

Economy Still Impacting Shoppers, but Glimmers of Hope Appear in First NRF Holiday Survey

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Though Americans are still operating with the recession in the back of their minds and many have fundamentally changed their shopping habits, some findings from NRF's first holiday survey imply consumers won't only be focusing on low prices and basic necessities this year. According to NRF's 2010 Holiday Consumer Intentions and Actions Survey, conducted by BIGresearch, U.S. consumers plan to spend an average of \$688.87 on holiday-related shopping, a slight rise from last year's \$681.83*.

As in years past, most holiday gift-givers will spend the largest portion of their budget buying gifts

for family (\$393.55) and friends (\$71.45), though they'll still carve out room in their budget for small tokens of appreciation for both co-workers (\$18.26) and others (\$34.82).

Total spending on gifts (\$518.08) is expected to rise 2.1 percent from last year, which is in line with NRF's 2010 holiday forecast. Americans will also spend an average of \$41.51 on decorations, \$26.10 on greeting cards and postage, \$86.32 on candy and food, and \$16.86 on flowers.

"Consumers will still shop with the economy in the back of their minds, but we're starting to see shoppers take baby steps toward a new normal," said NRF President and CEO Matthew Shay. "As Americans open up their

wallets for more discretionary gifts like jewelry or take advantage of sales to buy for themselves, retailers will begin to truly believe that the worst may be behind them."

According to the survey, 61.7 percent of shoppers say the economy will impact their spending, down from last year's 65.3 percent. Many shoppers say they will compensate by spending less (81.5%), comparison shopping online (30.9%) or with newspapers and circulars (28.1%), shopping for sales (54.1%) or using more coupons (40.6%). Although the economy continues to impact shoppers, a number of survey results indicate that shop-

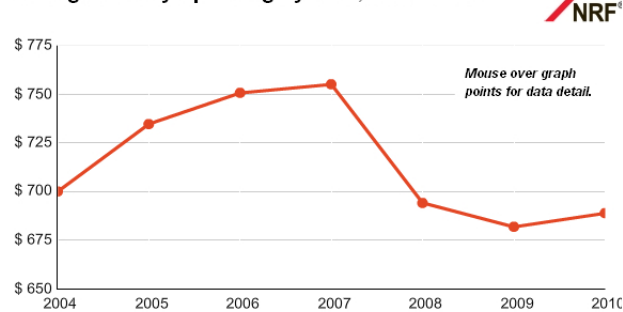
pers may be ready to emerge from their shells this holiday season.

When asked which one factor will be most important when shop-

ping this holiday season, the majority of shoppers said that sales or price discounts (41.8%) or everyday low prices (12.7%) were most important. While those factors either declined or remained flat this year, two other categories rose in importance. The number of people who counted customer service as the most important factor rose from 4.4 percent last year to 5.3 percent this year, while shoppers who touted quality as the overriding factor rose from 11.8 percent to 12.7 percent.

> See page 3 for continuation of article...

Average Holiday Spending by Year, 2004 - 2010



3 Easy Steps to Accelerate Your Credit Card Processing System



By: Jeff Haefner

Number 1: Update your Terminal.

There is a wide variety of terminals offered to merchants. To determine which terminal will best fit your needs, speak with your Point of Sale Solutions Provider. They should be able to guide you to finding the fastest terminal to meet your needs.

Number 2: Update your data line.

Many credit card terminals operate over a telephone line. This can be a slow process with transaction processing times ranging from seconds to minutes. Consider updating your system to operate over a high speed internet line, on a PC, or via a wireless system.

Number 3: Integrate the approval process into your POS.

Many Point of Sale systems offer integrated credit card processing. This is the best option if you're looking to save valuable time for your customers and yourself. Many point of sale software products provide internet connection capabilities, which means faster reporting times. They also support a variety of hardware or terminal options which means that you can choose the fastest and most cost effective option for your needs. AND, they incorporate the information directly into your reports.



