

Partner Bulletin

Mayday!Exchange™ — Trade-In Program for Point-of-Sale Hardware Upgrades

MB-Term-1189 Issue 9.1

May 13, 2010

Note: this Issue 9.1 updates the program with the latest qualification and fulfillment rules. Other models of TeamPoS have been restored as have printers and displays. Significant changes are indicated in red or line-out gray.

StoreNext Retail Technologies is very pleased to offer **Mayday!Exchange**, a trade-in program for ISS45, ScanMaster and 2127 users. MayDay enables the dealer to take **significant credits** for their trade-in purchases, including trade-in credits for the purchase of PSC/Datalogic scanner/scales.

All Mayday!Exchange offers will be terminated as of a May 30, 2010 shipping date.

Early DOS-based ISS45 and ScanMaster stores were installed over a decade ago — and most 2127 stores will be even older. There have been a lot of changes in the business since then, including the heightened requirements for shopper service, Windows GUI over touch screens, faster printers with dual-color and enhanced printing, credit→debit conversion, check conversion and smarter promotions.

StoreNext is determined to help users protect their ScanMaster and ISS45 investments and migrate upward to ISS45 V8 or V7 WinPoS or ScanMaster V2 at the minimum cost. To help your installed base take advantage of new technology at low prices, StoreNext is offering the latest TeamPoS terminal controllers and associated hardware with a generous trade-in:

- **ISS45 and ScanMaster** — supporting the very best and important features for independent grocers and regional chains. Stores must upgrade for PCI/Visa compliance anyway and ScanMaster V1 stores must upgrade to V2 to get FSA capabilities.
- ~~NCR 2127~~ — A great product in its day, but it's time to send those power-gulping second-generation boxes to their well-deserved retirement (or reincarnation as a hybrid-fueled automobile). Despite its long-deserved reputation for "delivering the mail," the 2127's lack of capability in electronic promotions, shopper service features, Web and mobile applications and self-checkout prevent independents from providing the shopper experience and service that smart chains are using to lure shopper after shopper. Besides, the 2127's total cost of ownership and repair get worse every year.
- **TeamPoS 3000 XL2** — including the Core 2 Duo models, will run ScanMaster V2 and ISS45 V8 or V7 to take advantage of the latest features, releases, and extensions. Besides, all ISS45 sites really need to be using WinPoS for GTIN, PCI and the 2008 FSA compliance.
- **TeamPoS 3600** — high performance and low cost in a Fujitsu TeamPoS terminal, supporting the same peripherals.
- **Magellan Scanner/Scales** — make the very most of this upgrade opportunity by adding PSC/Datalogic Magellan scanner/scales to the trade-in. Show the buyer how



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the All-Weighs platter makes so much difference that the scanners pay for themselves. And since you're going to get \$100 - \$200 off, you can give your customers an upgrade-only use-it-or-lose-it offer they won't refuse. Make sure you remind grocers of the awful maintenance costs on their old units, plus the cost problems brought on by power consumption, low productivity, checker frustration and lost shopper goodwill: how much are those ancient scanners really costing your grocer? ¹

- **Displays** – DynaKey is another great idea whose day is past – time for your customers to take advantage of more efficient – and less expensive to purchase and maintain – full-touch POS systems like ScanMaster V2 and ISS45. Fujitsu's outstanding touch-screen displays – now shipping the D22 12.1" for limited spaces or the 15" D25 – have received rave reviews from DynaKey users who've switched. Now you can add displays to a terminal MayDay!Exchange too.^{1,2}
- **Printers** – Make sure your grocers understand the value of new multi-station printers from Epson or TPG. And we'll support it with a trade-in on the old printer if you're carrying out MayDay on the POS terminal. ¹

So here's the Mayday!Exchange deal – with ship dates on or before May 30, 2010:

- ~~StoreNext is offering up to \$1,000 per lane trade-in on TeamPoS 5000, NCR PC POS and 2127 lane controllers and peripherals toward new TeamPoS 3000 XL2 or TeamPoS 3600 packages and peripherals.¹~~
- ~~\$1,000 for a 2127? Yes.~~
- ~~Now~~ MayDay applies to the **TeamPoS 3600 and TeamPoS 3000 XL, XL2 and XE terminal packages**, not raw slices. So dealers get the best package pricing as well as the MayDay!Exchange credits.
- Trade-in credits are available against trade-in of older Fujitsu terminals, such as the TeamPoS 5000 or TeamPoS 2000.
- The discount is now the same whether or not you purchase a "complete" terminal, you get the same standard hardware discount that normally applies to non-system purchases.

