

## Update Bulletin

### RBO Product Information Package

MB-RBO-1193 Issue 10b  
January 4, 2013

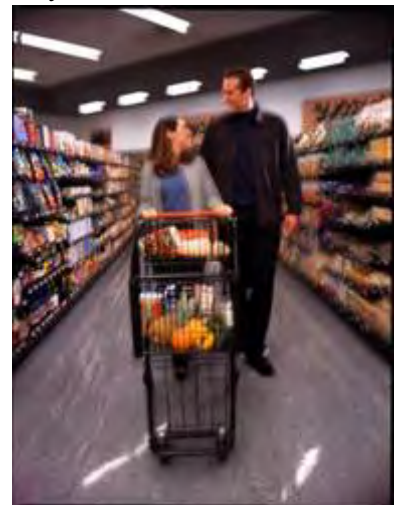
Note: This Issue 10b fixes typos in the RBO descriptions for ISS45 installations. Issue 10a provided additional clarification for ordering RBO for migrations, upgrades etc. Issue 10 added PINs to add RBO at a low cost to accompany ISS45→ScanMaster or ScanMaster→ISS45 migrations. Catch-up rules and a new PIN are provided for user access to upgrades where RBO SMS has lapsed. Changes of significance are in **red**.

Retalix is pleased to offer RBO, “Retalix Back Office.” Retalix’s primary back-office product, RBO provides users unprecedented integration with ISS45 and ScanMaster, outstanding ease of use as well as migration from its famous “RBX” parent product, and compelling ROI due to unique features. While available separately, RBO is also now shipped as a part of every new ISS45 or ScanMaster store license.

RBO represents an outstanding business opportunity for Retalix Dealers. RBO is a high performance Windows-based back office system with the primary target customers comprising Tier II and Tier III supermarkets, but prospects with a special interest will be the surprising number of still-existing RBX, MerchaNT, or BXadvantage users.

Principal RBO sales messages include:

- **A real product** – some new back office products recently introduced have made headlines with cost and a little glitz, but can’t deliver the goods. But in RBO, all those screens have real code, real parameters and real function behind them.
- **A real company** – RBO’s staff has been in the back office business for over two decades and knows the back office business inside and out. Now with the commitment and financial stability of Retalix, users once again can be certain that the company will be there to support and enhance the product on into the deep future.
- **Migration** – RBO is the natural migration path for the remaining RBX users to an outstanding fully integrated in-store combination with ISS45 and ScanMaster. Don’t let those grocers pay more and paint themselves into a corner with an untried vendor with no long-term track record or overpriced product designed for a different market. Instead, migrate them to RBO.
- **Relentless cost reduction** – RBO provides the best price/performance ratio in the business, an outstanding migration plan for “BASS” users, and ease of use that saves training and operating time. RBO also operates on Falcon and iPad, providing even better performance and capabilities for the user dollar.
- **Better business performance** – there is enough financial return from DSD *alone* to justify the purchase of the entire POS! See the DSD ROI analyzer for proof.



- ***ISS45 and ScanMaster integration*** – RBO is the only back office product that is truly integrated with ISS45. RBO is fully folded into ISS45's menu structure so users seamlessly operate ISS45/ScanMaster with RBO simultaneously. Continuously strengthened through to the current release, for example, RBO's Advanced Promotions management and ISS45's Advanced Promotions Management are one-and-the-same. Login and security structures are shared and RBO provides drop-down data access to ISS45's database tables. Department tables in RBO are even automatically revised if a user changes the ISS45 Department table.
- ***PocketOffice integration*** – with RBO the same PocketOffice system supports the RBO file system at the same time it's connected to ISS45 or ScanMaster. With PocketOffice / RBO, the user still hooks directly into ISS45 or ScanMaster to manage POS functions (e.g. Q-Buster™, GroceryDashboard, Remote Cashier Monitoring, Roving Master, Remote Manager Authorization etc.) and automatically manage data via the RBO file system. Grocers can use the same iPad for both RBO and PocketOffice, saving additional hardware cost.
- ***ScanMaster*** – Retailix now coordinates all RBO development with the ScanMaster and development ISS45 teams to ensure timely and coordinated development, feature support and validation.
- ***The future*** – RBO 4.7 is now in General Release with even better ISS45, ScanMaster and PocketOffice integration and more features than ever. Retailix will continue to invest in RBO's features and integration to provide a continuously stronger combined system that an understaffed garage-shop operation cannot match.
- ***Up-to-date features*** – RBO offers such leading capabilities as internal e-mail and barcode and WIC CVV support.
- ***Easy!*** – “BASS” and RBX users will find RBO faster to learn and operate due to its similar operating style. The intuitive design of RBO takes full advantage of graphical icons, user-friendly help screens, drop down menus, and selection boxes. In addition, special features such as the choice of data entry methods have users saying “It's easier with RBO.”
- ***Pricing*** – RBO comes with an amazingly low price tag, and is now included at no additional license fees for ISS45 and ScanMaster. Never has a back office system delivered so much capability in its price range – especially a rich and proven solution for migrating RBX users.

You'll agree that RBO provides a set of powerful arguments for many of your users – it's not only an outstanding fit with ScanMaster and ISS45, but will often be the easiest sell. On the following pages, take a look at the major program that's been put together to support Retailix Dealers and ensure your success. The lack of business risk, ease of getting started, migration options and the bottom-line profit opportunities will be convincing.

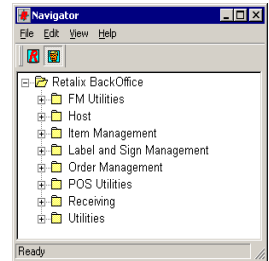


# Overview of the RBO System

RBO is a complete back office application suite for supermarkets, including the following capabilities:

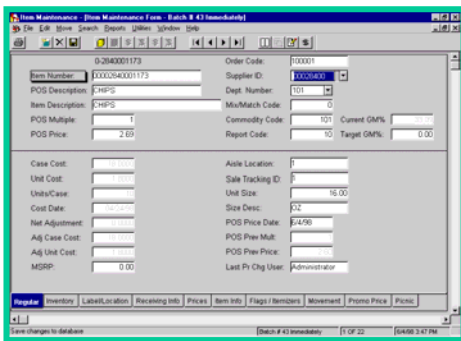
## SYSTEM UTILITIES AND NAVIGATOR

RBO provides a set of system utilities and a primary system navigator to easily move between RBO's many functions. RBO represents menu options by colorful graphical icons and easy-to-use toolbars. Users can also add shortcuts to include additional RBO options as well as non-Retailx applications such as Microsoft Excel or Access, and with ISS45 it's even better since these navigator functions are now rolled into ISS45's menu system.



