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Customer Updates

MARGARITAVILLE	RTC implements JDA Customer Order Management (SODA) solution at Margaritaville. RTC installs network and retail store registers running **StoreMS POS** at Honolulu location.
BLACK'S IS PHOTOGRAPHY	RTC assists Black Photo Corporation in Canada with integration between new web store and MMS.
Peavey Mart	RTC completes JDA MMS upgrade at Peavey Industries in Canada.
VARIETY WHOLESALERS INCORPORATED	Variety Wholesalers rolls out their **1,000th** register with **StoreMS POS**.
ABC FINE WINE & SPIRITS	ABC begins rollout of VeriFone MX870 PIN Pads with signature capture on **StoreMS POS**.
TSC Stores	RTC assisting TSC Stores Canada with Franchising Project.
duane reade	Duane Reade continues roll out of **StoreMS POS** replacing IBM Chain Sales.

Thoughts from the President's Desk

Bruce Hicks
RTC President & CEO

As the country faces its toughest economic challenge since The Great Depression, many U.S. 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.

New Customers

InkStop	Office products retailer InkStop converts their JDA Operations to **RTC Systems Hosting Services.** RTC also provides a series of MMS enhancements to InkStop.
THE BARGAIN! SHOP quality products. lowest prices. guaranteed.	Canadian retail chain The Bargain! Shop Holdings implements **HTP-Link iSeries Communications** in 250 stores.
CARLYLE & CO.	RTC completes JDA MMS upgrade at Carlyle & Co.

RTC Drives Customer Loyalty with Honesty and Integrity

In today's hectic business environment, RTC stands out from the competition by offering a refreshing approach to client relationships. We strive to develop strategic partnerships that reach far beyond sales objectives. By leveraging our IT expertise and retail industry knowledge we offer cost effective solutions which enable our clients to be competitive and responsive to change, especially as customer expectations increase. Our customer's, not internal activities and constraints, come first.

Thoughts from the President's Desk

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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.

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 value the business partner that will go above and beyond, even when they cannot reciprocate. The level of 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.

RTC Continues to Drive Customer Loyalty with Honesty and Integrity

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As a result, RTC's customer satisfaction and loyalty have never been higher. Acting with honesty and integrity is a key principle that guides our individual and corporate business thinking. That is what RTC has been focused on for the past 20 years.

Recently, an independent research firm surveyed RTC customers and the results were phenomenal. 89% of the survey participants said they were very satisfied with RTC, and 94% responded that RTC's support was exemplary and outstanding. 93% of participants indicated that RTC understood their business needs. In addition, 94% of customers indicated that RTC responded to their problems quickly and effectively.

"We are thrilled with these results and we would like to thank all of our customers who participated. We know we are on the right track," says RTC President & CEO, Bruce Hicks. "These results are only possible when everyone in the organization works with a common sense of

Survey Results

Very Satisfied	Outstanding Support	Understands Needs	Responds Effectively
89%	94%	93%	94%

purpose – to identify and fulfill needs, create value, and build relationships."

When we are talking to prospective customers, RTC always encourages them to contact our customers, to gain a real life perspective of the benefits of our partnership. RTC Executive VP of Sales, Neil Banerjee commented, "RTC is always looking to build strong, enduring business partnerships with clients which have deep roots that will bear fruit for both parties for years to come. And what better way to educate prospects about who we are than to let them talk directly to current clients." Banerjee adds, "unlike other companies who, when you ask for customer references provide you with two or three clients that they know will say good things about them, RTC will provide you with a list of all our customers and let you decide who you would like to talk to. This openness has surprised a lot of prospective customers, but it has worked out well for us."

COUPON USAGE IS Way Up!
ARE YOU LEVERAGING THIS TREND?

Consumers are becoming much more cost sensitive in their shopping. One of the key trends that we are seeing in the market is the increased usage of both store and manufacturer's coupons by consumers for all kinds of products and services. Some coupon websites are citing increases of over 150% in the use of coupons for day-to-day necessities and nearly a 200% increase in the use of coupons for restaurants just since last year. These are amazing statistics that you should be taking advantage of in your business.

If a consumer is looking at different stores that offer the same merchandise, studies show that they are more likely to go to the store that offers them a coupon. This means that retailers that are issuing their own coupons are experiencing more traffic in their stores than retailers who are not. While coupon usage was previously predominant in lower income households, we are now seeing that middle class and upper income consumers are being attracted by coupon offers as well.

