


Free ISS45 NT or DOS Server, or Extra 5% Discount

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Plus ... I⁴P

“So: I guess they’re not laughing anymore...”

These were Bernard’s first words as he — unannounced as always — slithered around the corner of my office door. He looked like he’d just come from the annual Fourth-of-July Ice Cream Social in Montgomery Alabama, fitted out head to toe in a cream linen suit, wrinkled to spec, of course. A straw boater with a matching cream linen band was worn at a jaunty angle. “Ah, the **South...**” he mused, fingering his candy-stripe tie.

“Well, thought that I⁴P was just a small joke between us boys — that it wouldn’t do anything? Ha-**Ha!** Look at the millions of dollars worth of systems that went through our little program in the last few months, think of all the Independent IGA Grocers who got new  PoS¹ and are now confidently moving forward, marching arm in arm against the soul-less behemoths of self-service merchandising.”

I had to agree that **ISS45** for **IGA** had indeed been successful. And of course we learned some things we’d put to use next time around.

“And **speaking** of self-service merchandising, wouldn’t you just know it? I’ve been having recent recurrent ruminations about the grocery company that **invented** self-service merchandising. Who’d that be Antony my friend, who’d that be?”

I couldn’t remember, exactly, but before that time, the shopkeeper had to pull the merchandise down from the shelves for the shoppers — pretty labor intensive and not particularly ergonomic, not to mention sort of impractical in a world where there might be 35,000 PLUs. “Wasn’t it in the ‘20s in Kentucky or something?”



“OOOOOooooo — close, my friend, very, **very** close. But actually it was 1916 in the very nice town of Memphis, Tennessee and there was Clarence Saunders and his new store with shopping baskets, aisles, stock boys, front-end checkout — the works. The modern supermarket is now 81 years old, son, thanks to Clarence and the little piggie. He — Clarence, I mean — figured that if he called his store “Piggly Wiggly” maybe no one would know why, but at least

¹ Sorry — Bernard continues to insist on calling it “The System Formerly Known as ISS45” but I haven’t quite bought into this yet myself.

they'd sure never forget it. **You** never forget about Piggly Wiggly, do you?"

"No, **Bernard**, I **never** forget about Piggly Wiggly. Piggly Wiggly is constantly on my mind."

"Then why on Earth, boyfriend, haven't you **done** anything for the good Mr. Pig recently? We did a nicey-nice for the IGAs, but the 750 Little Pigs isn't just a fairy tale, it's a real business that needs some help from 'The System Formerly Known as **ISS45**'. Stores from Texas to Florida, from Louisiana all the way up to Wisconsin and Minnesota. How could you possibly execute an **I4I**, without doing an **I4P**?"

This was truly shameful, and I was shocked and embarrassed to be reminded of this cruel neglect, especially when the prodding came from this linen apparition that, with his black ponytail running out from underneath his hat, fixed in my mind something akin to the barbershop quartet from hell.

He wagged a long, spooky finger vaguely in my direction. "Remember, sweetie, if Wal-Mart don't get 'em, ScanMaster will..." and he vanished.

Of course, our good friends at Fleming actually **own** Piggly Wiggly, and were anxious to put together a deal with ICL for a special technology promotion to coincide with the annual Piggly Wiggly convention coming up in Nashville on July 20-22. Fleming serves most of these independent stores directly, and Piggly Wiggly actually has its own PoS sales force that will go out and help market this deal with you to the non-Fleming units.



Here's the deal in a nutshell:

- Although this offer has been constructed for Piggly Wiggly, it can be applied to any Fleming **ISS45** order.
- Piggly Wiggly stores ordering **ISS45** can receive an extra 5% of list price on the entire **ISS45** order. This means that through the Fleming program, the Piggly Wiggly end user will get a 15% discount. ICL will reduce the price to RETAILpartners by 3%.
- If the store is ordering a complete system, including **ISS45** software, TeamPoS terminals and Orion 9500 Scanners, the grocer may choose instead to receive a free **ISS45** Server PC from ICL:
 - For systems installing with 7.4 on NT, the server will be an ACER 5094NC, a 166MHz Pentium with 16MB RAM, 1.6GB hard drive, CD-ROM, and the pre-loaded Windows NT 4.0 operating system, plus two 8MB EDO SIMMs (91.11010.909) to bring the RAM up to the 32MB required for NT. The 14" ACERVIEW SVGA Monitor (91.75402.014) is included. **This gives the grocer a free NT server system worth \$2,776 at list.**
 - For systems installing with 7.4 on DOS, the server will be the ACER 5094W, a 166MHz Pentium with 16MB RAM, 1.6GB hard drive, pre-loaded Windows95. The 14" ACERVIEW SVGA Monitor (91.75402.014) is included. **The list price of these items is \$2,298.**
 - Users preferring to install a configuration with dual PCs as servers (instead of a combination Processor-in-PoS ("PIP")) will need to purchase an additional server PC.
- **ISS45 Express** packages are not included in this offer.
- The offer will be honored only for orders submitted to ICL by October 31, 1997 with a ship date on or before December 31, 1997.