## ITEM MANAGEMENT AND REPORTING

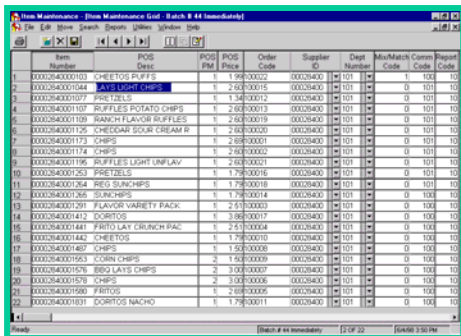
RBO's experienced developers put a special premium on the critical management tasks. The whole point is to provide "high performance price management" in all situations. Some of these methods are:



**Choice of "Views"** – Users can choose grid or forms maintenance for quick input and view.

Form maintenance allows for easy navigation among specific groupings of fields across multiple pages. To deal with a specific item, Form View is normally the most efficient and provides the easiest method of viewing and editing data.

Meanwhile, RBO's "Grid View" allows for quick data entry in spreadsheet-like format. Management of a group of items may be faster using the Grid View system. And Users can modify the grid to match the task at hand.



**Change views easily** – In addition users can change the views to match individual workflows or habits.

**Uses standard Windows** – RBO employs all standard Microsoft Windows conventions to further speed training and user performance. For example, all drag and drop, cut and paste standards etc. are employed.

**Keyboard function keys** – make it even faster. Experienced users can quickly jump to the necessary tasks and requirements.

**Mass maintenance function** – can perform changes to one or multiple fields easily for a group of similar items.

**Permanent and temporary item maintenance** – price changes can be set to expire, and RBO will automatically choose the next price to go into effect based on the price management rules.

**Customizable pricing management** – RBO's price management module is now very powerful, handling an unlimited number of temporary price changes using three user-prioritized pricing models. Users can set multiple rules for follow-on price selection, including:

- "Lowest price Wins" – pricing will apply the lowest price record when multiple, effective price records for an item are present. If using the Ad Flag option and one or



more of the effective price records will be marked as “Advertised” prices, the lowest advertised price will be applied.

- “Hierarchical” pricing – uses Price Levels to determine the correct price. For example, TPR pricing will override Regular Pricing. Sale Pricing will override TPR pricing. A new Pricing Priority application helps users determine and manage price priorities.
- “Last price” pricing will select the last created price change.

RBO’s price staging process determines which maintenance is eligible to be applied to PoS based on the implemented price management model. The user can initiate the staging process for one item, for selected items, for one batch, for selected batches or for the entire item file, which is referred to as a “Full Stage.” A Full Stage on the item file occurs automatically each night during End-of-Day Processing. Afterward, all staged maintenance appears in the Release Manager for “releasing” to the PoS files.

**Special ease-of-use factors in RBO Item Management** – RBO now combines the item and cost maintenance grids. This way,

users have no need to launch a separate window or application to maintain cost data. In addition any fields the user has changed are easily distinguishable. Using the Price Details Window, all pricing events affecting an item can be viewed with a click of the mouse.

Pricing Details								
Pricing Details for Item Number: 00001200000013 - Pepsi 16 Oz.								
Current Item File Price: 1 for 0.69								
Regular Price and Temporary Batch Records								
	Status	Ignore Batch	Ignore Item	Item Priority	Batch Priority	Price	Batch Start Date	Batch EndDate
Regular Price		<input type="checkbox"/>	<input type="checkbox"/>	0	0	1 for 0.89		
Batch T101		<input type="checkbox"/>	<input type="checkbox"/>	2	0	1 for 0.79	6/5/2002	6/25/2002
Batch T102	S	<input checked="" type="checkbox"/>	<input type="checkbox"/>	3	0	1 for 0.69	6/14/2002	6/17/2002

**Other RBO Item Maintenance points –**

- Maintenance can be applied temporarily or permanently
- RBO provides a special utility to auto-apply maintenance via a Scheduled Task facility
- Multiple query and search criteria are available:
  - Users get quick and easy access to data
  - Multiple fields can be queried simultaneously
  - Allows category analysis within store
  - Customized price management rules
- A special Build-Query window is supplied to help occasional users use queries with a minimum of experience and knowledge.
- Zero movement deletion by movement and date filtering
- A special File Synch manage provides user control over the way in which data is handled between POS and RBO when the system locates out-of-synch data.
- EAN (13 digit) and GTIN (14 digit) item numbering support

**RBO Release Manager** – this critical function displays all item maintenance eligible for release to the PoS. Maintenance can be viewed and released using one of five different maintenance sorting methods:

- By item or item number range
- By batch or designated groups or batches
- By maintenance type: Adds, Deletes, Price Increases, Price Decreases. Advertised price reductions can get priority release over other types of maintenance
- By department after being reviewed and edited by each respective department manager



- By aisle location to coincide with the printing and the distributing of shelf tags

The Release Manager screen has been designed to give the user control, visibility and insight into:

- The total number of staged items and non-staged items per batch, department, maintenance type and location.
- Pricing Detail so user can see all other maintenance batches in which the UPC exists, the pricing information within those batches and the status of those batches
- Shelf tag printing by batch, department, maintenance type and location.

Staged Records By Batch Number	Total	Unreleased	Released	Errors
All Records	6	0	6	0
9-ADMIN - Form Item Maint...	4	0	4	0
10-ADMIN - Form Item Mai...	2	0	2	0

**Pricing details** – the pricing details feature displays all pricing events affecting an item – with one click of the mouse. This capability displays total number of staged and non-staged items in each batch. The user is able to see:

- All batches where the UPC exists
- Pricing and status within the batches
- Shelf tag printing
- Batch, department, maintenance type and aisle location

Regular Price	Status	Ignore Batch	Ignore Item	Item Priority	Batch Priority	Price	Batch Start Date	Batch End Date
1 for 0.50				0	0-REGUL	1 for 0.50	2/14/2003	2/01/2003
1 for 0.40				0	0-REGUL	1 for 0.40	2/14/2003	2/01/2003
1 for 0.11				0	0-REGUL	1 for 0.11	2/14/2003	2/01/2003

**Item Reporting** – RBO provides item reporting, including the following:

- Outstanding inventory and movement history analysis
- Ad-markdown report
- Inventory report
- Profit report
- Pricing report
- Status flag report
- Batch contents report

In addition, users get:

- The ability to define user-specific options for reporting criteria
- RBO’s sort and filter utility to limit and control report content
- Access to third-party report writers via ODBC
- Exporting options including Excel, CSV, HTML etc.