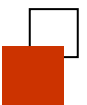
The Mayday!Exchange credit is taken **at purchase**. Simply order the applicable product, apply your appropriate discount,³ and add the appropriate quantity of the Mayday!Exchange PINs to the order. The discount for the Mayday!Exchange V offer will appear on your invoice.⁴

¹ **MayDay trade-in credits for scanner/scales, displays and printers require a POS terminal MayDay!Exchange on the same order.**

² ~~Make sure you see the ScanMaster Touch Screen Video including testimonials from a ScanMaster store that traded in their NCR DynaKeys and controllers for new touch screens and TeamPoS — they'll tell you all about it. From owners, managers and clerks it was a clean sweep.~~

³ Mayday!Exchange V orders are accorded the "pieces and parts" discount. Full system discounts do not apply with Mayday!Exchange V.

⁴ **Yes, StoreNext will back-bill you for the full amount of the Mayday!Exchange credits plus the lower discount amount if the Trade-In Confirmation Form is not received within 90 days of invoice. You'd better make sure you read that fine print below – the Form is attached at the end of this Bulletin. The final deadline is June 30, 2010.**



MAYDAY!EXCHANGE TRADE-IN CHART

Mayday!Exchange V provides substantial per-lane trade-in allowances toward ~~TeamPoS 3000 XL2 and TeamPoS 3600 packages.~~⁵ See Bulletin 1220 for package pricing.

Trade In Amount/PIN	For Purchase Of	Order Products/PINs:	Trade-In Requirements
TeamPoS 3000 XL2, TeamPoS 3600, TeamPoS 3000 XL, TeamPoS 3000 XE			
\$700 per lane Order: MD5-700	<ul style="list-style-type: none"> TeamPoS 3000 XL2 2.2Ghz Core 2 Duo Combo/Legacy or P-USB 	<ul style="list-style-type: none"> 453XL/SU6B 453XL/SC6W 	<ul style="list-style-type: none"> TeamPoS 5000, TeamPoS 2000 NCR PC-POS 1995 or later, NCR 2127
\$600 per lane Order: MD5-600	<ul style="list-style-type: none"> TeamPoS 3000XL2 1.8Ghz Core 2 Duo Combo/Legacy or P-USB 	<ul style="list-style-type: none"> 453XL/SU5B 453XL/SC5W 	<ul style="list-style-type: none"> TeamPoS 5000, TeamPoS 2000 NCR PC-POS 1995 or later, NCR 2127
\$500 per lane Order: MD5-500	<ul style="list-style-type: none"> TeamPoS 3628 TeamPoS 3000 XL2 2.0Ghz Celeron 550 Combo/Legacy or P-USB TeamPoS 3000XL 1.3Ghz "M" Combo/Legacy or P-USB 	<ul style="list-style-type: none"> 453628/U4B 453628/U4B 453XL/SU4B 453XL/CU4B 453XL/SC4B 453XL/CC4W 453XL/SC4W 453XL/SU1B 453XL/SC1W 	<ul style="list-style-type: none"> TeamPoS 5000, TeamPoS 2000 NCR PC-POS 1995 or later, NCR 2127
\$450 per lane Order: MD5-450	<ul style="list-style-type: none"> TeamPoS 3627 Core 2 Duo 	<ul style="list-style-type: none"> 453627/U3B 453627/C3B 	<ul style="list-style-type: none"> TeamPoS 5000, TeamPoS 2000 NCR PC-POS 1995 or later, NCR 2127
\$400 per lane Order: MD5-400	<ul style="list-style-type: none"> TeamPoS 3625 Core 2 Duo 	<ul style="list-style-type: none"> 453625/U2B, 453625/C2B 	<ul style="list-style-type: none"> TeamPoS 5000, TeamPoS 2000 NCR PC-POS 1995 or later, NCR 2127
\$350 per lane Order: MD4-350	<ul style="list-style-type: none"> TeamPoS 3604 TeamPoS 3000 XE Combo/Legacy or P-USB 	<ul style="list-style-type: none"> 453604/U1B, 453604/C1B 453XE/SU1B 453XE/SC1B 	<ul style="list-style-type: none"> TeamPoS 5000, TeamPoS 2000 NCR PC-POS 1995 or later, NCR 2127

⁵ MayDay!Exchange also can be applied to the specifically listed TeamPoS 3000 XL and TeamPoS 3000 XE packages so long as they are available.



