



ICL is very pleased to announce the **I4/** program.¹ That would be **ISS45** for **IGA**, a special limited-time offer for IGA grocers via the **FLEMINGpartner** program.



Founded in 1926, the Independent Grocer's Alliance is the world's largest voluntary supermarket network, comprised of grocers who retain the flexibility and autonomy of independent operators, yet realize the benefits of size. Get this: there are **3,600** IGA supermarkets —in all 50 states plus 21 other countries — with 1996 sales at \$16.8 Billion.

But hundreds and hundreds of IGA stores in the US and Canada are suffering competitive and technical disadvantages because their old PoS is falling apart. Many IGAs have never even installed scanning. Now, this is a problem for all of us — ICL, Fleming, IGA, RETAILpartners and consumers — because if they go under, the market shrinks for the products and services we all provide. Plus, shoppers, especially those in small towns, would lose their hometown grocer.

Come on: we can't expect the folks in Accident, Maryland — no kidding, there's an IGA there — or Moose Lake, Minnesota (IGA is there too) or Churubusco, Indiana (yup) to shop in some Wal-Mart 35 miles away.

So Fleming and ICL are combining forces to make sure that such a nightmare scenario never takes place. The special IGA task force has its 1997 marching orders: **upgrade every possible IGA with ISS45**. For Fleming's field RTG staff, it's the #1 1997 priority. In fact, IGA Inc. has put all IGAs on notice that they must upgrade to scanning in the next three years in order to keep the IGA banner. To make this happen as fast as possible, we're providing exactly the right PoS solution and wrapping it with a **Double Discount Deal** so IGA grocers can meet this essential criteria with a once-in-a-lifetime price on **ISS45**. How does this **I4/ -3D** program it work? (Hint: turn the page.)



¹ Yes, if there were any doubt, Bernard our favorite sloganmeister was here and he was wearing these **huge** chromium glasses. "Catch the mad-phat shades," he says, "Elton — Madison Square Garden — '73. Oh dear, oh dear, the time, the *time!* Mickey says I *must* fly..."

- IGAs that order **ISS45** by April 30 through the Fleming program will get the **Double Discount Deal** — that's 20% — on the TeamPoS terminals and Orion9500 Scanner/Scales on their configuration.
- A special software package created especially for IGA gives them FM Verification, Shelf Wizard™ Label Printing, the **ISS45** Electronic Price Book, and Frequent Shopper Express™ for less than \$1,000 after discount.
- IGA **ISS45 Express** customers will receive the same software package plus the **ISS45 Express** Controller Service Resiliency, Bonus Coupon, Family Code Coupon Scanning and Safe Accounting options for the same \$1,000. This means that IGA grocers will be fully protected by the Resilient back office of **ISS45**.

That's how it nets out, and it's an outstanding deal across the board. Here's the fine print.

TERMS AND CONDITIONS

1. The IGA **Double Discount Deal** is valid under the **FLEMINGpartner** Program only. Orders outside the Fleming Program will not be considered.
2. The offer is valid for any IGA store. The store does **not** have to be a Fleming customer, however. Any IGA, including Fleming franchise IGAs, is fair game so long as the orders go through the **FLEMINGpartner** Program.
3. A special IGA software option (I4I — 45180/IGA) has been created with a list price of \$1,095. This option must be purchased for any IGA orders under the program. On standard **ISS45** systems, this option gives the grocer:
 - Frequent Shopper Express, Shelf Wizard FM, Shelf Wizard Label Printing, and the **ISS45** Electronic Price Book. This is a savings of about \$2,500. And it...
 - Gives the Fleming end user a 20% discount on TeamPoS terminal and Orion9500 Scanner hardware instead of the usual 10% — this cuts the price by about \$850 per lane, depending upon the terminal configuration.
4. On **ISS45 Express** systems, the same I4I Option provides:
 - The **ISS45 Express** Controller Service Replication Option, **ISS45 Express** Coupon Family Code Validation Option, **ISS45 Express** Bonus Coupon option, the **ISS45 Express** Safe Accounting Option, plus Frequent Shopper Express, Shelf Wizard FM, Shelf Wizard Label Printing, and the **ISS45** Electronic Price. This saves over \$7,500.
 - There are no additional discounts on **ISS45 Express**.
5. To Dealers will receive a 47% (instead of 40%) discount on the Orion9500 Scanner/Scale, and a 52% discount (instead of 46%/49%) on the TeamPoS terminals. This will net the **RETAILpartners** an additional 7% on the Orion9500 and 3%-6% on the terminals.
6. Fleming will reduce it's share from 8% to 6% on the store, netting the **RETAILpartners** an additional 2%.
7. This is a limited time offer:
 - The pricing and offer will be accepted for bookings received at ICL by April 30, 1997.
 - Shipment must take place from ICL by September 30, 1997.
8. Hardware for the FM shelf validation system is not included. The Symbol Technologies model 3110 SST Spread-Spectrum RF device **only** is supported under this program.
9. The offer is available immediately.

ORDERING

The PIN to order for the IGA Special Software Package is:

PIN	Item	Price	Inst	Maint
45180/IGA	I4I Special IGA Software Package	\$ 1,095	400	400

If this PIN is not on the order, standard terms and conditions will apply. It is discountable normally to RETAILpartners and Fleming members.