## SALES ANALYSIS REPORTING

RBO's true inventory cost management (see Page 7 below) is the springboard for a series of new, meaningful RBO reports.

**Gross Profit Analysis** – RBO's GP analysis reports on both "Going-In Gross" and "Going-Out Gross." The Going-In/Going-Out Gross Profit Analysis and Supplier Profitability reports show what supplier items are the most profitable and identify areas where supplier-stocking practices are affecting store profitability.

**Supplier profitability reports** – RBO provides these reports so that grocers can identify the most (and least) profitable supplier items.

2/14/2003 14:05:47		Store Number: 0										
Page 1 of 1												
Going In Going Out Gross Profitability												
Report by: Supplier Id = RETALIX Start Date >= 2/5/2003 End Date <= 2/7/2003												
Supplier: RETALIX		Going In		Going Out								
Item Number	Item Description	Dept	Exches Recv	Total Cost	Total Retail	Profit	GM%	Exches Sold	Total Cost	Total Retail	Profit	GM%
000000007955	Assorted Cookies	15	35	5,500	13.75	8.25	60.00	35	7,000	8.75	1.75	20.00
000000007962	Choco-Chip Cookies	15	10	1,500	2.00	0.50	25.00	31	4,960	6.20	1.24	20.00
000000007983	COOKIES	15	45	22,500	40.05	17.55	43.82	30	21,360	26.70	5.34	20.00
000000007988	M&M Cookies	15	200	40,000	86.67	26.67	40.00	45	12,015	4.80	-7.20	-30.00
Totals:			310	69,500	122.47	52.97	45.25	141	43,321	46.45	1.13	7.43

**Supplier "buy in" Report for deal tracking** – this will identify when supplier deals are beginning and ending in order to take advantage of future and existing deals. This feature is also integrated with an automated alert for receiving personnel so smart purchasing decisions for an item can be made as well as avoiding pricing and promotional errors.

**Query Capability** – some examples:

- User wants to see all items in Dept. 101 with a POS price less than \$ 1.00
- User wants to see all items in Dept 201 with a POS price less than \$1.00 on commodity code # 5 and mix match code # 20
- User wants to see all items in the file with a POS price less than \$ .50

**Crystal Reports** – Seagate Crystal Reports™ interface support is provided

**Stylus Integration** – Stylus™ integrated label printing by item, by batch and by selected groups of items. See Page 9 below for details.

## CATEGORY ANALYZER

Category Analyzer has long provided item movement reporting and analysis capabilities for grocers – both at stores and at headquarters. Category Analyzer is now also available with RBO.

Category Analyzer delivers the critical sales and profitability information that owners, managers, store personnel, buyers and category managers need when making decisions that can reduce inventory, increase sales, raise gross profit and create better merchandise strategies.

Category Analyzer provides:

- Standard reports
- Ad-hoc query capabilities
- Report sorting and display flexibility
- Export/import to Excel, CSV, HTML, XML and text files
- Drill down analysis

By combining movement and retail price data from the POS system with cost data from RBO, Category Analyzer tracks historical item movement, costs and retail by store. This data is stored in Category Analyzer via a hierarchy of pre-established roll-ups, which provide powerful and rapid reporting and analysis capabilities.



Category Analyzer is designed to track item movement by day, week and year. Other time periods can be created to accumulate data for frequently used reports, including rolling 13 weeks, period, month or ad week. This high level of flexibility empowers grocers to quickly and easily access information for operations management and decision-making purposes.

Category Analyzer is delivered with the following set of standard reports.

Standard item movement reports

- Item ranking by movement
- Item ranking by gross profit percent

Contribution reports

- Sales contribution percent
- Gross profit contribution percent

Reports with multiple date ranges

- Date range differences
- Date range comparisons

Exception reports

- Negative gross profit items
- Purchases vs. sales
- Zero movement

Special formats

- Store ranking by item
- Purchases vs. sales
- Movement type detail

Drill-down reports

- Drill-down category contribution
- Drill-down date range comparison
- Drill-down sales by month
- Drill-down by movement type

Category Analyzer also supports ad-hoc analysis and custom reporting through a wide variety of additional roll-ups and relationships, including Department, Category, Vendor, Vendor type, Brand, Buyer and Price link.

Adding the Bill-Back Manager (see Page 8 below) to Category Analyzer also solves a long-standing retail problem regarding costs and margins. Usually there is no straightforward way for a back office system to handle the temporary case cost reductions for the affected PLUs. With Bill-Back Manager, however, Category Analyzer automatically calculates correct costs and margins during bill-back promotions, ensuring accuracy.

## COST MANAGEMENT

Another area where RBO sets itself apart is in its truly outstanding cost management capabilities.

- RBO supplies a true Cost Management system using actual costs as opposed to programmatic or assumed costs. RBO maintains real-time inventory counts and is able to track the cost of each item that enters and leaves the store. As inventory is depleted



by PoS sales, RBO automatically computes cost of goods sold based upon the implemented accounting method and supplier delivery data. When inventory returned to the supplier, return costs are computed and remaining inventory counts are adjusted.

- Real-Time Inventory options include:
  - Last-In-First-Out (LIFO)
  - First-In-First-Out (FIFO)

## BILL-BACK MANAGER

RBO with Category Analyzer also offers one of the most requested features for a grocery back office, the Bill-Back Manager. Competing back offices cannot offer this capability.

