

Professional Retail Enterprise products and services working seamlessly together to satisfy the needs of your business today and tomorrow.



## StoreMS Customer Loyalty Rewards makes new Friends

One of the fastest growing trends in the retail industry is the implementation of customer loyalty programs. This extremely powerful marketing tool builds a positive relationship with customers and generates increased sales.

RTC's Customer Loyalty Rewards (CLR) solution enables retailers to know their customers and reward them for their loyalty. It provides the tools that a retailer requires to manage pricing promotions, electronic coupon generation, and introduce several different customer loyalty program options. From the register, our program instantly accesses information from the central database and enables rewarding customers on the spot. With RTC's CLR the customer

relationship building process is dramatically improved and store loyalty thrives.

**ABC Fine Wine & Spirits** recently launched StoreMS CLR. They now offer their customers a real-time reward point system. As customers reach higher thresholds coupons are instantly printed at the POS.

**Drug Fair Group** has just inked a deal to implement StoreMS CLR in their stores. The decision was made early first quarter and by mid summer the program will be introduced to their customer base and their database will quickly begin to grow.

For additional information, please visit [www.RTC-Group.com](http://www.RTC-Group.com).



### Customer Updates



TSC Stores Canada launches MMSxTend's Loss Prevention, Mobile Wireless Solution, and Dashboard Management Module



Centinela Feed is taking advantage of Mobile Wireless Solution and Dashboard Management Module



Duane Reade continues to roll out stores with StoreMS POS



Drug Fair Group completes their StoreMS POS and HTP-Link roll out. They have also gone live with MMSxTend Loss Prevention

## HIBBETT SPORTS

### RTC Implements and Integrates JDA® MMS-i™ for Hibbett Sports

Hibbett Sports, Inc. is a full-line sporting goods retailer based in Birmingham, Alabama with over 600 locations in approximately 23 states. After years of using Island Pacific Merchandising System™, Hibbett Sports decided it was time for a change. Their selection is JDA MMS-i. Familiarity with MMS-i and their desire to stay on the IBM iSeries platform led them to this decision without issuing a single RFP document. It was only after the decision was made that the head scratching began.

The implementation and integration between old and new systems presented several major obstacles. They had a list of challenges and no easy solutions. After a few attempts and minimal progress,

Hibbett Sports was looking for a miracle. Embarrassingly, it was a Google search for "JDA Support" that led them to RTC. By the end of the week a plan was in place and wheels were turning full speed. "The passion, desire, and commitment of the RTC Staff was unbelievable," stated Terry Mayfield, Hibbett Sports Project Manager. He continues, "RTC was the best thing that happened to the project. Without [them] we would not be using MMS today."

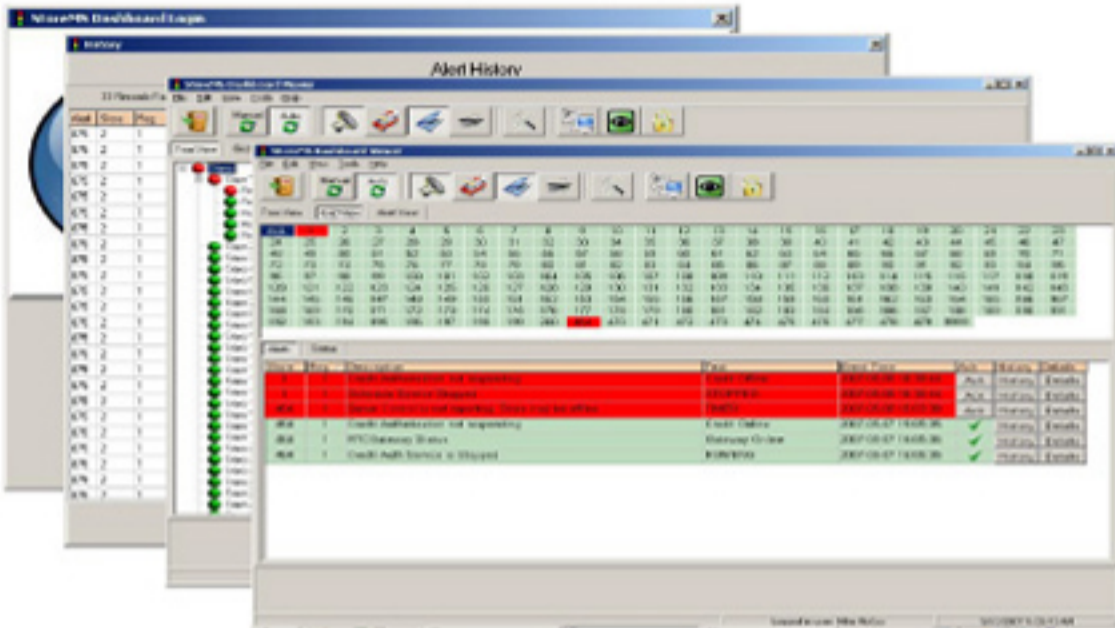
In addition, Hibbett Sports will be utilizing RTC's MMS Dashboard Management Module, which will allow the IT and User Departments to monitor and correct system imbalances before they become critical.

"Do not worry if you have built your castles in the air. They are where they should be. Now put the foundations under them."

-Henry David Thoreau

## Attention StoreMS Customers

You're looking at a sneak peek of our new StoreMS POS Dashboard. This user-friendly display quickly and easily keeps close watch over all your StoreMS POS systems. For an in-depth look, contact [sales@RTC-Group.com](mailto:sales@RTC-Group.com) to schedule a demo.



## Variety Wholesalers picks StoreMS POS

After 15 years on the same POS system, Variety Wholesalers (VW) has made the decision to replace their legacy POS system with RTC's StoreMS POS. Their existing system was DOS based, not PCI compliant, and they were beginning to incur large expenses when system changes were required. After sending their software RFP to six different providers, RTC was selected as VW's partner for this important transition. RTC's tight integration with MMS and

overall ease of use were key factors in VW's software decision. Additionally, VW will be RTC's first customer rolling out Microsoft's WEPOS on their registers. To make things even less of a headache, Variety Wholesalers will be leveraging RTC as their hardware provider. This project will be unfolding over the next few years with pilot stores scheduled for early August.



We've come a long way.



The RTC "Five Busy Guys." - 1990

## Welcome to RTC

Please welcome **Fabian Rosario** to the RTC team. With 20 years of application development and system implementations, Fabian has undisputed expertise in retail and wholesale distribution merchandising, logistics, replenishment and E-commerce. He has worked for several retail organizations such as Tiffany & Co., Lechter's, Linens 'n Things, Duane Reade, and Party City.

Sharing in the limelight is **Terry Ingram**. With over thirteen years of iSeries experience, Terry is no stranger to what RTC does best. His resume includes notable stops with ABC Fine Wine and Spirits and Universal.

## RTC Progress

•It has been an incredible first five months of 2007 for RTC. We've had our hands full, but couldn't be any happier about it. We love to work helping retailers be more successful.

•We would like to take the time to once again thank all of our customers and express our enthusiasm for our future together.

•RTC is frequently giving back to the community. Most recently we contributed \$500 to the New Orleans Habitat for Humanity Fund.

•Some of you may have noticed, we've also made a few changes to our look. One of the biggest changes has been our new website. It's much easier on the eyes. Check it out!



•After only one year, our new location in Orlando, FL is already too small. We'll be in our new 11,000 sq/foot facility by the 3rd quarter.

•Our MMS Hosting is really growing. We're constantly adding Application Service Provider (ASP) clients to our Orlando, FL data center.

### Contact RTC:

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