QUESTIONS AND ANSWERS

Why are we doing this? The IGA store market is the largest single chunk of the Independent Grocery business in a single association that we can reach with new technology. It's also the largest group of stores with old technology that is ripe — and desperate — for upgrading.

Do all the IGAs have old stuff, or just some? Based upon our data, about half the IGAs are sorely in need of an upgrade. The rest have reasonably competent PoS, although many of those may want to upgrade to ISS45 as well. In fact, several of the IGAs on the database have installed ISS45 already (we recognize the names).

How can we find them? ICL is sending a state-by-state listing of all the IGAs in your area. Fleming RTG people have the same data, and you can work together on a hit list.

Who's going to help? Fleming RTG is making an all-out-effort to help you sign every possible IGA by the end of April.

What about contacting the IGAs directly? We're doing that too. Fleming, ICL and IGA are cooperating on a direct mail campaign to send advertising materials to every IGA owner.

What about Fleming Franchise IGAs? Unlike other programs, dealers are encouraged to sell to Fleming franchise stores, but the discount is normally 5% higher — 15 + 8. But with the IGA promotion, they get only 2% more than standard members, so the numbers are 22 + 6.

Are there any other PoS systems in this program? No, at least not at this time.. It's just ICL and ISS45. You have Fleming's complete attention.

What about IGAs that aren't Fleming members? (1) Go get them anyway. (2) Take the Fleming RTG rep with you. (3) Run the deal through the Fleming program. (4) Save a nice grocer from ACR.

Will Fleming put non-Fleming members on the lease program? No. That deal is reserved for Fleming members only.

What about the FM hardware — will Fleming put the Symbol SST on the lease? Yes. That's approved for lease.

How good is this deal really... Take a small store, say a 4-lane supermarket. Now the grocer will get a PoS system with full back office Replication (you may want to use a Processor-in-PoS/PIP configuration for this to avoid extra hardware), plus all the ISS45 Express options, plus FM, Shelf Label Printing, Electronic Price Book, and then the Frequent Shopper Back Office for what? \$985.50?

That's amazing. I mean, a complete PoS system on the #1 rated PoS hardware in the world, the best scanners in the business, Replication, Resiliency and Recovery and a complete back office suite including Frequent Shopper for the price of ISS45 Express? Incredible! Thanks for saying that. You're right, of course...

But what about bigger stores? Even better. Take a six-lane store, going with dual back office PCs, TeamPoS 5000 terminals (integrated, color, ADT40, optional shopper display) and Orion 9500s. Right now, they pay \$61,485 for the software and hardware. Under this deal, they'd buy the IGA software package, but get a much bigger discount on most of the hardware. In fact, when all is said and done, the IGA will only pay \$56,993. Plus they get that whole back office software piece. This ought to create a little — **urgency** with these IGA folks.

What if they don't use FM or Frequent Shopper, or care about Electronic Price Book? They'll learn to love them. Someone has to bring them into the '80s, and even though now it's almost the year 2000, it might as well be you.

I mean, what if they're using something else in the back room? Tough. If it's not on the order, then it's not an IGA deal and the rest of the good stuff won't happen.

Is all the hardware discounted by the extra percentages? What about the software? No. The Software, PCs and LAN hardware discounts stay the same. It's only the TeamPoS and Orion9500 that get discounted extra to both the grocer and the RETAILpartner.

Any combinations of Orion9500 or TeamPoS terminals? Yes, including Orion9500 scanner-only, add-on TeamPoS displays, etc. (Not counting ISS45 Express packages of course.)

What about SlimScan 1200? No not really. It's supposed to be just Orion9500.

Please... OK, OK, go ahead. You can do the extra 10% with SlimScan too, and get an extra 7% from ICL on the deal.

So how does the dealer make out? Somehow, I knew you'd ask that. Let's start with ISS45 Express. Here, everything's on the plus side. You end up selling \$1,000 of extra software on which you make margin, plus you get \$400 annual maintenance for the extra software features.

What about non-Express systems? To get the price to the end user down, ICL's taking most of the pain of the margin hit, but Dealers and Fleming will share it too, at least to some extent anyway. Again, dealers will get an extra \$1,000 software revenue and its \$400 maintenance, and the Software, PCs and LAN go out at exactly the same price and margins as before.

But the end user gets an extra 10% discount on the terminals and scanner/scale. Of that 10%, Fleming eats 2%, and ICL takes 7% on the scanners and 3%-6% on the terminals, so Dealers are only having to shoulder a net of 1% of the scanner margin and 2% - 5% on the terminal. Fair enough. (Hey, and if you look closely, you'll notice that Fleming is taking their 2% off on the **entire** order, not just the scanners and terminals. So, you're actually going to be **gaining** 2% margin on all the Software, PCs and the LAN items...)

How am I supposed to keep all this stuff straight? This margin, that discount, this offer; now I get 2% extra, now I don't, but only on some items on nights when I can park on the odd side of the street until April 30. Good point. Ever hear of the Fleming Configurer? Look in this package. It's all done for you on the February version.

Anything else? Just the deep satisfaction of knowing you're saving America's hometown grocery stores from the category killers.

Go for it.

To your success,

Tony
Tony van Seventer
Director: Supermarket Systems