Every year, grocers receive many special discount deals from DSD and other vendors where the grocer is supposed to be paid bill-back dollars according to actual movement of specific items during a promotional period. And each year, grocers lose many of these crucial dollars due to administrative bill-back problems:

- Grocers forget to track movement on all the promoted UPCs
- Manually calculating accurate movement data from store reports is a hassle – and may never happen
- Managers put off the reporting process and wait too long to file the bill-backs and may miss cutoff dates
- Grocers take a short cut and file purchase data instead – which the vendors reject
- Vendors question movement data when reports don't look credible

The new Bill-Back Manager works with Category Analyzer to provide a foolproof process that is automated, streamlined and simplified – and provides irrefutable data and documentation:

- The Bill-Back Manager takes the vendor and PLU information – together with the start and end dates – and creates a grocer-vendor agreement to document the offer.
- At the start date, the Bill-Back Manager tracks and records movement for the appropriate PLUs through Category Analyzer.
- After the end date, the Bill-Back Manager generates an invoice to the Vendor providing the necessary detailed scan-movement data.
- The Bill-Back manager will also automatically manage aging of these invoices with 30-60-90 day options.

The Bill-Back Manager requires Category Analyzer. When used together with Bill-Back Manager, Category Analyzer automatically calculates correct costs and margins during bill-back promotions, ensuring accuracy.

## RF VERIFICATION AND MAINTENANCE

*In-aisle price verification* – audit and maintenance are available via the hand-held terminal

*Application Flexibility* – User can make on-line PoS file changes immediately or in batch mode depending on security levels

*Parameter driven* – users can simply determine which fields to view and change

*Multiple terminals* – RBO supports simultaneous operation of several terminals



**IPAD Coming** – RBO will support the Fujitsu iPad providing users with lower hardware costs from RBO/PocketOffice use of the same hardware platform

**Grocer-Friendly** – the copyrighted RBO user interface has been refined over time to provide the best ease-of-use in real supermarket environments.

## STORE RECEIVING AND DSD

DSD/Receiving is one of RBO's most impressive applications, and many users will see this as RBO's single most outstanding capability.

**Unlimited suppliers** – items aren't limited to a single supplier. RBO can set up as many suppliers as desired for each item

**Allowance flexibility** – RBO doesn't limit the grocer here either, providing the ability to define unlimited allowances, charges, cost breaks and future costs on specific items

**Flexible locations** – receiving can be accomplished via FM terminals or an office screen

**Defined Adjustments** – RBO provides the following predefined adjustment types:

- Shell charges
- Bottle or can deposits
- Split charges
- Stocking charges
- Buy some/get some free
- Rebates
- Bill-backs
- Discounts and lump sum allowances

**More Adjustments** – users can create their own adjustment types if desired

**Suspended Invoices** – can be printed from the FM system – users can suspend an invoice and recall it on the FM, using the printed invoice to check work and use as a reference for correcting the invoice.

**Deal days** – RBO's Deal Day feature is a fully integrated feature designed to alert DSD receivers of upcoming cost reductions and deals – this prevents suppliers from “pre-deal loading” – filling the store with higher-priced stock. And on the flip side, RBO's “Buy-In” reports identify items about to go off-deal so the grocer can buy in extra stock and save.

**Compelling ROI** – because of RBO's outstanding DSD capabilities, even users of other DSD systems can achieve remarkable savings by switching to RBO. See the special DSD ROI information and calculator.

## SIGN AND LABEL PRINTING

In partnership with Insignia Systems, RBO provides a league-leading label and sign printing application. Stylus Select is fully integrated into RBO's batch and pricing features for pricing/signage automation.

**No secondary files** – the signage modules read directly from RBO's database

**Nutritional labels** – RBO supports standard and government-mandated nutritional labels

**Any-size signs** – RBO can print small, medium or large signs - even window posters



*Custom formats* – besides the standard formats provided, RBO users can create and maintain custom sign and label formats

*Internal calculations* – RBO's label printing automatically provides unit pricing calculations

*"Compare" calculations* – are easy to implement and print on shelf talkers and other signage

*Batch and item file printing* – fully integrated with RBO's file system and mechanisms

*Export Facility* – RBO can also export information to other label packages if the retailer has already committed to one

## HOST COMMUNICATIONS (SIL)

RBO provides a sophisticated SIL interface module to import host data via the Standard Interchange Language.

*File routing utility* – automatically processes incoming host files

*SIL maintenance export capability* – to allow store-to-store maintenance

*Full FDRDG/UCC standards* – RBO implements the full FDRSG/UCC data mapping and data dictionary standards for maximum compatibility.

## IN-STORE ORDERING APPLICATION

With In-Store Ordering the user has the ability to create and process orders by supplier and warehouse via the RBO screen or RF terminals. Orders can be reviewed and modified before transmission to host. This module would typically be used by a retailer that maintains a warehouse.

## FLEX DATA COLLECT

Flex Data Collect is a special utility that allows an RF terminal to be used as a data collection device, customized by the user. Specific RBO item file fields are set up to be collected by the RF terminals based on user-defined parameters – these can later be retrieved by the RBO system.

Some sample uses for this module include in-store inventory, perishables inventory, data collection for shelf space allocation and tracking of damaged goods.



# The Retalix RBO Program

## DOCUMENTATION

RBO documentation includes all documents available on the RBO release CD-ROM and on the [RBO Manuals Page](#) or [RBO All-In-One Page](#) of the Retalix Dealer Web site. Hard-copy manuals are not available.

## SALES AIDS AND COLLATERAL

The following sales aids and collateral are available. Starter packs of the brochures have been provided to all Dealers in good standing. Electronic versions of brochures and sales sheets are available from the Retalix Dealer Web site on the [Brochures Page](#) or the [RBO All-In-One Page](#).

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Title	QTY	PIN	Part Number	<sup>1</sup> Price
RBO Brochure/Folder (4 Pages)	25	RBO-Brochure	RBO-A	Request from Retalix
RBO Option Selling Sheet (for ISS45 and ScanMaster new systems)	N/A	N/A	N/A	Electronic
RBO Demonstration Instructions	N/A	N/A	N/A	Electronic
RBO DSD ROI Calculation Sheet (Excel)	N/A	N/A	N/A	Electronic
RBO DSD ROI White Paper	N/A	N/A	N/A	Electronic
RBO Sample Reports	N/A	N/A	N/A	Electronic
RBO Presentation (PowerPoint)	N/A	N/A	N/A	Electronic

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All Sales Aids and Collateral are Dealer Net. Discounts are not available.

## SUPPORT PLANS FOR RBO USERS

To provide the highest level of assistance, standard RBO support for users is provided 24/7. Pricing is as listed, with most line items supported at 18% of the software's list price (due to price reductions in the base and DSD software, these items have "flat" support prices that are no longer using the 18% calculation).