Glimmers of Hope Appear in NRF Holiday Report Pages 1 and 3



Special Webstore Offer Page 2



Product Spotlights Page 2



Add-On Feature of the Month Page 3

Get Your Store Online for Only \$999

-Offer Extended!-

Online business is booming, and here's your chance to get in on the action. For a low price-point, you can open your own online webstore, completely integrated with your Microsoft Dynamics RMS system.

Benefits:

- > expanded customer reach
- > add an additional venue for sales to your retail business
- > control online sales and physical sales with the same pos system
- > engage in multi-channel marketing

Now through **October 31st**, integrate your **Microsoft Dynamics RMS** system with **LAN Services RMS Cart** for **only \$999**, 50% off of the regular price!

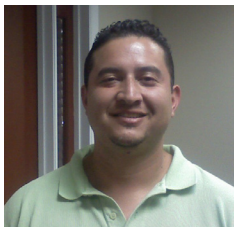
**First
5 Retailers to
sign up get 3
months hosting
FREE!**

To take advantage of this limited time offer, please contact your Account Manager at **800-513-5917**.

Meet the Staff at Retail Technology Experts

Alex Romero

Senior Implementation and Support Specialist



Alex Romero has been a part of the Retail Technology Experts team for more than 5 years. As a Senior Retail Pro and RMS Implementation and Support Specialist, he provides superior training and

support for our customers in both English and Spanish. He enjoys assisting our customers and providing them with solutions to their business issues. Alex's plans include continuing to provide excellent service in the future by learning even more about our products.

Alex is a Microsoft Certified Systems Engineer, is certified in Retail Pro and Microsoft RMS, and holds an AA/AS degree from Miami Dade College. In his spare time, he enjoys spending time with his wife and three children.



Product Spotlight

Defining Criteria in the Filtered View

The following tips will teach you how to define criteria within the filtered view.

- **Spaces:** A space made by pressing <Space> is a keyboard character — the same as any other entered character. When a space is included in a criterion, a matching space is required in the data record for the record to be a match during filtering.
- **Blank Fields:** A blank field acts as a wild-card; it matches every entry. No matter what is contained in that field in each record, the record is included during filtering. If all filter criteria are blank, all data records are included in the filter results.
- **Descriptive Field:** (Examples: Desc 1, Attr) Records that have a string of characters anywhere in the field that exactly match the criterion entry are included.

For example, the filter criterion of buckle would include such records as ladies buckle shoe, buckle girls dress shoe, boys casual shoe buckle, and so on, in the filter results.

For an exact match, enclose the string of characters within quotes; e.g., "buckle" will return only those records that match buckle exactly.

Note: Retail Pro does not distinguish between uppercase letters and lowercase letters. During filtering, entries such as navy, Navy, and NAVY would all match the criterion of navy.

- **Blank Entries:** To filter for descriptive fields with blank entries, use empty quotes as your filter criterion. For example, entering "" as your size criterion would locate records that have no value recorded in their Size field.
- **Excluding Matches:** Descriptive fields typically do not make use of the Included field described above that allows you to choose to exclude matches.

However, you can exclude matches in a descriptive field by using the tilde (~). For example, entering ~blue as your attribute criterion would exclude records that contain blue in their Attribute field.



Product Spotlight

Gift Cards in RMS Part 1

RMS allows you to track, sell, and redeem gift cards within your single store location. When using gift cards in Store Operations, you must first :

Create a Gift Card tender type:

1. Launch Store Operations Manager.
2. From the Database menu choose Tender Types. In the Tender Types window click New.
3. In the Description field type the name of the tender type (Example: Gift Card).
4. In the Tender Type field select Voucher and click OK. Note - Each POS station must Z out in order for this change to go into effect.