Coupons have been around for over 100 years. Who would have ever thought that in the 21st century coupons would still be having such an impact on consumer behavior? While people may be looking to spend less, they aren't necessarily cutting back on necessities, but they are deal hunting for those necessities.

As a retailer, there are several strategies for providing prospective customers with your own store coupons. Many involve mailing out flyers or providing store circulars. However, to reach today's tech savvy consumers, retails must also leverage technology by sending targeted coupons via e-mail or making coupon offers on their website.

In response to this trend, RTC is again working to help our clients increase their customer traffic and sales, with the recent announcement of our **Advanced Coupon Management (ACM)** solution for MMS® and Win/DSS® customers.

ACM gives retailers the ability to manage creative coupon promotions intended to drive traffic, customer demand and increase sales. Coupon promotions can be designed for various categories of items for a specific date range. In addition, **ACM** allows you to define the item discount only if that item is within the transaction, and has not already been discounted, thereby eliminating exposure to double discounting.

ACM is designed to be easy to use and flexible enough to allow JDA® MMS users the ability to create multiple types of coupon definitions in a coupon database. Bar coded coupons are scanned at the end of the Point-of-Sale transaction, where the programs apply appropriate discounts to the transaction details. Coupon set-up allows multiple selections of hierarchy, vendor, and item.

- **Bar Coded Coupons**
- **No More Double Discounting**
- **Allows Campaign Analysis**

The *"wow factor"* of **ACM** is that it allows users to customize coupons with features such as deal quantities, percent off, fixed price, tiers, limits, buy one get one free, and the ultimate (Buy from one group and get a deal from an alternative group. Ex. Buy any Dog cage and get a Dog bed for free.)

To learn more or experience a demo please contact **Greg Riggs at 602-690-9327**.

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Looking to Upgrade MMS to the Latest Level Cost Effectively? Why Not Partner With RTC Like Other Retailers Are Doing?

A lot of MMS customers are shying away from maintaining currency with their MMS solution because they fear that in their 'heavily modified' environment that an upgrade would be cost prohibitive. If you are one of these customers, you should think again and have RTC provide you with an estimate on how we can perform this upgrade for you cost effectively like we have done for other MMS clients.

RTC can remotely evaluate your MMS environment and provide you with a fixed bid on performing an upgrade to the latest level of MMS. We have a proven methodology and processes to ensure that an upgrade is done smoothly, with no interruption to the business. Our expertise on upgrades was recently experienced by Carlyle & Co. and Peavey Industries (Canada). Ron Swanson, VP of I/S at Carlyle & Co., states, "Eric Larsen from RTC quickly took the leadership role in managing our upgrade, calling on Carlyle I/S Associates where needed. The project was well defined and coordinated from the start, with Eric providing project management and updates. The RTC experience in performing this type of migration was quickly evident and resulted in a successful, on time, on budget project".

Carolin Miller, Information Services Manager at Peavey Industries in Red Deer, Canada echoes Mr. Swanson's words with her own. "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

> ## "I highly recommend RTC for any JDA MMS related work!"
> ### - Ron Swanson, VP of IS Carlyle & Co.

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. A large part of the success of the project can be attributed to the work of RTC's project leader, Eric Larsen, along with his team. They were readily available to analyze and resolve the issues that did arise".

If you need an accurate estimate of what the cost of an MMS upgrade would be for your company, please contact RTC and we will be happy to work one up for you. We would simply need to remotely access your iSeries (AS/400) to evaluate your environment and the modifications that have been made to MMS. We will provide this analysis **free of charge.**
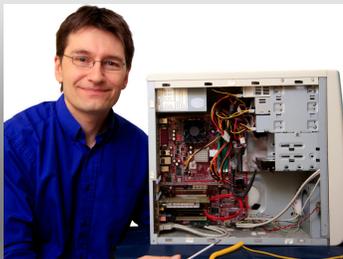
HTP-Link a HUGE Success
at Variety Wholesalers

When Variety Wholesalers (VW) selected RTC's StoreMS Point-of-Sale (POS) solution over 6 other competitors, they were quickly educated by RTC on the strength of our IBM iSeries based communication management solution, HTP-Link. VW was utilizing XcelleNet, a PC based polling package that presented Rickey Owen, Manager of Computer Operations, with daily challenges. For instance, with XcelleNet, each store had to be setup individually consisting of a Client ID, Object Script and Polling Session with a set time slot. With HTP-Link the setup of multiple polling sessions for different time slots for ALL STORES can be done in just a few seconds. Also with XcelleNet, if VW wanted to setup a second polling schedule for a different time (say for Sales as an example), they would have had to develop another 260 store polling scripts for a different time taking days, not minutes like it can be done with HTP-Link.