Special "Stimulus Rate" support has been offered at significantly lower prices with special terms and conditions:

- The special rates can be selected by customers that order RBO or RBO+DSD under most special offers.
- Stimulus Rate customers will continue to enjoy that rate type<sup>2</sup> in subsequent years – remaining protected and *not* subject to the standard maintenance pricing matrix.

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<sup>1</sup> All prices shown for Sales Campaign Support materials are net Dealer cost.



- “Stimulus Rate” provides business hours support from 8:00 a.m. 8:00 p.m. Monday-Friday Eastern time for all RBO products at that site. For customers desiring premium support, the 24/7 option remains available at the standard RBO software support rates.
- The new pricing and maintenance rates are in effect for new RBO and RBO+DSD licenses only. Purchase and maintenance prices have not changed on any other RBO items, and do not affect any sites installed prior to our outside of this offer.

All RBO users must purchase support for the first year of operation. This support is payable in advance as part of the software purchase. Six weeks prior to the end of the first year, the Dealer is provided with a renewal form. The user can choose to renew the same plan, change plans (if alternate plans are available), or cease support services. If support is not purchased, the user has no rights to any RBO Maintenance Updates or upgrades, and all support is provided only on a time-and-materials basis, currently \$150 per hour during normal business hours (extended hours available at published prices, see the RBO [Client Services Guide](#) for details). Customers who have opted out of support but require an Update must pay in advance for the subsequent two years of RBO SMS at then-prevailing prices.

A complete description of the RBO Support Policy is provided in the [Policies and Procedures Manual](#) under Policy ESS10. Further details of RBO support are available in the RBO [Client Services Guide](#).

## SUPPORT LEVELS FOR RBO DEALERS

RBO Support maintains specific prices for end-user support (see “Support Plans for RBO Users” above) that the Dealer and RBO Support share according to the type of support offered or augmented by the Dealer.

RBO Support provides two support options for Retailix Dealers marketing RBO. The purpose of the two different plans is to allow the Dealer optimum flexibility with respect to their support commitment and associated ongoing support revenues. Dealers who wish to provide minimum support – as close to “selling-only” as practical – can choose *Type I* support, whereas *Type II* support can be selected by Dealers desiring to optimize support revenues and margins as well as sales revenues.

The *Type I* option (described fully in [Policy ESS10](#)) enables software support directly to end user if desired. This eliminates many Dealer obstacles of taking on a new product, including training, personnel etc. This makes immediate RBO sales easy for the Dealer and lowers the initial investment. Even this “selling-only” option enables the Dealer to make (a little) revenue on a “partnership fee” basis on all installations, keeping 5% of the support revenue although the support is provided directly to the grocer from the RBO support center.

*Type II* Support is for Dealers wishing to maximize their support revenue streams from RBO. In general, the Dealer providing Type II Support receives **40%** of support revenues on end-user agreements for the RBO product. To provide Type II Support, the Dealer must meet or exceed two sets of requirements. (Again, see [Policy ESS10](#)) for details.

## IMPLEMENTATION SERVICES

Retailix will perform RBO implementations for a dealer’s customers if that dealer chooses. Retailix offers this set of packaged services for selling-only dealers who decide not to get involved with the implementation and support of RBO. Similar to these service packages for

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<sup>2</sup> That is, any future percentage rate changes for these RBO customers will be factored against the special “Stimulus Rate” as opposed to standard maintenance pricing. It does *not* mean that the rates will not change – but that any rate change percentages will be based on the Stimulus Rate.



Retalix Store and HQ, the cost for these services is \$1,400 per day, plus \$300 per day for expenses; the engagement is normally five days. Dealers facilitate and have executed the Statement of Work between the customer and Retalix, and Retalix can bill the customer (upon completion of a credit application) or the service billing can be passed through upon the dealer's preference.

## SALES TRAINING

The education plan for Retalix Dealers consists of material and effort that will enable the partners to successfully present, propose and sell the RBO solution. For all current training details, please see the [Education Page](#) of the Dealer Web site.

**Dealer sales and marketing material** – Retalix Dealers are provided with all sales reference materials to aid in presenting and proposing the system to potential customers. These materials are available on the Dealer Web site on the RBO All-In-One Page. In addition, an RBO Sales Reference Guide will be provided to all Dealers attending RBO Education and Training, containing the following. (See also Sales Aids and Collateral on Page 11 above.)

- Product overview and target market for RBO
- Customer presentations- PowerPoint presentations
- Product literature
- Sample reports
- Configuration guide: hardware requirements, pricing, sample proposals, sample orders, support plan, and upgrade policy

**RBO Electronic Training CD-ROM** – This program provides a comprehensive overview of both the sales and technical sides of RBO in one electronic course. It is impressively executed and sales personnel will gain a thorough understanding of RBO by going through the applicable sections.

**Demo System** – Retalix Dealers can apply for no-charge copies of RBO for dealer labs and demonstrations to aid in their sales efforts. See Page 20 below.

## TECHNICAL TRAINING

Dealers completing RBO technical education will successfully configure, install and train retail customers on the operation of the system. Solid training and installation/support proficiency are a major factor in the RBO's overall success. For all current training details, please see the [Education Page](#) of the Dealer Web site.

There are three types of technical training courses available.

- Web-Based Course – **Note: this course has been withdrawn. The course may be restored based upon need and demand.**

**Live Course** – An RBO Dealer training course covers all aspects of set up and installation of the product. The prerequisites for attending the class are; proficiency in Windows and familiarity with Windows Server, SQL, and knowledge of network set up and administration. The course will provide thorough knowledge in: RBO installation, item maintenance, RF, label and sign printing, receiving (DSD) and associated modules and support of the system.

- Audience: Dealer technical personnel that provide first line Type II support on RBO
- Purpose: Prepare the technical support team to configure, tailor, install, operate and troubleshoot and resolve problems related to RBO.
- Length: 3 days
- Prerequisites: Basic network setup, Windows NT, Windows 2000



- Location: Dayton or Chicago facilities
- Tuition: \$ 995 includes the tuition for two support persons to attend this course

**RBO Electronic Training** – this comprehensive CD-ROM will reinforce the training received in the live courses. This electronic course is available to all Retalix Dealers. RBO Electronic Training is a self-paced tutorial designed for Dealer sales and technical personnel, covering all the features, operations and installation topics in a clear and easy-to-use format.