How to Create the Voucher :

1. In Store Operations Manager, create a new item for the gift card (Database | Items | New | Standard Item).
2. Enter the desired Item Lookup Code and Description (Example: Voucher).
3. On the Item Type field, select Voucher from the drop-down list.
4. Click the Serial tab and choose the Add button to insert Voucher ID (serial) numbers for your gift cards.
5. Select the Serial Number Count you wish to use (1, 2, or 3 serial numbers).
6. You can add the serial numbers individually in the Serial Number field(s) by typing the number and clicking OK. Or you can add multiple instances of the same serial number by utilizing the Automatically Generate Serial Numbers option in the Options section. Insert quantity in the Number to Create field.
7. In the Inventory tab, enter the quantity of gift cards you have in stock into the On Hand field.
8. In the Pricing tab, to enter the pre-defined amount (Example: \$25) in the Price field. If you are not selling gift cards with pre-defined amounts, leave the Price field at \$0.00. Then mark the Must Enter Price at POS option in the Options tab. The cashier will then be required to enter a price for each gift card in Store Operations POS. Click OK.

In next month's Retail Optimizer, learn how to sell and redeem gift cards in RMS.

continuation of...

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"Price is paramount during any recession, but when the economy begins to recover other factors take on greater importance," said Phil Rist, Executive Vice President, Strategic Initiatives, BIGresearch. "When shoppers consider other factors like customer service and quality in buying decisions, retailers have the ability to highlight a variety of other features to help their company stand out from the competition."

While many traditional categories like clothing (48.2%) and books (47.3%) will appear on a majority of wish lists this year, one item will appear more often than a year ago: jewelry. As a potential sign that discretionary gifts may become more popular, 23.0 percent of people will ask for jewelry this year, a significant 10 percent jump from last year's 20.8 percent. Gift cards will remain the most requested holiday gift this year with 57.0 percent of people asking for plastic.

As another sign that shoppers feel a bit of breathing room in their budget, the number of people who say they will make a holiday purchase from a discounter dropped from 70.1 percent last year to 65.1 percent this year. Popular holiday shopping destinations will include department stores (54.5%), grocery stores (46.7%), the Internet (43.9%) and clothing stores (33.6%).

Americans aren't only shifting where they're shopping – how they're shopping is changing, too. Mobile devices like iPhones and Androids are becoming more popular among consumers, and many shoppers plan to use these devices this holiday season to look for gift ideas, compare prices and find items in nearby stores. According to the survey, over one-fourth of American adults with a smartphone (26.8%) will use these devices to research or make holiday purchases, and that number jumps to 45.0 percent among young adults 18-24. Retailers are expected to take advantage of this trend by offering more robust mobile apps and websites, along with enhanced features like mobile reviews, to cater to Americans looking to shop from their phones.

Yet another hopeful indicator: the number of people who plan to take advantage of holiday sales to make non-gift purchases for themselves will rise 8 percent this year (52.9% in '09 to 57.1% this year), with the average holiday shopper spending \$107.50 on themselves, up from \$101.37 last year.

Though the holiday season won't kick off for many retailers until at least November 1, a sizeable number of shoppers are already planning ahead. According to the survey, 37.2 percent of Americans will begin holiday shopping by Halloween. Women are the most likely to begin shopping by the end of October (42.1%) while young adults 18-24 are among the least likely (27.7%). NRF continues to expect holiday sales to rise 2.3 percent to \$447.1 billion.



Add-On Feature of the Month

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



Add Scanners for Improved Physical Inventories!

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:

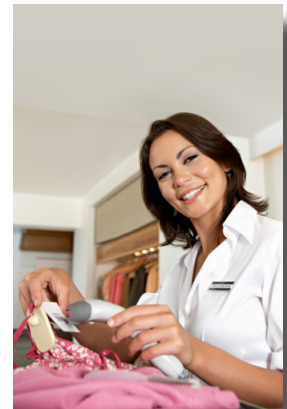
- > scan items instead of having to enter manually.
- > easy transfer of scanned data to your POS System.
- > increased speed while completing the inventory process.
- > better accuracy as scanners reduce human error.
- > utilize less manpower to complete physical inventories, therefore saving on employee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



As part of our commitment to you, 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:

- > PT2000
- > PT2000 with LS2208 scanner attachment
- > Symbol 1800
- > Janam XP200

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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