence on Target's IT infrastructure as quickly as possible.

**For more information on RTC's MWS  
please visit our website at  
[www.rtc-group.com/mobile\\_wireless\\_solutions](http://www.rtc-group.com/mobile_wireless_solutions)**

## RTC In The Community

RTC is proud to again have been a Victory Sponsor for the 9th annual Polar Challenge to Conquer Cancer events held in the Raleigh/Durham North Carolina area last month.



## Dare To Imagine

Imagine being able to monitor the complete status of your store systems from a single screen at your corporate headquarters. Sound intriguing? Well, that's precisely what RTC's new **STOREMS POS** Dashboard Management Module enables your support staff to do.

This module is designed to give a top-down overview of the health and status of a retail chain's store systems, down to the individual register component. Health and status is available at the chain level, with the ability to drill down to view the status at each individual store and register. 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 main features of the dashboard are:

- Quick "problems only" display for exception assessment.
- Defined facilities hierarchy for drill-down or filtered monitoring by regional or district field personnel.
- Configurable drill-down attributes for monitoring and problem determination/resolution.
- Monitoring capability to individual store server or register.
- Configurable "views" based on defined attributes.
- Graphic display of key status items for quick visual assimilation.
- Trends analysis of key items for long term monitoring & reporting.
- Configuration of monitoring features which includes:
  - Threshold settings by monitored item
  - Logging of exceptions when an abnormal situation occurs
  - Logging of exceptions when a daily (milestone/event) does not occur within specified time thresholds.
- Configured alerts create delivery notifications to individuals by email, pager, or SMS for categories/individual exceptions.
- Central control of store exception message uploads to HQ database.
- Network status check (ping) to test store connectivity and provide "instant" notification of a no-response situation.
- Panic button support for store systems.

**The Initial release of the Dashboard Module is planned for 2Q06.**

This year's events raised nearly \$30,000 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.

## PETSENSE Selects RTC As Application Service Provider

When start-up PETSENSE was introduced to RTC as the JDA® partner for performing an MMS implementation, PETSENSE quickly learned of the ASP services that RTC was providing to other MMS customers including Margaritaville and Planet Hollywood. With PETSENSE's focus on opening retail stores, the ASP model that RTC presented made good business sense.

All new retailers need to ensure that their primary focus is on their stores. With the ASP offering from RTC, PETSENSE was able to focus on merchandising and opening new stores without having to worry about acquiring IBM iSeries or JDA MMS skills.

The plan that was put in place was for RTC to do the implementation of MMS on our iSeries in our Orlando data center. The implementation needed to be complete in 3 months to support the opening of PETSENSE's first store. "RTC did an excellent job of implementing MMS on a short time line and providing our user's with education and support to get them comfortable with the operation of the system", says Cody Maher, Director of IT. "RTC has demonstrated not only a high level of MMS operations expertise, but also a wealth of retail knowledge and expertise that is helping our business".

PETSENSE currently has 4 stores open with plans to open an additional 5 stores by May and an additional 9 stores before year end.

## RTC Moving Into A New Office In Orlando

RTC is moving our office in Orlando to a new office complex that will be better suited to our continually evolving business. The new offices have been designed to provide an enlarged data center, a systems support lab, and office spaces.

We are in the process of migrating product support from our Kennesaw, GA office to our Orlando facility. The support group will be headed up by Derek Pennington our Director of Technical Support. Some support resources that are currently in our Kennesaw office will be relocated to Orlando once the new offices are available.



RTC is scheduled to be in the new office location (shown above) by mid-March. The address for this new office will be 8810 Commodity Circle, Unit #15, Orlando, FL 32819. Our Orlando office phone numbers will remain the same.

## RTC MAKING LARGE INVESTMENTS IN INFRASTRUCTURE

At a time when others are cutting back on expenditures, RTC is investing in the future for our customers. Last summer RTC developed and began implementing a strategic plan to invest in our company infrastructure to enable us to offer additional software and services to our clients.

RTC's investment began with the purchase of a new IBM iSeries 520 to replace our old AS/400. This new iSeries provides a lot of new capabilities to RTC's development and support staff. It also provides the clients for which we are providing Applications Services (ASP) a more robust and reliable platform on which their software is running. RTC is currently providing ASP and managed operations services to Margaritaville, Planet Hollywood, and PETSENSE running JDA® Merchandise Management System (MMS™) on our new iSeries.

To provide the service levels that our ASP customers have come to expect from RTC, we have taken several actions to ensure multiple layers of redundancy for our clients. This includes mirrored hard drives for each customer environment on the iSeries and system backup on another iSeries in our Kennesaw, GA office. We have installed a high speed communications line (T1) between our Orlando and Kennesaw offices (with cable modem back up) to facilitate the nightly back up data from one iSeries to another. This back enables us to provide "hot" backup capability to our clients should we encounter a disaster in our Orlando office.

"RTC continues to make investments in technology that benefit us as an ASP client", states Eric Forward, CFO of Margaritaville. "The high level of redundancy and the well managed daily operations support that RTC provides continues to reinforce our decision to have them manage a critical piece of our business. We are getting an excellent payback on our investment in our strategic partnership with RTC".

In addition to equipment and communications infrastructure investments, RTC is also investing in new, highly skilled, resources. Matt Cormier, Rich Gault, Jose Santana, and Andy Roy have joined our staff in Orlando. We have also recently hired a number of ex-JDA developers as independent contractors to help deliver solutions to our MMS customers. Some of our contractors are Canadian residents and this positions RTC well to support the MMS customer install base.

Visit our Website  
[www.rtc-group.com](http://www.rtc-group.com)

### Contact Us

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