> "HTP-Link is an excellent communication software solution for moving data between Variety Wholesalers store servers and the Data Center AS/400 computers..."
> - Rickey Owen Manager of Computer Operations, Variety Wholesalers.

With a store software replacement roll out on the way and having the challenge of polling both legacy stores and StoreMS stores, Rickey knew his daily challenges were going to grow quickly. RTC suggested to VW that they look at RTC's HTP-Link package which is being used to handle inbound/outbound data transmissions between retailer HQ's and thousands of stores every day. It's a proven solution that is stable, robust in function and is designed to enable Operations people to sleep soundly at night knowing that the data for reports will be available when they come in each morning. Rickey, being a 'show me' kind of guy, was skeptical at first so RTC offered to put a demo copy on the VW iSeries and show Rickey all the features and functions that the solution provides. Rickey loved what he saw and made the recommendation to his Senior Management to include HTP-Link as part of their store conversion process.

"HTP-Link is an excellent communication software solution for moving data between Variety Wholesalers store servers and the Data Center AS/400 computers," states Rickey Owen. "The product was easy to set up and manage as VW installed RTC's new POS application at a rate of 3 to 4 stores weekly", adds Owen. VW currently has over 180 stores using HTP-Link on two iSeries machines running multiple polling sessions transmitting and receiving data. "VW Computer Operators are all smiles due to the ease of monitoring and reporting polling statuses throughout the day", Owen brags.

Contact RTC to learn more about how RTC's HTP-Link solution can help your business.

JDA FOCUS 2009 *Recap*

JDA's FOCUS 2009 Conference was held in April at the Gaylord National Resort & Conference Center in Washington, D.C. Although attendance was down for this year's event, attendees were enthusiastic and optimistic about the future.

As a JDA Alliance member and Innovator sponsor for this year's event, RTC had a kiosk in the Innovation Zone to educate attendees on our value added applications for JDA MMS® software.

Visitors to the RTC kiosk learned about our Mobile Wireless Solution, Loss Prevention Analyzer and Dashboard Management Module which are all part of our MMSxTend Application Suite. Several MMS users were blown away by the functionality and capabilities of our new Advanced Replenishment Module which provides substantial increases in replenishment formula accuracy while substantially decreasing the manual effort to manage JDA's MMS auto-replenishment.

The RTC kiosk was certainly one of the highlights of the conference. Attendees were given the opportunity to enter a drawing to win one of two Lenovo IdeaPad laptops being given away by RTC. Congratulations to our winners: Jennifer Bousquet of Ocean State Job Lot and Dan Skelly of Centinela Feed.

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New Faces

Seasoned retail software sales veteran Greg Riggs joined RTC as an Account Executive. One of Greg's foremost responsibilities will be to develop strategic relationships with national and international retailers. Greg brings over 20 years of experience building partnerships with retailers and assisting them through the latest advancements in technology. Greg has worked for other software development companies including Techpoint, MicroBilt, JDA and Manhattan Associates. We are very excited to have a sales person with Greg's experience on our staff.

Jeff Lambert joins RTC as a programmer in our Orlando office. Jeff recently graduated from the University of Central Florida (UCF) and will be working on research and development projects for StoreMS POS solutions.
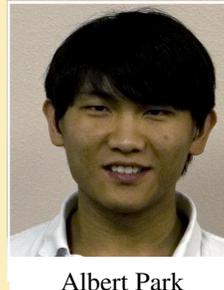
Albert Park

Brandon Ochs

RTC would also like to congratulate Albert Park and Brandon Ochs on becoming full time programmers in our store systems group in Orlando. Albert and Brandon are former participants in RTC's CO-OP program and both graduated from the University of Central Florida (UCF).

Visit our Website
www.RTC-Group.com