For Dealer sales personnel, the tutorial provides a clear understanding of the features and functions of RBO and can even be used to assist with customer presentations. The tutorial instructs Dealer technical personnel on how to install and train end users on the system and can also serve as a reference guide for support as needed.

The CD is easy to follow with instruction on the capabilities and modules of RBO and examples of the extensive reports available. Specific topics include RBO price management, RBO item management, host/SIL, label and sign printing, ordering module, receiving (DSD), flex data collect module, PoS utilities, wireless/RF, security and the RBO Task Scheduler. For convenience, key reference documents are also included, with electronic copies of the RBO User Guide, the Getting Started Guide, the Installation and Setup Guide and the Spread-Spectrum documents.

**Dealer Certification** – Dealers will be certified by RBO Support in conjunction with the RBO Support Policy ([ESS10](#)). The following requirements enable Dealers to become certified on RBO:

1. Dealers will be required to take an exam at the conclusion of the course and pass with a score of 90% or better. Dealers will receive a copy of RBO lab software at the class and it is required to bring a system that will be used for RBO to the class. This will enable the software to be loaded in the class and provide the Dealer with a working RBO lab system to use for demos, etc. Dealer certification is based on the individual, not the Dealership.
2. RBO Electronic Training materials (see above) will also be provided to the technicians attending the course. These will reinforce the classroom training. Additional materials will be provided in an electronic format.
3. The tuition fee for two technicians to attend the RBO Technical course is \$995 and places will be reserved and invoiced according to standard Education and Training Policies (see the Education and Training section of the Dealer Policies and Procedures Manual).

### ***Dealer Support and Materials***

1. Dealers can receive no-charge support from RBO Support in Dayton during standard business hours (Monday – Friday 8:00 a.m. – 8:00 p.m. Eastern time) to assist with lab/demo systems or staging and testing of a customer's system. Assistance with setting up labs, etc. outside these hours will be subject to standard hourly support charges. Please note that RF hardware is supported on a time-and-materials basis unless covered under a depot maintenance contract.
2. Dealers in good standing will periodically receive updated RBO technical materials at no charge to support their efforts and maintain their certification.
3. Standard daily charges plus associated travel expenses will apply for on-site assistance.



## Pricing and Configuration

### RBO SOURCE AND SUPPLY

All the products in this bulletin including RBO licenses, RBO hand-held hardware etc. should be ordered as normal from Retalix Order Entry. Use the RBO Order Forms (get the Order Forms from the [RBO All-In-One Page](#)). Note that some or all of applicable shipments will come directly from the Dayton RBO center.

General master loads for Dealers are now provided in the case of RBO. Software protection keys numbers (soft keys) will be provided for ordered software from the RBO Dayton center.

Any RBX, Symbol hardware and legacy "BASS" products not appearing on this Bulletin should be ordered directly from Dayton. Please contact your Retalix account representative.

### ORDER PROCESS

Orders must use the RBO Order Forms (see above). All specific dealer discount and maintenance pricing is provided on these forms. Dealer discounts are not specified below. Maintenance pricing is generally 18% of list price, but there are exceptions, especially for special offerings such as "Stimulus Rate" support and flat rate maintenance on base software and on DSD. See order forms for the actual pricing.

- Orders must be placed as usual with Retalix Order Entry.
- The Support/Maintenance level for RBO must be selected by the Dealer this is mandatory on all new orders. Type 2 may be selected only if the Dealer is certified.

Regarding billing:

- All RBX/RBO software licenses or updates, hardware, maintenance, and services will be billed to the Dealer and shipped to the location designated on the order – Dealer or end user. The Dealer may receive two invoices, one from RBO Dayton and one from Retalix.
- All hardware, maintenance and service items will be invoiced to the Dealer from RBO Dayton at the current dealer pricing for these items.
- Retalix will invoice the Dealer for the software portion of the order, and these software items will appear RBO Dayton invoice to the Dealer at no charge.

Software maintenance renewals will be billed to the dealer 45 days in advance of expiration of an annual contract.



PRICING — RBO LICENSES AND PRODUCTS

PIN	Item	<sup>3</sup> Price	Inst	Maint
<b>RBO for ISS45</b>				
RB200LSN	RBO Base System License for PIN45	\$ 2,995	\$ 500	
RB200L-45180RBO-SN	RBO Base System (SQL) Sold as ISS45 option with new POS  Available only at time of purchase of complete new ISS45 software system licenses. Valid for ISS45 Express and Espresso licenses as well as standard ISS45 licenses. This PIN must appear on the same Sales Order as the rest of the system. ¶-Not valid for migrations: for migrations from ScanMaster, use instead RB200L-45180RBO-SN-M. Not valid for ISS45 V7→V8 upgrades, reactivations, transfers or re-licenses: use instead RBO PIN RB200LSN at standard prices and discounts. ¶-Does not include DSD/Receiving. If DSD is also desired, order instead RB200L-45180RBO-SN for new ISS45 sites.	0	500	
RB200L-45180RBOD-SN	RBO Base System (SQL) w/DSD Sold as ISS45 option with new POS  Includes RBO DSD/Receiving module. Available only at time of purchase of complete ISS45 hardware/software system. Valid for ISS45 Express and Espresso licenses as well as standard ISS45 licenses. This PIN must appear on the same Sales Order as the rest of the system. ¶-Not valid for migrations: for migrations from ScanMaster, use instead RB200L-45180RBO-SN-M + NT130SN. Not valid for ISS45 V7→V8 upgrades, reactivations, transfers or re-licenses: use instead RBO PIN RB200LSN + NT130SN at standard prices and discounts.	995	500	
RB200L-45180RBO-SN-M	RBO Base System (SQL) sold as ISS45 option with migrating POS  Available only at time of purchase of a migration to an ISS45 software system at standard published migration pricing and discounts. This PIN must appear on the same Sales Order as the software migration license items. ¶-Not valid for ISS45 V7→V8 upgrades, reactivations, transfers or re-licenses: use instead RBO PIN RB200LSN + NT130SN at standard prices and discounts. ¶-Does not include DSD/Receiving. If DSD is also desired, add option PIN NT130SN at standard prices and discounts.	995	500	

See RBO Order Form for SMS Options and Details

<sup>3</sup> See RBO Order Forms for dealer discounts.



