



ISS45 Frequent Shopper Express Version 3

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- Streamliner
- Engineer
- RoundHouse

Plus — ISS45 Shelf Wizards/Back Office Options

Fujitsu Transaction Solutions, Inc. is very pleased to announce **Version 3** of Frequent Shopper Express. Version 3 marks significant enhancements and contains a number of new features that make it a great loyalty application for independent grocers and regional chains. Frequent Shopper Express' low pricing makes it a powerful value proposition and a key selling tool for independents who need frequent shopper features but don't have a five- or six-figure budget.

In addition, Version 3 of the **Shelf Wizards/Back Office Options** is released with several enhancements. See Page 5.

Frequent Shopper Express can be configured from a simple promotion system all the way up to a consolidated chain-wide shopper-specific CRM system. The overall Frequent Shopper Express system consists of the Streamliner, Engineer, RoundHouse and Analysis Pack modules, combined into two packages with the RoundHouse module available for hosting:

- The basic **Tracker** package uses Streamliner to link with the standard ISS45 promotions module. Tracker now includes the Analysis Pack to provide a set of powerful reports to set pricing and promotional strategy. Streamliner is installable as a stand-alone product, and versions are available for either DOS or NT based installations.
- The Frequent Shopper Express **Mainline** package is designed to work with the ISS45 Advanced Promotions Option as well as standard promotions. This version also includes the Analysis Pack, but now also provides "Engineer," a special module that puts together shopper-specific online promotions for the system.
- Frequent Shopper Express **RoundHouse** is a host-based "data depot" for the Frequent Shopper Express data. RoundHouse polls the individual stores and pulls back data for analysis then consolidates the data and feeds it back to the stores to provide a consistent Frequent Shopper database across the entire chain.

Version 3 of Frequent Shopper Express also provides a set of new enhancements.

- **Frequent Shopper Express Engineer:** this new program automatically analyzes Shopper purchase histories and assigns them to ISS45 Schemes and Segments for shopper-specific on-line promotions. Engineer combines with the ISS45 Advanced Promotion module to provide a complete In-Store Customer Specific Promotion system.

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- A **GUI** user interface has been added to a key area, and other screens have been enhanced.
- The **Analysis Pack** was extremely popular as an add-on with the previous version of FSE. This complete reporting function is now **standard** and included with all Tracker and Mainline packages.
- **Many-to-one accounts:** a Main Shopper number was added to the database, allowing a family to use several different cards and have them accumulated in one total.
- Frequent Shopper Express now support **department numbers** up to four digits.
- **The Department Sales database** has been re-structured to improve reporting speed.
- A **compression tool** has been added to consolidate sales prior to a user-defined date.
- An **alphabetic listing** of Shoppers is now included.

Here are the details on the Frequent Shopper Express modules:

ISS45 FREQUENT SHOPPER EXPRESS — STREAMLINER

- Streamliner has been tailored specifically to provide an in-store loyalty program targeting the customers of that store. This points accumulation and redemption system is straightforward and provides an extremely cost-effective plug-and-play loyalty program to help independent grocers and regional chains compete. And it's the perfect back office match to the ISS45 Frequent Shopper features.
- The ISS45 API (either DOS or NT) is used to establish the links between the application and the ISS45 database.
- Allows the user to build and maintain shopper identification files for the store. New sign-ups get transferred on the fly to ISS45 for immediate use.
- Frequent Shopper Express can be set up to accumulate points based upon purchases. As purchases are made, ISS45 records the points and reports them to Streamliner at the end of the day. Points are then maintained and reported by shopper.
- Point redemption is tracked and the system reports Current, YTD, and Total redemption to date by shopper.
- The reporting within Streamliner is typical of far more expensive and sophisticated systems.
 - Streamliner reports may be selected by total sales or gross profit by shopper — (assuming cost data is maintained in ISS45's PLU file) and can be summarized by department and/or shopper. In addition, they may be printed in either best or worst order and printed by range, such as top 50, second 50, bottom 100, etc. Not only does this isolate "cherry-pickers" but it also allows customer profitability analysis so that the grocer can target the most profitable customers, not just those who spend the most (possibly low-margin) dollars.
 - You may choose from different summary detail levels (visits, departments or shoppers). Selection by shopper profitability (for reports or mailing labels) can be done from top-down or bottom-up, and internal ranges can be selected (for example, report on shoppers #101 – 500 in order of profitability).
 - Gift certificates/coupons and mailing labels may also be printed based upon the same selectivity criteria as reporting.
- Reporting and Analysis includes:
 - Ranked purchases by shopper