PSC/Datalogic Magellan Scanner/Scales

Trade In Amount/PIN	For Purchase Of	Order Products/PINs:	Trade-In Requirements
\$200 per lane Order: MD5-SS-200	<ul style="list-style-type: none"> Magellan 8500/8500XT scanner/scale package. Scanner-only package not applicable. 	<ul style="list-style-type: none"> Any that apply: see PSC Scanner/Scale Reference Bulletin 1210 	<ul style="list-style-type: none"> Any brand or model full-size, counter-mounted scanner-scale or counter mounted scanner plus dispersed scale
\$100 per lane Order: MD5-SS-100	<ul style="list-style-type: none"> Magellan 8400 scanner/scale package. Scanner-only package not applicable. 	<ul style="list-style-type: none"> Any that apply: see PSC Scanner/Scale Reference Bulletin 1210 	<ul style="list-style-type: none"> Any brand or model full-size, counter-mounted scanner-scale or counter mounted scanner plus dispersed scale

See the Fine Print regarding the Mayday!Exchange offer below on Page 5.

Touch-Screen Displays

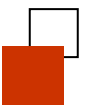
Trade In Amount/PIN	For Purchase Of	Order Products/PINs:	Trade-In Requirements
\$50 per lane Order: MD5-D-50	<ul style="list-style-type: none"> Any Fujitsu D22/D25 or DV15 flat panel package or display 	<ul style="list-style-type: none"> Any that apply — see TeamPoS 3000 Reference Bulletin 1220 	<ul style="list-style-type: none"> Any brand or model POS monitor or flat panel, DynaKey etc. 2x20 displays not included in offer

Check the Fine Print regarding the Mayday!Exchange offer below on Page 5.

POS Printers

Trade In Amount/PIN	For Purchase Of	Order Products/PINs:	Trade-In Requirements
\$50 per lane Order: MD5-P-50	<ul style="list-style-type: none"> Any Epson 6000 or TPG A776 package or printer 	<ul style="list-style-type: none"> Any that apply — see TeamPoS 3000 Reference Bulletin 1220 	<ul style="list-style-type: none"> Any brand or model POS receipt printer

Make sure you read the Fine Print regarding the Mayday!Exchange offer below.



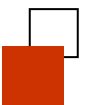
THE FINE PRINT

1. All Mayday!Exchange hardware must come from the *same ISS45, ScanMaster ~~or 2127~~ store* in which the new equipment will be installed.⁶ Equipment must have been complete and operating at the time of trade-in.
2. Mayday!Exchange qualifying products for purchase and for trade-in are limited to the products listed in the charts above.
3. Dealers are offered the standard POS hardware discount regardless of which components are offered.
4. Dealers may use the MayDay offers for peripherals (**printers, displays and scanner/scales**) if they are on the *same order* as the POS terminals being purchased under the MayDay!Exchange trade-in.
5. When ordering, Dealers must specify that the order is for Mayday!Exchange by including the correct Mayday!Exchange PIN as listed in the first column of the "[Mayday!Exchange Offers](#)" table above.
6. The correct amount will be automatically credited to the dealer's invoice based upon the Mayday!Exchange PINs ordered.
7. It is no longer required for the dealer to return the equipment physically to StoreNext. The dealer *must* return the **Mayday!Exchange Trade-In Confirmation** form, signed by the dealership principal owner once the existing equipment has been destroyed. All serial numbers of the destroyed equipment for credit must be provided. A copy of this form is provided at the end of this Bulletin and a Word version may be downloaded from the location of this Bulletin on the StoreNext Dealer Support Web site.
8. StoreNext will back-bill the dealer for the Mayday!Exchange credit PINs under the following conditions:
 - a. The Mayday!Exchange Confirmation Form (attached) is not received within 90 days of invoice for the replacement equipment.
 - b. The MayDay!Exchange equipment was not from the previous ISS45, ScanMaster or 2127 store in which the new Mayday!Exchange equipment has been installed.⁶
 - c. The equipment was not in commercial working order or incomplete.⁷
 - d. The Trade-In Confirmation form does not match the Mayday!Exchange order.
 - e. *According to Fujitsu, confirmations received after June 30, 2010 will not be considered.*
9. Any back-bills for Mayday!Exchange will be for (1) the amounts of the Mayday!Exchange PINs ordered plus (2) any differences in applicable discounts.
10. StoreNext will endeavor to ensure the fastest possible order turnaround. But note that for large Mayday!Exchange order/rollouts, standard lead times may not be available. Please request this information at time of order from StoreNext Order Entry.
11. StoreNext reserves the right to contact the store to confirm all Mayday!Exchange transactions.