PIN	Item	<sup>4</sup> Price	Inst	Maint
<b>RBO for ScanMaster</b>				
RB200SSN	RBO Base System License for ScanMaster	\$ 2,995	500	
RB200S-SM45180RBO-SN	RBO Base System (SQL) sold as ScanMaster option with new POS  Available only at time of purchase of complete new ScanMaster software system licenses. Valid for ScanMaster ISS45 Express and Espresso licenses as well as standard ScanMaster licenses. This PIN must appear on the same Sales Order as the rest of the system. ¶Not valid for migrations: for migrations from ISS45, use instead RB200L-SM45180RBO-SN-M. Not valid for ScanMaster V1→V2 upgrades, reactivations, transfers or re-licenses: use instead RBO PIN RB200SSN at standard prices and discounts. ¶Does not include DSD/Receiving. If DSD is also desired, order instead RB200S-SM45180RBOD-SN for new ScanMaster sites.	0	500	
RB200S-SM45180RBOD-SN	RBO Base System (SQL) w/DSD sold as ScanMaster option with new POS  Includes RBO DSD/Receiving module. Available only at time of purchase of complete ScanMaster hardware/software system. This PIN must appear on the same Sales Order as the rest of the system. ¶Not valid for migrations: for migrations from ISS45, use instead RB200L-SM45180RBO-SN-M + NT130SN. Not valid for ScanMaster V1→V2 upgrades, reactivations, transfers or re-licenses: use instead RBO PIN RB200SSN + NT130SN at standard prices and discounts.	995	500	
RB200S-45180RBO-SN-M	RBO Base System (SQL) sold as ScanMaster option with migrating POS  Available only at time of purchase of a migration to a ScanMaster software system at standard published migration pricing and discounts. This PIN must appear on the same Sales Order as the software migration license items. ¶Not valid for ScanMaster V1→V2 upgrades, reactivations, transfers or re-licenses: use instead RBO PIN RB200SSN at standard prices and discounts. ¶Does not include DSD/Receiving. If DSD is also desired, add option PIN NT130SN at standard prices and discounts.	995	500	

See RBO Order Form for SMS Options and Details

<sup>4</sup> See RBO Order Forms for dealer discounts.



<b>PIN</b>	<b>Item</b>	<b>Price</b>	<b>Inst</b>	<b>Maint</b>
<b>RBO Options and Additions</b>				
NT101SN	RBO Client Interface Software License One required per additional PC workstation with RBO.	\$ 500	100	See RBO Order Form for SMS Options and Details
NT121SN	RBO FM Flex Data Collect Utility License	500	N/A	
NT130SN	RBO DSD Receiving System Software License	1,000	N/A	
NT140SN	RBO Label/Signage System License	2,600	N/A	
NT146SN	RBO to Stylus Interface	1,000	N/A	
NT170SN	RBO In-Store Ordering System License	500	N/A	
NT910SN	RBO Remote Service System Software License Same/similar to pcAnywhere. <sup>¶</sup> Dealer Net, no discounts are available.	290 Net	N/A	
A-8030-01-12SN	Category Analyzer for RBO or Retailix Store	1,495	N/A	
A-8030-01-23SN	Bill-Back Manager Requires Category Analyzer.	995	N/A	
A-8030-01-25SN	Category Analyzer + Bill-Back Manager Package	2,095	N/A	
NT913SN	Crystal Report Writer for RBO Dealer Net, no discounts are available.	680	N/A	
TP109SN	RBO Desktop Thermal Printer Dedicated thermal printer for producing shelf-edge labels with the RBO Label/Signage System.	1,550	N/A	

<b>PIN</b>	<b>Item</b>	<b>Price</b> <sup>5</sup>	<b>Inst</b>	<b>Maint</b>
<b>RTI Design-R-Labels Products and Systems</b>				
RTI-DRL-SE	RTI Design-R-Label Store Edition (SE)	\$ 995		\$199
RTI-DRL-IND	RTI Design-R-Label for Independents	1,495		299
RTI-DRL-CH-HQ	RTI Design-R-Label for Chains – HQ-Level Software	2,495		750
RTI-DRL-CH-PLS	RTI Design-R-Label for Chains - PrintLab Suite Distributed Store-Level Printing Software	1,495		299

<sup>5</sup> See RBO Order Forms for dealer discounts.



Design-R-Labels discounts for dealers follow the RBO discount model.

PIN	Item	Price	Inst	Maint
<b>RBO and RBX Upgrades and Updates <sup>6</sup></b>				
NT990MSN	RBO Update Use this PIN to provide MU from earlier RBO release within same RBO version number for users under maintenance.	\$ N/C	N/A	
NT990SN	RBO Update Use this PIN to provide MU from earlier RBO release within same RBO version number for users not under maintenance.	300	N/A	
RB200-CUSMS	RBO SMS Catch-Up/Reinstatement Fee <sup>6</sup> SMS catch-up and reinstatement fee for RBO users with lapsed SMS. This fee is required for RBO new version Upgrades (for example 4.7.1 → 4.9.0) with sites not covered by a current RBO SMS contract. It is not required for RBO updates/patches or MUs. This fee covers, in part, the ongoing development of RBO during the period of time during which the site did not contribute SMS payments. ¶Fee covers RBO and all RBO options, and the requirement and price are not affected by the amount of time that SMS has not been paid. Third-party options such as RTI are not covered. ¶A refreshed one-year SMS contract paid in advance at current pricing within the site's lapsed SMS line items and scheme is required along with the P.O. for this catch-up/reinstatement fee to qualify for Upgrades. The SMS period of the refreshed contract will begin be the start date of the new contract. ¶If a refreshed, non-refundable SMS contract for two (2) years is paid in advance, this catch-up/reinstatement fee will be waived.	1,000	N/A	

PIN	Item	Price	Inst	Maint
<b>ACS PINs <sup>7</sup></b>				
RB200ASN	RBO Base System/ACS NT New	\$ 2,995	N/A	
RT955MSN	RBX Update - ACS (under maintenance)	N/C		

<sup>6</sup> RBO users currently on RBO SMS may also upgrade their RBO systems to new or current versions (first digit of version number) at no charge.