- Department level purchases by shopper
- Visit analysis by shopper
- Shopper analysis by Zip Code
- Item level purchase detail, shopper-by-shopper
- Lost customers – no sales in “n” weeks
- Average weekly purchases
- Number and dollar amount of promotional items purchased
- Promotional purchases as a percentage of total purchases
- Rank promotional items customers
- Mailing support, either general or selective. Special coupons or gift certificates can be targeted intelligently.
- Mailing label generation for (example):
 - All shoppers
 - Shoppers by points levels
 - Shoppers by area
 - Shoppers by store
- Items and departments may be coded to not be included in the total, such as give-away items.
- Frequent Shopper mailing labels can be selectively printed for targeted promotions. These labels can be printed by group based upon the same selectivity criteria as is used for the reports.
- The Streamliner shopper database is updated once per day at End-Of-Day.
- Frequent Shopper Express Streamliner Version 3.0 also has the ability to print preformatted gift certificates as a points-redemption feature.

Frequent Shopper Express Streamliner also works in conjunction with the RoundHouse hosting, analysis and consolidation system. See below for more information regarding RoundHouse.

FREQUENT SHOPPER EXPRESS – ENGINEER

Engineer’s function is to analyze Shopper purchase histories and assign them to the ISS45 Advanced Promotions Schemes and Segments for on-line offers to provide a complete In-Store Customer Specific Promotion system. The Engineer module is packaged with Streamliner, the Analysis Pack and the ISS45 Advanced Promotions option to provide a total CRM package for the independent grocer or regional chain.

Engineer provides grocers easy-to-use methods of grouping their shoppers. The groups (Schemes and Segments) may then be targeted to receive in-store shopper specific promotions. These Schemes and Segments may be assigned manually, through Shopper Maintenance, or automatically. When Engineer assigns them, the ISS45 Customer data is updated. Advanced Promotions may then be targeted at checkout.

Shopper Maintenance accesses the defined Schemes and Segments tables. Engineer is designed to allow up to 4 Schemes and 16 Segments to be defined. One Scheme and up to 16 Segments may be assigned to a Shopper. When the Segment element is accessed, a Combo box is

displayed. The User checks as many as applicable. The first Segment selected will be displayed.

Scheme and Segment Definition allows the User to enter specific performance criteria.

These criteria include:

- Percent of Shoppers to be evaluated
- Department purchases to included
- Department purchases to be excluded
- Beginning date for qualifying purchases
- Ending date for qualifying period
- Include 16 possible groups of UPCs
- Exclude 16 possible groups of UPCs

Engineer allows definition of 100 groups of UPCs. Groups are named and a range of UPC numbers assigned. All of a manufacturer's products could be included in one group. (i.e. Pepsi products UPC numbers begin with 12000xxxxxx)

Qualification for a Scheme or Segment may be permanent or require re-qualification. The dates for the Reward period are user definable, and the next review date is based on the defined review period. The Review period may be set as:

- No Review
- Annual review
- Quarterly review
- Monthly review

FREQUENT SHOPPER EXPRESS ROUNDHOUSE

In general, RoundHouse gives the grocer the tools to coordinate a consistent Frequent Shopper program across an entire chain. RoundHouse polls the stores and pulls back transaction data and files from each store, then consolidates the data and returns congruent files to the stores. This way, the chain will have the same data in each store.

