

RETAIL TECHNOLOGY EXPERTS (RTE) ANNOUNCES ACQUISITION OF RETAIL PRO DIVISION OF SDCR BUSINESS SYSTEMS



MIAMI LAKES, Florida - Retail Technology Experts (RTE) today announced the acquisition of the Retail Pro division of the San Diego based SDCR Business Systems, a Retail Pro and Radiant Systems Business

Partner. As a result of the acquisition, a branch office on the west coast has been established and current SDCR Business Systems Retail Pro division personnel have been retained.

SDCR Business Systems is a leading provider of POS solutions and services for independent and multi-unit operators in the foodservice, hospitality, and retail industries. Providing retail software solutions to retailers in the Southern California area since 1967, SDCR has been a Retail Pro reseller for the past three years and supports over 60 clients throughout the United States.

"In these challenging economic times SDCR has decided to focus on its core competency, which is the hospitality POS business with Aloha POS and Radiant Systems. RTE is the perfect partner to assume our Retail Pro division. Having an experienced retail technology

reseller take over our Retail Pro Division will be a great thing for our customers and staff," said Matt Richardson, President of SDCR Business Systems.

"This acquisition now gives us coast to coast coverage in the United States and allows our customers to get expanded service across the country. Opening a branch office with qualified sales and technical personnel allows us to jump start our operation and be effective and efficient from day one. This acquisition also helps us reach our goal of becoming a national player



in the retail technology arena," said Mahendran Ramanathan, President of Retail Technology Experts (RTE).

Retail Technology Experts (RTE) is an innovative retail technology solution provider that has been providing turn-key technology solutions to retailers for the past 17 years. RTE's experience in retail and specifically in retail technology affords the retailer an expertise second-to-none in their industry. From initial discovery to implementation and on-going support, RTE offers retailers a true strategic partnership.

14 Critical Steps for a Reliable Retail Computer System



By Jeff Haefner

1. Install a UPS (Uninterruptible Power Supply)
2. Plug all your cables into the UPS
3. Configure your network
4. Disable simple file sharing
5. Set up passwords and security settings
6. Install Anti-virus and Anti-Spyware Software and configure for automatic updates
7. Limit Internet Access and Implement Policies for Computer Use
8. Remove Unnecessary Programs
9. Set up correct power settings to avoid "sleep mode" power loss
10. Configure your printers
11. Install your Retail Software Applications and Configure your POS Software
12. Install and Configure a Back Up to prevent data loss, test back up once a month
13. Schedule automatic windows updates
14. Schedule maintenance for your database weekly



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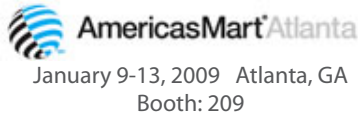
Employee Spotlight
Get to know Jenny
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JOIN US AT OUR UPCOMING TRADESHOWS!

Retail Technology Experts will be participating in the following trade shows:



Take advantage of excellent product demonstrations, on the spot retail consultations, and exciting show specials! Contact Laura at 800-513-5917 ext. 124 or by email at laurag@retailtechnologyexperts.com to set up an appointment today!

MEET THE STAFF AT RETAIL TECHNOLOGY EXPERTS

Jenny Kelley Retail Systems Consultant



Jenny Kelley has been part of the Retail Technology Experts team since September as a Retail Systems Consultant. She is currently certified in Microsoft Dynamics RMS Headquarters Store Operations as well as Retail Pro versions 8 and 9. Jenny brings with her extensive Retail Pro knowledge as she has been

working as a Retail Pro trainer and sales consultant for over six years. Jenny enjoys exploring the unique needs of each retailer and customizing solutions to solve their issues. In her spare time, Jenny enjoys shopping, dancing, exercising and spending time with family and friends

Contact Jenny

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HOW TO CREATE A QUANTITY ADJUSTMENT MEMO IN RETAIL PRO

Adjustment memos in Retail Pro allow you to execute and track manual changes to quantities, costs, or prices. They give you an audit trail that supports your current inventory valuation.

- From Main Menu, go to Adjustments - memos. You will see a list of memos generated in the current month. Click on "new" on top left, then select "quantity."
- Assign the store or which you are adjusting quantities if needed. Select a reason for your adjustment, enter comments as needed.
- Sort by Style#, then type the style number in the search field on the top left.
- The easiest way to create an adjustment memo is to first enter all the items that are affected by your memo. Simply enter item number, then hit enter, like doing a manual sales transaction.
- There are three key fields in the adjustment memo:
 - OLD STR QTY: Old Store Quantity, this is what the system says you have
 - ADJ STR QTY: Adjusted Store Quantity, this is where to enter what you have
 - QTY DIFF: Quantity Difference, the difference between old and adjusted quantities
- Go back to the first item, and in the "ADJ STR QTY" field enter the quantity you actually have at the store. You can use the arrow key down on the keyboard to go to the next item. You will see that Retail Pro will recalculate the "QTY DIFF" for you.
- The bottom boxes (price, cost, quantity) will show you totals, in terms of the gain or loss you took price-wise, cost-wise, and quantity-wise.
- When you are finished, print your adjustment memo if needed, or simply select "update only."