RBO users *not* on SMS but desiring upgrades to new RBO versions must re-enter the RBO SMS system. This is required since the user has a “gap” in contributing to funding the ongoing development and enhancement of the product. The user may choose either of the following methods to cover that gap:

- The user may pay a \$1,000 SMS catch-up fee and execute a one-year RBO maintenance agreement with Retalix (payable in advance), or
- The user may execute a two-year RBO maintenance agreement with Retalix (payable in advance). The \$1,000 SMS catch-up fee will be waived with the two-year maintenance agreement.

<sup>7</sup> Please contact RBO technical support regarding ACS compatibility and limitations.



<b>PIN</b>	<b>Item</b>	<b>Price</b>	<b>Inst</b>	<b>Maint</b>
RT955SN	RBX Update - ACS (not under maintenance)	300		
CT168SN	RBX ACS NT Communications I/F	1,500		

### PRICING — RBO HARDWARE

See the [Compatibility Matrix](#)) for compatibility updates and information.

Please see the current version of the Datalogic Mobile pricing bulletin for Falcon hardware pricing and configuration information.

Please see the current version of the PocketOffice program bulletin for iPad hardware pricing and configuration information.

### PRICING — SERVICES

The services below are available directly from RBO Support in Dayton.

<b>PIN</b>	<b>Item</b>	<b>Price</b>
IN110-S	Drop-ship Installation Fee (Combined Server and clients)	\$ 1,500 per server, \$600 per client
AS600	Annual Support Fee	See Page 11 above. First year required upon purchase.
IN100	On-site Set-up and Training	\$1,200 per day plus related travel expenses
IN305	Project Management Services	\$150 per hour, scheduled in advance
FC2058SN	File Conversion Services	\$1,200 per conversion, scheduled at least two weeks in advance

All prices above are Dealer Net. Discounts are not available.

### RBO DEMONSTRATION/LAB SOFTWARE

All authorized Retalix Dealers are eligible to receive no-charge demonstration/lab copies of RBO.

Dealers are responsible for all hardware and software platforms for these demonstration setups.

Retalix will automatically send Dealers updated copies of all RBO releases for the demo/lab when they become available.

Please request demo copies from your Retalix Account Representative.



## NOTE: ADDITIONAL ACCESS POINTS

In relatively clear spaces, a single 802.11b access point can cover up to 150 feet in all directions.

Your mileage may differ – the type and size of shelving and fixtures, ceiling material and height, store shape etc. all affect the actual coverage that will be achieved. The Cisco access point and the iPAD/radio are designed to simplify multiple access points in the same system via daisy-chaining the Cisco units and allowing the iPAD to roam freely without communications issues or interruptions between access points. Additional access points can be ordered separately – see Page 20 above.

There are some rules to follow when surveying and configuring a store – not to mention a multitude of tips and tricks. Make sure you see the Excellent Technical Bulletins from 2004 – Wireless Networking for Retail [101](#) and [202](#). In addition are courses and sites (for example [www.80211-planet.com](http://www.80211-planet.com)) that provide a wealth of information on this topic.

One thing for sure – do *not* mix access points, especially between manufacturers. Handheld roaming in the store will almost certainly fail if the access points aren't the same.

## COMPATIBILITY

For up-to-date compatibility information, dealers should see the [RBO Compatibility Matrix](#) published on the Dealer Support Web site.

## PLATFORM REQUIREMENTS — PRIMARY RBO MACHINE

The table below may be updated as required in release documentation provided with ongoing RBO updates and releases.



<b>Component</b>	<b>Minimum Requirement</b>
Processor	Pentium 1.5+ GHz
Hard Disk — Allow for expandability to accommodate future OS & release requirements	3GB – For RBO only. POS server or other software on the same system will have additional requirements.
Memory — Allow for expandability to accommodate future OS & release requirements	512 MB - for combination servers with ISS45 / ScanMaster with Windows 2000 Server. 2GB with Windows 2008 Server
Diskette Drive	1.44MB
CD-ROM	Standard CD-ROM or DVD
Monitor/Display	Minimum graphics resolution of 800x600 SVGA with keyboard & mouse
Network Communications (Ethernet)	SMC 8416-T 10/100MB or Compatible
LAN Hub	Requires ports for Server, Clients and POS – (10/100 MB)
System printer – Parallel port	Windows 2000 or 2008 supported Laser or Ink Jet printers – Dot Matrix printers are not supported.
Serial Ports	Two serial ports are recommended (modem, FM). Third port may be required if serial-connect UPS installed.
External Support Modem	56K or faster – MultiTech modem is recommended. Must be Windows 2000/2008-certified modem and requires a serial port
Support/Third Party Software	pcAnywhere32 required for remote support Anti-virus software strongly recommended on all systems. Report writer software optional**Crystal Reports are available from Retailix
Backup Device	Must be Windows 2000/2008 Server certified back-up device. DAT tape recommended (for speed & size)
POS Communications	ISS45/StoreLine – TCP/IP connect
Operating System	Windows 2000/2008 Server with Service Pack System requires the disk to be formatted for NTFS
Database	Microsoft SQL 2000/2008 Server or Microsoft SQL 2008 Workgroups



## PLATFORM REQUIREMENTS — RBO CLIENT MACHINES

Component	Minimum Requirement (to be updated)
Processor	Pentium 800 MHz PC
Hard Disk	2GB or greater (legacy servers) 50GB or greater with new installations
Memory	256MB for Windows 2000 Professional 2GB for Windows 2008 Server
Diskette Drive	1.44MB
CD-ROM	Standard CD-ROM or DVD
Monitor/Display	Minimum graphics resolution of 800x600 SGVA with keyboard & mouse
Network Communications (Ethernet)	SMC 8416-T 10/100MB or Compatible
Operating System	Windows 2000/2008 Professional with Service Pack System requires the disk to be formatted for NTFS
Database	Microsoft SQL Server 2000/2008 Client

Note: All Servers and Clients must be Windows 2000/2008 certified hardware. All recommendations are for RBO systems (and PoS, as noted). Requirements for other applications that may share the same system must be taken into consideration. Future releases may require enhanced system configurations. Allow for future hardware expandability.

### CENTURION ELIGIBILITY

All RBO products in this bulletin including RBO Express and hand-held machines are eligible for Centurion Club points if ordered as specified from Retalix. Support charges are not included.

### AVAILABILITY

RBO is in General Release and available.