- Typically this consolidation process will be done overnight. Chains can choose to return the updated files the same night (with a second call) or wait until the polling is done the following night.
- Frequent Shopper data set up in one store will automatically be available in all other stores after the consolidation is completed.
- Shoppers' Points totals are updated across the chain. This allows points redemptions at any store.
- If a shopper goes to two or more different stores on the same day — that is, without a consolidation having been done between visits — the points and transactions from both transactions will be consolidated. The points from the first visit will not be available to the other stores, however, until the consolidation routine is completed.
- Frequent Shopper Express Streamliner is required at store level.
- The data to be collected during the communications session is created by the end-of-day procedures in ISS45 at store level. RoundHouse can then initiate communications with the stores directly. pcAnywhere is used as the transport vehicle. In the event that the stores

will be conducting daily communications sessions with other hosts, coordination between RoundHouse and the other hosts will be required.

- RoundHouse provides export files for a Relational Database Management System (RDMS) at the host for query and report functions. This allows for unlimited reporting capabilities.
- Reporting provided within RoundHouse includes:
 - Ranked purchases by shopper
 - Department level purchases by shopper
 - Visit analysis by shopper
 - Shopper analysis by Zip Code
 - Item level purchase detail, shopper-by-shopper
 - Lost customers – no sales in “n” weeks
 - Average weekly purchases
 - Number of promotional items purchased
 - Promotional purchases as a percentage of total purchases
 - Rank promotional items customers
 - Mailing support, either general or selective. Special coupons or gift certificates can be targeted intelligently.
 - Mailing label generation for (example):
 - All shoppers
 - Shoppers by points levels
 - Shoppers by area
 - Shoppers by store
 - Central points totals lookup
- FSE RoundHouse runs on a PC using Windows 9x or Windows NT 4.0, plus a minimum of one modem and dial-up line. In addition, each store supported will require pcAnywhere Host, a modem, and phone line to its Streamliner system.
- Since RoundHouse hosting requirements are different for each grocery chain, Support and service of the RoundHouse system is negotiated with ACI on a case-by-case basis, as determined by the specific requirements, conditions and size of the end user system. Contact Glen Gregory at (760) 942-2425.

SHELF WIZARDS VERSION 3.0

Shelf Wizards is a combined FM and Shelf Label printing program that ensures compliance between the price marked on the shelf and the PLU file. The item in the aisle is scanned, and the data is communicated via RF directly to ISS45's native database. The item price is instantly returned to the user in the aisle, and depending upon the privilege level, the item can be (1) marked as an exception to be dealt with later, (2) added to a local batch file for later label printing or (3) a price change made immediately on the fly from the aisle. You can even request a price change but “pend” it in a batch for later execution when the new label gets printed and hung — a critical feature when both the label **and** the system price are out of touch with reality. Also, anytime that a price change is made on the FM unit, a new label is automatically added to the batch print file.

Several enhancements have been added to Version 3, including:

- The Item Department and Description may now be maintained.
- Both the Regular and Frequent Shopper prices are displayed.
- Report and label printing have additional selectivity options.
- Shelf Labels may be printed from Local Batches or selected individually.
- Generic 4 x 8 Label stock from ELT is supported.
- Shelf talkers are printed for items on sale.
- Windows icons have been added that allow Shelf Wizard to run while the ISS45 office is being used, and Shelf Wizards provides a consistent user interface with ISS45.
- This package will run in either NT or DOS based Version 7 or V7/WinPoS installations. Version 8 is not supported by Shelf Wizards.