GIFT CARDS IN RMS PART 2

RMS allows you to track, sell, and redeem gift cards within your single store location (Note: For global gift card usage across multiple stores, the Global Gift Card add-on module would be needed). Below are the steps to sell and redeem the gift card item.

How to Sell the Gift Card

1. In Store Operations POS either manually enter or scan the item lookup code for the gift card you are selling.
2. Enter the gift card serial number when the Gift Card window appears. You can also choose from the list of gift card numbers by clicking the Lookup button on the window.
- 3a. If the gift card item has a predefined sale amount (Example: \$25.00) the price will appear on the transaction screen.
- 3b. If the gift card does NOT have a pre-defined price you will need to enter the amount in the Item Price window immediately following the serial number entry.
4. You can now enter the remaining items of your transaction, if necessary, and proceed to the Tender option by pressing the F12 key and tendering the sale.

How to Redeem the Gift Card

1. Enter or scan the customer's items being purchased in the Store Operations POS transaction screen.
2. When tendering the sale (F12 key), enter the amount of the gift card that will be applied toward the total sale amount in the Gift Card tender type field.
3. Press Enter to display the Gift Card Verification Window.
4. Enter the gift card serial number being used and press Enter.

RTE CUSTOMER SUCCESS STORY

THE ART OF SHAVING



The Art of Shaving is a unique concept guided by the expertise and hands-on attention of its founders. Passionately devoted to the very best in men's skin care, they have created an innovative path to optimal shaving performance.

Four years ago, the company's original POS setup was none of those things. Five failure-prone standalone store systems ran un-integrated into the corporate IT network. Their two- to three-year life spans forced the company to acquire a variety of differing models, making it impossible to standardize. For help finding something better, The Art of Shaving turned to retail systems provider Retail Technology Experts (RTE) of Miami Lakes, Fla.

"We did some consulting to look at their pain points and to come up with a solution where they could centralize their data and run the business as one enterprise," recalls RTE President Mahendran Ramathan. "The answer was Retail Pro software run on HP hardware."

"RTE recommended HP and we agreed because of the HP system's long life span, its durability, its processing power for running local reports, and its connectivity to corporate headquarters for an enterprise view," Malka says.

Retail Pro running on the HP POS System is retail-hardened to withstand heavy use, power surges and continuous long-term operation. It's easy to use which keeps training costs low. The five-year life cycle allows standardization—a consistent hardware configuration and software image that simplifies rollouts. Best of all, the HP system is easily scalable to accommodate growth.

"Capturing client information is very important," Malka says. "The nature of our product is that you replenish after running out in three months. With the customer data we capture through our POS system, we know when they run out and how they prefer to be contacted. This aims to increase both sales and profitability, because repeat purchases provide the highest margins."

"Each store is independent, but because they are all connected to the corporate system, the data flows back and forth seamlessly every day" Malka says. "I can sit in my office and run performance analyses to see how the whole enterprise is doing. This way, the company transforms data into business intelligence. We use the knowledge to guide inventory management, pricing, product development—everything to maximize efficiency, profitability and strategic growth."

The Art of Shaving has launched eight new stores in the past year alone, from coast to coast and plans to operate 60 by the end of 2010. The scalability of the HP rp5700 Point of Sale System with Retail Pro is a key enabler in this expansion drive.

WILL RETAIL IT BE SPARED THE RECESSION?

by: Evan Schuman

Although there is little doubt that the United States is in for a very rough economic period over the next half-year or more, there is ample reason to believe that retail IT may escape mostly unharmed. Let's not get too optimistic here. "Mostly unharmed" doesn't mean escaping untouched. But it does mean that when large companies—especially retailers—have to suddenly make do with a lot fewer people, they need that good ole IT magic more than ever. They need the efficiencies that IT promises and the employee-replacing devices that IT enables.

An interesting blog from a Forrester Research analyst makes the point that this recession will be gentle, mostly because so much of the fat was already obliterated back in 2002 after the dot-com movement imploded.

That's a fair point, but retail IT has so many other things going for it. The demand for greater profitability means improved efficiency, which is an IT function.

Retail efficiency also means more E-Commerce (and mobile and social network interactions), and that all requires programmers and other IT-like folk. From one optimistic perspective, a recession might even deliver a boost for IT hiring and resources, because both are needed to allow the rest of the company to downsize without overly impacting revenue.

Customer service layoffs will likely force dollars to be spent for more intelligent software to emulate and automate what those CS people used to do, assuming that the coding will be even more expensive than overseas outsourcing.

Even retail store owner franchisees will play a role. As the economy has hit them hard, they have increasingly turned to tech investments to squeeze extra pennies of margin out of the bagels and donuts. Ironically, those were investments they didn't feel the need to make when revenue was much more free-flowing.

Security will play a key role in taking away the retail IT pain, too. As PCI rules force more compliance, dollars for security will be given ultra-high priority. That's not merely software; it's upgrades for POS, kiosks, wireless and, ultimately, RFID for warehouse, shelves and the full supply chain.

Not to suggest that the economic problems on the horizon will be mild or that they shouldn't be taken seriously, but as George Bailey told us decades ago, one big part of surviving bad economics is psychological. By not panicking and focusing on the value you always have brought, there's a fine chance you'll survive a lot better than you feared.

RETAIL OPTIMIZER

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