

Retail Technology Experts (RTE) will now offer Radiant Systems' COUNTERPOINT solution as part of their POS portfolio.

New Addition

Retail Technology Experts (RTE) has announced the addition of Radiant Systems' CounterPoint retail point-of-sale solution to their suite of POS products.

"CounterPoint's integrated e-commerce, secure transaction processing and affordability make it an excellent solution for retailers of all sizes, and we are excited to add it to our portfolio of POS products," said Mahendran Ramanathan, president of Retail Technology Experts. "Radiant's commitment to service aligns with RTE's mission of providing excellent support for our customers. We look forward to working with Radiant as we present the Counterpoint Solution to retailers across the country."

"Retail business owners see tremendous value in the flexibility of CounterPoint and the ease in which they can use the system to engage consumers," said Christian Nahas, vice president of the specialty retail division at Radiant Systems. "Retail Technology Experts is known for delivering outstanding customer service and support, and we are thrilled to add the company to our reseller base."

Fully-integrated retail management system

CounterPoint real-time software is a graphical point of sale and inventory management system that gives retailers complete data access and control over their business operations. More than ever, operating a profitable business requires controlling cost while increasing sales. CounterPoint has all the features you need to efficiently and effectively operate your business at its fullest potential. CounterPoint streamlines your business, manages your inventory, tracks of your customers, improves your purchasing decisions, manages your vendors, lowers your costs, and increases your bottom line.

The strength behind CounterPoint

CounterPoint is a data-driven solution that stores and tracks all of the critical information to your business. Tap into the power of SQL to create queries, lookups, filters, and triggers that let you find and update your records instantly. CounterPoint is also compatible with a variety of popular third-party applications, like Microsoft® Excel, allowing you to export and view your information however you want. Gain maximum control over your data, so you can exert maximum control over your business.

Take your business to the next level

CounterPoint gives you the tools to operate your busi-

ness faster and more efficiently, with lightning-fast performance and countless timesaving features. Streamlined point of sale means faster ticket entry with fewer errors. On-the-fly data entry allows you add items, customers, or vendor records from anywhere in the system, and data-driven lookups, filters, and searches help you find those records in a flash. Quick Receivings and Quick Transfers let you instantly receive merchandise or redistribute it to another location. Intelligent automation features accelerate daily and repetitive tasks. All of which make CounterPoint the ultimate in speed and convenience.

CounterPoint grows with your business

CounterPoint expands with your business, allowing you to add features as you need them. Advanced Retail POS Software Features like advanced pricing capabilities, account receivables, and serial number tracking adds support for additional pricing levels, A/R charge customers, and serialized inventory tracking. Offline Ticket Entry continues ringing up sales even

if your workstation loses its connection to the CounterPoint server. It is also great for sidewalk sales, portable kiosks, or network outages. CPOnline

provides integrated ecommerce, allowing you to expand to the Web and integrate your online sales with your CounterPoint database. Multi-Site allows you to operate multiple stores and manage information at all your locations. From single-site to multisite, CounterPoint delivers consistent performance across your entire organization.

Secure your business

In today's world of heightened security concerns, Radiant is committed to providing you with solutions that protect your customers' information. All of our latest software versions go through an extensive audit process to ensure that they are validated with the PCI Data Security Standards.

To date, Radiant has successfully received validation with Visa U.S.A.'s payment application best practices for the CounterPoint POS through Visa's Cardholder Information Security Program (CISP). CISP compliance is required of all entities that store, process or transmit Visa cardholder data.

Contact Retail Technology Experts at 800.513.5917 to learn more about CounterPoint and how it could make your retail business more efficient and profitable.

11 Secrets of Extraordinary Customer Service

By: Rick Segel



Number 1: Thank your customer for coming in.

Number 2: Know and use your customer's name.

Number 3: Anticipate what someone wants.

Number 4: Give each customer unique service.

Step 5: Let them like you! When your customer comes in and sees smiling faces, when the sales staff is friendly and chatty, it all adds up to a warm, likeable atmosphere.

Step 6: Meet and exceed customer expectations.

Step 7: Reach your customers on an emotional level.

Step 8: Remember that signage is great service as it helps your customers find the store or merchandise easily.

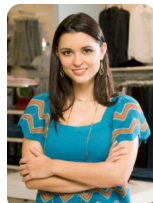
Step 9: Keep in touch with your customers.

Step 10: Educate your customers.

Step 11: Focus on store layout and organization.



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11 Secrets of Extraordinary Customer Service Page 1



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Get Educated with Our Upcoming Free* Training Webinars!

Take advantage of our upcoming Training Webinars designed to help you get the most out of your Retail Pro or Microsoft Dynamics RMS system.



February 16, 2011

Topic: Single Stores: Retail Store Basics - Purchasing, Receiving & Tagging



February 11, 2011

Topic: Single Stores: Store Operations Basics - Configuration, Item Properties & Security

*Training Webinars are free to customers with active membership and support, or can be attended for a fee of \$99 for those without.

Register for one of these excellent webinars today by contacting Marisol at 800.513.5917 ext. 132.

Meet the Staff at Retail Technology Experts

Tracy Paulsen

Retail Systems Installer and Trainer



Tracy Paulsen joined the Retail Technology Experts team in September of 2008 and brings with him 20 years of experience in the IT field. Fifteen of those years have been devoted to developing general POS expertise.

Tracy is currently certified in versions 7, 8, and 9 of Retail Pro as well as in RMS Store Ops. He enjoys assisting customers solve unique business problems in a timely manner and believes that customer satisfaction should always be first.

In his spare time, Tracy enjoys music, reading, and golf.