⁶ StoreNext will consider any exceptions to this requirement (i.e., large rollout logistics pool etc.) *prior* to ordering only – contact your StoreNext Account Representative. The dealer must attach any resulting StoreNext Exception Form to the order in order to receive later credit.

⁷ Products must have been in complete condition. For example, TeamPoS 5000 slices missing motherboards, power supplies, disk drives, etc. are not eligible to receive the credit. Credit will not be given for products not listed in the trade-in chart above.

12. Mayday!Exchange is a limited time offer.
- a. StoreNext may withdraw this offer at any time.
 - b. When the offer is withdrawn, StoreNext will offer at least 30 days to enable the Dealer to complete and file all proposals in process and ship the products.
 - c. *Fujitsu has withdrawn support for this program until further notice for ship dates after May 30, 2010.*
 - d. *All trade-in confirmations must be complete and filed by June 30, 2010.*



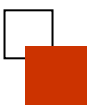
Questions and Answers (Note: some of the following Q&A does not apply given the suspension of the program described above.)

OBJECTIVES

- **Why is StoreNext doing Mayday!Exchange?** Many users will want to upgrade their ISS45, ScanMaster or 2127 stores with more powerful software and updated hardware with better productivity and shopper-service features. Mayday!Exchange makes it easier for the dealer to qualify stores for the Mayday!Exchange discounts and trade-ins.
- **What are the target stores?** ISS45 and ScanMaster dealers will want to make sure that the original store hardware – getting tougher to maintain and long written-off by now – is modernized to ensure continued user satisfaction, productivity and shopper service. In the case of the NCR 2127, it enables a dealer to add another ScanMaster or ISS45 system to their installed base.
- **Why give a Mayday on the Magellans? Aren't they priced well enough?** It's far better for a grocer to get the scanner/scales at the same time as the rest of the upgrade. Plus it saves the dealer extra cost for installation. But you know how customers are ... "let's see if I can get just one more year out of these old SPGs..." So the new trade-in of the Datalogic 8400s and 8500/8500XTs gives you a use-it-or-lose-it deal to put in front of them. And no one likes to lose an opportunity for something they know they'll have to do anyway.
- **Why is the trade-in amount double for buying the 8500 compared to the 8200?** Because the 8500 is such a great scanner with performance no one else can touch, it makes the whole front end work better. That means good references and happy cashiers. And that makes more sales. And that's worth giving the extra hundred bucks. Just go with us on this one.
- **How about the dealer? What do I get?** Of course the dealer has a great offer to bring to your installed base. Besides, it allows you to bring older (ISS45 V7 or ScanMaster V1 DOS especially) sites up to ISS45 WinPoS and StoreNext ScanMaster V2 so that dealers can "flat-line" their base with the same software as current releases.
- **I have some old terminals that I was going to use for parts, but this deal looks better. Can I trade those old terminals in and use them for Mayday too?** Sorry, Mayday!Exchange is limited to terminals in (1) current use in (2) the same store.
- **Do you really need new terminals to support WinPoS? Can't I just run Windows over the TeamPoS 5000 with OPC?** There has been discussion in the past about running certain versions of Windows over the OPC. There have been many problems, however, and StoreNext does not support the Windows-over-OPC configuration.
- **So then how about a goal of trading out every installed TeamPoS 5000 or old ScanMaster NCR PC-POS out there?** Yeah, that'd work.

DISCOUNTING AND COMMERCIAL TERMS

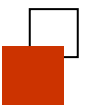
- **Clear up the percent discounting for me. I was skim reading and it went by kind of fast.** Use the standard terminal hardware discount for the terminal, printers and displays. Use the standard dealer net prices for the Magellan scanner/scales.
- **Is the new MayDay!Exchange really a better deal than the old one?** – If you fire up your calculator you'll see that the combination of (1) using the lower-priced packages instead of the raw slices, (2) the lower TeamPoS 3000/3600 pricing and (3) the new higher MayDay credits pushes your pricing down lower than the comparable program with the TeamPoS 2000s.