- **Even better:** Windsor Systems has agreed to a special additional \$250 dealer discount on their Wincom/RF system for FM verification and label printing when purchased and installed in conjunction with this ICL program. Please call Windsor Systems for details.

Here's the fine print:

TERMS AND CONDITIONS

1. The **Free Server or 5%** offer is valid for Piggly Wiggly stores and other supermarkets under the **FLEMINGpartner** Program. Orders with this offer outside the Fleming Program will be considered in special circumstances only — please contact your ICL representative.
2. **ISS45 Express** systems are not included in this offer.
3. The Free Server option is available only on orders for stores that include the **ISS45** software, TeamPoS terminals and Orion 9500 Scanners or Scanner/Scales.
4. If the grocer chooses to receive the free server, the dealer will be provided either the NT package or the DOS package. **The NT package may be chosen only if the system will be installed running ISS45 7.4 over Windows NT, and the ordering dealership must be Windows NT Certified.** This package includes the PINs 1 @ 5094NC, 2 @ 91.11010.909 and 1 @ 91.75402.014.

If the grocer chooses to receive the free server and the system will be installed on DOS, the free items include This package includes the PINs 1 @ 5094W and 1 @ 91.75402.014.
5. The Free PC offer will be executed by providing the ordering **ISS45 RETAILpartner** a 100% discount on the included PC items. **The items must nevertheless appear on the purchase order from the RETAILpartners in order to be included.**
6. If the grocer chooses to receive the extra 5%, the grocer will be given the standard 10% Fleming discount plus an additional 5% for a total of 15%. To receive the 5%, it is not necessary for the Orion 9500 to appear on the order, but **ISS45** Software and TeamPoS terminals are required.
7. The extra 5% does not apply to customization or other services provided by the **RETAILpartner**.
8. The Extra 5% offer will be executed by providing the **RETAILpartner** an additional 3% discount against list price on all items in the order. ICL is therefore funding 3 of the 5 extra percentage points of this promotion. For example, TeamPoS terminal hardware will be provided at a 52% discount, software at 43%, etc. The dealer will be paid via the Fleming program at list price less 23%.
9. This is a limited time offer:
 - The pricing and offer will be accepted for bookings received at ICL by October 31, 1997.
 - Shipment must take place from ICL by December 31, 1997.
10. The offer is available as of July 20, 1997.

QUESTIONS AND ANSWERS

Do I get this right? ICL is giving a complete free NT server and the dealer doesn't have to pay anything for it? Yes, that's right. If the grocer chooses the PC, then the dealer doesn't pay for the PC — it's provided by ICL at a 100% discount for the dealer to pass through to the Fleming user.

It's not quite so generous for the dealer if they take the extra 5% deal, is it? No, it's not, but ICL is kicking in most of the discount points. We fund 3% of the 5% extra discount.

Why are we doing this? The Piggly Wiggly is a key independent supermarket group. Like IGA, Piggly Wiggly is putting forward a Year 2000 program whereby scanning will be required for the Piggly Wiggly stores to keep their banner. Fleming, which owns the Piggly Wiggly franchise, is anxious for these independents to remain successful, and is eager for them to install ISS45 due to its high value and easy installability and supportability.

What about stores not part of Piggly Wiggly? The offer is also made to other Fleming members to help the RETAILpartners and Fleming compete with ISS45 in the broader Fleming market. After the IGA deal, several of the RETAILpartners asked that future promotions not be limited to a single customer group, and we're taking your advice.

Who's going to help? The Fleming RTG staff is focussed on this task, and will be making many proposals in concert with the RETAILpartners. In addition, Piggly Wiggly has its own technology sales staff, and they are actively pressing Piggly Wiggly stores which are *not* current Fleming members (that is, grocers who do not buy their stock from Fleming).

What about contacting the Piggly Wigglys directly? We're doing that too. Fleming, ICL and Piggly Wiggly are cooperating on a direct mail campaign to send advertising materials to every Piggly Wiggly owner. In addition, ICL is showing both ISS45 7.4 NT and 7.4 DOS at the Piggly Wiggly convention in Memphis July 20-22.

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

What about the FM hardware and software — will Fleming put these on the lease? Yes. If you use the ISS45 Back Office Options, Fleming will put the Symbol SST on the lease.

What if I go with Wincom/RF? That software and hardware has also been approved for lease. Don't forget — Windsor Systems is offering an extra \$250 incentive to any dealers installing with ISS45.

Why would a grocer take the PC or the extra 5%? How will they decide? It depends upon the size of the store and the order. The smaller stores will want the PC, the larger stores will probably take the extra 5% discount.

How am I supposed to keep all this stuff straight? This margin, that discount, this is free, that is free; now I get 3% extra, now I don't, but only on some items on nights when I can park on the odd side of the street until Halloween... Good point, and that's what the Fleming Configurer is for. A fresh version with the changes will be available for you to download from the ISS45 RETAILpartner bulletin board as of July 20.

To Your Success,

Tony

Tony van Seventer
Director: Supermarket Systems