Product Spotlight

Gift Certificates in Retail Pro

Selling a Gift Certificate

- From Receipts Screen, go straight to "Tender"
- First enter in "Undefined" the value of the gift certificate as a negative: Example - \$100 gift certificate, type "-100" and click on "Gift"
- Retail Pro will open a new "Undefined" value showing how much the customer has to pay.
- Finish transaction as you normally would (i.e. cash, credit card, etc.)
- Press F12 to print receipt and update the transaction



Redeeming a Gift Certificate

- List customer and items being purchased on the receipt
- Go to "Tender"
- In "Undefined," type amount of gift certificate and click "Gift"
- If value of gift certificate is more than what is being purchased, Retail Pro will show difference as "Overtendered;" click on "Tender Type;" you will use this to "Refund" this difference (i.e. cash, credit card, etc.)
- If value of gift certificate is less than what is being purchased, Retail Pro will show difference as "Undefined;" define how customer will pay for the difference, tendering as you normally would
- Press F12 to print receipt and update the transaction



Product Spotlight

Departments and Categories - Part 1

Microsoft Dynamics Retail Management System (RMS) can help you organize your inventory. With items assigned to the departments and categories that make sense for your store, cashiers can ring up sales faster, and you can streamline your purchasing, physical inventory counting, reporting, and more.

To create a department and its categories

1. On the Database menu in Store Operations Manager, click Departments & Categories.
2. Under the Departments list, click New, and then type a unique name and code for the department.
3. For each category that you want to create in the new department, click the New button under the Categories list, and then type a unique name and code for the category.
4. When you are done creating departments and categories, click Close.

To create a category in an existing department

1. On the Database menu, click Departments & Categories.
2. Select the department where you want to create the new category.
3. Click the New button under the Categories box, add information about the category, and then click OK.

To assign an item to a department and category

1. On the Database menu in Store Operations Manager, click Items.
2. Select the item that you want to modify, and then click Properties.
3. Next to the Department box, click the magnifying glass, select the department you want the item to be in, and then click OK.
4. If you want to assign this item to a category, click the magnifying glass next to the Category box, select the category, and then click OK.
5. Click OK to save the item.

The Retail Legal Advisor

by: Michael Berger, Esq.



New Rules for Gift Cards

On May 22, 2009, President Obama signed the Credit Card Accountability, Responsibility and Disclosure Act of 2009 ("CCARDA") into law. The law restricts when consumer credit card issuers may increase interest rates and prohibits "unfair or deceptive" billing and payment practices. As a result of CCARDA, you may have noticed that your credit card statements are now significantly larger and longer than before.

CCARDA addresses gift cards issued by retailers and the purpose of this month's column is to summarize the new rules for retailer-issued gift cards under CCARDA. Considering that American consumers spend billions of dollars each year purchasing gift cards, it is very important for retailers to understand and comply with CCARDA.

INACTIVITY FEES. Under CCARDA, inactivity fees may not be charged unless the gift card has not been used for a period of 12 months. An inactivity fee may only be charged once per month and the issuer's rules on such fees must be clearly disclosed to consumers.

EXPIRATION DATES. Under CCARDA, gift cards may not expire for at least 5 years from the date the card was last loaded with money (unless the entire value of the card has been used). In addition, any such expiration dates must be prominently disclosed by the retailer.

ENHANCED DISCLOSURES. All inactivity and other fees must include the amount of such charges and their frequency. These disclosures must be made before the consumer purchases the gift card, whether the purchase is in-person, by phone or online.

EXCLUSIONS. The gift card requirements under CCARDA will not apply to: 1) prepaid phone cards; 2) reloadable cards that are not marketed as gift cards; 3) loyalty, rewards or promotional cards; or 4) cards that are not available to the general public.

EFFECTIVE DATE. The effective date for the gift card provisions of CCARDA was August 22, 2010 (15 months from the date the act was signed into law).

If you are not already complying with CCARDA, please immediately take the necessary remedial steps to come into compliance. If you are unsure as to your legal responsibilities, please contact your attorney.

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Add-On Feature of the Month

A look at add-ons that customize your system to meet your unique needs.

Improve your Physical Inventories by Adding Additional Mobile Scanners

Both Retail Pro and Microsoft RMS include physical inventory that helps you confirm and update what is in the store and at what quantities. As this process of taking a physical inventory can be cumbersome and time consuming, functionality exists that allows you to utilize a mobile scanner to assist in your physical inventory. Mobile scanners assist in the following ways:

Benefits:

- > scan items instead of having to enter manually.
- > easy transfer of scanned data to your POS System.
- > increased speed while completing the inventory process.
- > better accuracy as scanners reduce human error.
- > utilize less manpower to complete physical inventories, therefore saving on employee wages.

Rent additional scanners today!

RTE offers rental mobile scanners for use during physical inventories. These scanners can supplement those you already have in order to complete inventories in less time. The following models are available for rental:

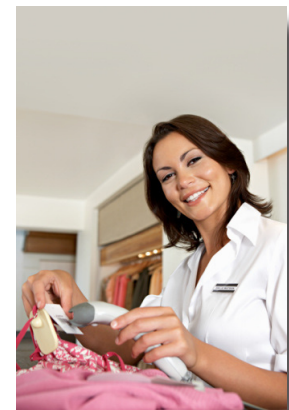
- > Symbol 1800
- > Janam XP200

Pre-Owned Scanners For Sale

RTE is also offering several **PT2000** scanners available for sale. These previously used units are tried tested as well as a cost effective way of improving your inventory management.

Ready to reserve your scanners? Please contact Marisol at 800.513.5917 extension 132.

Please note that scanners are on a first come, first serve basis. Scanners provided for rentals are previously used, however, all are reviewed by RTE for usability and quality.



RETAIL OPTIMIZER

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