- *Even when I apply the “hardware discount” instead of the “full system discount”?* Yes, it’s still lower.
- *Do you really mean that I can get my credits up-front?* Yes – with the MayDay programs, dealers get their credits on the invoice, not at time of equipment return.
- *Instead of spending all that money to ship the equipment back to StoreNext, is there another way?* Yes – use the Mayday!Exchange Trade-In Confirmation Form instead as an affidavit that you have destroyed the equipment.
- *Do I really need to destroy the equipment?* Yes. Beyond all possible or practical repair.
- *Who do I send the form to?* Include it with your order to StoreNext Order Entry.
- *What do I have to put on the form?* The form needs to be completed with information about the store where the equipment was installed, and the serial numbers of the destroyed equipment. It needs to be signed by the dealership’s principal owner.
- *Wait – isn’t it a little hard to get the serial numbers when the controllers have already been destroyed?* Yes. After much thought and consideration, StoreNext now recommends that dealers destroy the equipment *after* recording the serial numbers.
- *Just out of curiosity, what happens if I don’t get around to filing the form?* No problem – StoreNext will just bill you back for the Mayday!Exchange credits.
- *What’s this back-billing thing again?* If the dealer doesn’t return the trade-in equipment then StoreNext will bill the dealer back for the trade-in credits.
- *Is that fair?* Since it’s exactly what the dealer would have paid for the same equipment under the same terms and conditions, it’s exactly fair to both parties. The dealer isn’t penalized for the change – the dealer is billed the appropriate amount either way.
- *How about the credits on printers or displays – can I trade those in by themselves?* The dealer can use MayDay on printers, displays, scanners and scales only if the POS terminals were provided under MayDay!Exchange.

CREDITS AND TRADING IN EQUIPMENT

- *Does StoreNext really want the trade-in hardware? There were deals in the past where the Dealer would just keep or dispose of the old equipment.* The dealer should just send in the Trade-In Confirmation form, not the equipment.
- *How do the credits work for the dealer?* The Mayday!Exchange credit PINs in the first column of the “[Mayday!Exchange Offers](#)” table above need to appear on the original dealer order. The amounts of those Mayday!Exchange credits are taken off the original dealer invoice
- *Isn’t that a change?* Yes – before Mayday!Exchange III, dealers didn’t get their credits until their returned hardware was approved. Now dealers get their credits up-front.
- *What happens if I don’t put the Mayday!Exchange PINs on my order?* Your order will be processed at standard terms and conditions, so you won’t get the credit.
- *Why does it have to be from the “same store”?* Providing credits for dumpsters full of scrap electronics that can be bought by the ton is not a StoreNext objective. The objective is to help a dealer upgrade grocers who using old hardware in their ISS45, ScanMaster and 2127 stores to upgrade.
- *What can I do with this hardware after it’s been crushed?* The Mariana Trench in the western Pacific Ocean encompasses an area of 68,376 square miles and is nearly 7 miles deep.



LEAD TIME

- ***I want to understand the lead-time issue. Can StoreNext deliver these quickly or not?*** Due to good Dealer forecasting, StoreNext is normally able to keep system lead times short for typical systems – this, since the nationwide run rate over a large number of Dealers follows the “law of averages” and is surprisingly consistent. Also, StoreNext is usually working with Dealers on proposals with large number of stores, so we know when spikes in the run rates are likely to occur.
- ***You didn't answer my question.*** Sorry – the difference with a trade-in like this is that a chain may decide to upgrade a large number of stores in a short time, or dealers could get a lot of hits from their installed base all at once – it's very difficult for StoreNext or the dealer to accurately forecast the timing of these components. So StoreNext will attempt to ship expeditiously, but with this type of partial-system upgrade, all attempts at forecasting are futile (we demonstrated this conclusively to ourselves last time around). So we will do our best to turn around fast, but can't give the same kind of turnaround commitments.
- ***You still didn't answer my question. So can you deliver fast or can't you?*** Ok, ok: small quantities, probably yes. For large quantities, probably no – assume 60 days. As soon as the inventory arrives or is available, StoreNext will want to ship this equipment, since the trade-in credits preclude the expense of holding all that inventory for you. Don't be surprised if we give you a call when your inventory is available and can ship.
- ***You say Mayday!Exchange is a “limited-time offer.” It's not going to end at the end of May or anything like that, is it?*** No, especially since it is already October at this writing.
- ***Well if it's not going to expire in May then why'd you call it what you did?*** This wasn't me – it was Bernard. Gluttons for punishment will find the explanation – or at least as much of an explanation as you ever get with a Bernard program – in the original Mayday!Exchange [Update Bulletin](#) from 2003.
- ***Will Dealers get any kind of notice before the program ends?*** Yes – StoreNext will provide dealers 30 days notice (Mayday! – Mayday!) to complete sales in process prior to end of program. Grocers considering this offer should be made aware – Mayday!Exchange is not perpetual.