FM Features

- Shelf Wizard FM Version 3.0 allows Store Ads/Ad batches to be created in the aisle via FM Handheld. Labels will be queued for printing and the price changes for the Ads pending for execution all from the store aisle.
- Uses Symbol Technologies model 3110 SST Spread-Spectrum RF with 8-line display or Norand model 2200 narrow-band RF with 4-line display.
- The **ISS45** system of privilege codes is used to give users varying levels of authority. Based upon users' privilege codes, they may either (1) make price changes directly to the PLU file from anywhere in the store either immediately or create batches for later activation as part of a batch, (2) request labels to print by batch, or (3) produce a shelf audit report for later review by management.
- New items may be added via the RF unit from anywhere in the store.
- Batch numbers are used to track price changes.
- Price change effective dates may be entered via the RF unit. Prices can be modified instantly if desired, with the FM-initiated price change immediately affecting checkstand prices.
- Both permanent and sale prices are available with future dates.
- ISS45 User Numbers and Passwords are used to control operation:
 - Log price difference for Shelf Audit
 - Create batch for manager activation
 - Change the ISS45 scan file immediately.
 - Request Shelf Labels
- Item status displayed:
 - Promotion
 - WIC
 - Member Promotion
 - Scale Item
 - Tax table
 - Food Stamp

- The Shelf Wizard FM Version 3.0 and Shelf Wizard Label Printing 3.0 packages are part of the main ISS45 menu system with a consistent user interface.

Shelf Wizards Shelf Label Printing works in perfect synch with the FM verification system and gives the grocer a lot of nice flexibility in the bargain. A new shelf label is automatically added to a label print file every time price changes are made on the FM unit. The system prints labels for price changes in shelf-edge size and prints promotional prices in full “talker” size. Standard equipment for printing these labels is the HP LaserJet III (or later). Labels may be printed for the items contained in the Local Batches prior to the batch being activated using the batch identifier. The free-form sign generator from Version 1.0 is no longer available.

- In Version 3.0, the “ACI” database is not required and the **ISS45** API (either DOS or NT) is used to establish the links between the label application and the **ISS45** database. Version 1.0 of Shelf Wizard Label Printing used a separate database.
- If the store already uses a shelf printing system, the **ISS45** SWLP system can use the export function to feed these systems.
- New label information is collected any time a price change is requested, made or scheduled.
- Format supports both shelf edge label stock and shelf talker stock.
- Besides price, label data will include item description, department and date.
- Labels may be printed prior to their effective date.
- New labels may be printed for selected items or for a complete department or sub-department.
- Sale and temporary price reductions are printed separately, allowing different label stock.
- The **ISS45** Shelf Wizard Label Printing system allows entry of beginning label position: this allows the store to save stock from partially used sheets.
- UPC barcodes may be printed.
- The Shelf Wizards Label Printing system will interface to label printing products from Design-R Label and Label Master.

PRICING AND CONFIGURATION

Frequent Shopper Express can be used with all ISS45 versions, including Version 8 and ISS45 Express.

Older versions of Frequent Shopper Express can (and should!) be upgraded to Version 3. File conversions will be required and the necessary conversion programs are included. There are no license charges for this upgrade across the same PINs even though Analysis Pack (formerly priced at \$1,995) is now included. However, since special support for these otherwise free upgrades may be desired, this Support for the conversions is available from ACI at an hourly rate of \$125. Please call 760 942-2425.

The following Frequent Shopper Express options are available:

PIN	Item	Price	Inst	Maint
45180/027	ISS45 Frequent Shopper Express Tracker Package — includes Streamliner and Analysis Pack	2,495	200	200
45180/060	ISS45 Frequent Shopper Express Mainline Package — includes Streamliner, Engineer, Advanced Promotions Option and Analysis Pack Package	3,995	500	400
45180/055	ISS45 Frequent Shopper Express RoundHouse — up to 5 stores	4,995	Quote	1,000
45180/057	ISS45 Frequent Shopper Express RoundHouse — each additional store	995	Quote	100

Fujitsu Dealers receive a 40% discount against these list prices.

Shelf Wizards/Back Office Options configurations are available as follows:

PIN	Item	Price	Inst	Maint
45180/025	ISS45 Shelf Wizards/Back Office Option Package: FM and Shelf Label Printing	\$ 1,995	\$ 200	\$ 300
45180/029	ISS45 Shelf Wizards/Back Office Options plus Frequent Shopper Express Tracker Package	3,995	400	400

Fujitsu Dealers will enjoy a 40% discount on these items. ACI will quote installation and support of the RoundHouse product to dealers.

To Your Success,

Tony

Tony van Seventer
Director: Supermarket Systems