

PROGRAM

LaneHawk Program and Product Information Package

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Note: this Issue 16 releases the new LaneHawk 5000 iLCU, which provides a new dual-focus camera to better identify both close and distant items. Datalogic has changed the List/MRP prices on the LH5000 iLCU hardware and software, but NCR has been able to keep the same Channel Partner prices as before. Changes of significance are highlighted in **RED**.

NCR is very pleased to offer the LaneHawk system from Datalogic for the prevention of bottom-of-basket shrink. Items placed on the lower platforms of shopping baskets are frequently omitted from orders — resulting in “BOB loss” when shoppers get those items at no charge.

LaneHawk has been used for years by major chains to stop BOB loss, but it was never been practically available to independents until integrated with NCR channel products such as ENCOR, ISS45, ScanMaster and ACS. All LaneHawk orders – from Channel Partners from either the NCR or Retailix legacies – must be placed with Retailix Order Entry.



Here is a quick summary of the main selling messages for your accounts:

- **Bottom-of-Basket Shrink is expensive** — multiple studies from industry organizations such as FMI demonstrate that losses from BOB are about \$10 per lane per day, adding up to more than \$50,000 per year in a typical store.
- **LaneHawk stops almost all BOB loss** — studies prove that LaneHawk effectively stops 80%-90% of bottom-of-basket loss.
- **LaneHawk stops BOB before the loss** — LaneHawk **prevents** losses from taking place. In contrast, video security systems can be useful, but by the time the video is analyzed, the item and shopper are long gone, and the profits too.
- **LaneHawk has great ROI** — payback is only about 8 months, and it's a low-cost investment in times when shopper and cashier fraud is at its worst.
- **LaneHawk has been proved** — this is not a new/untried solution: more than 3,500 major-chain stores use LaneHawk to stop BOB in its tracks.
- **Stopping BOB is vital to loss-prevention** — although some BOB loss may be unintentional, but shoppers “forget” to point out major BOB items. Since intention can't be proved, it is impossible to limit or discourage this form of shoplifting.
- **BOB's a sweetheart too** — it's just as tough to prove that cashiers sweetheart by letting items go out the door unpaid at the bottom of the basket.
- **Other “solutions” don't work** — time and time again, it's demonstrated that adding mirrors or personnel, increasing training or redesigning aisles and carts have *no lasting effect* — or no effect at all — and sometimes even negative results.

No-Frills Summary

- BOB loss costs an 8-lane store about \$30,000 per year – probably even more in tough economic times.
- LaneHawk has been proved effective at stopping almost all BOB losses.
- LaneHawk stops BOB before the loss happens!
- With an all-in price of less than \$2,000 per lane, LaneHawk pays off in about 8-9 months.
- Other solutions don't work as well - or don't work at all.
- LaneHawk is available and installable with ISS45, ScanMaster and ACS today.

The following pages outline the LaneHawk solution and the NCR Channel Partner program for LaneHawk.

The Problem with “BOB”

Shoppers leave items on the bottom-of-basket, and these items are not scanned at checkout.

This can be because the shoppers truly forget, or are distracted. Or they can take the position that it’s not their job to make sure the cashiers do their jobs. Some customers even attempt to distract the cashier or hide BOB items in an attempt to maximize the chance that the cashiers won’t notice bottom-of-basket items.

And, of course, sweet-hearting is always with us: cashiers can collude and allow friends and family to leave without paying.

Part of the BOB problem is that it’s not easy to detect and it’s even tougher to prove. Whereas it’s straightforward to demonstrate intent with standard shoplifting (via pocketing of items), there are always plenty of shopper and/or cashier excuses why a bottom-of-basket item was omitted.

BOB IS EXPENSIVE TO PUT UP WITH

FMI’s 2009 study of shrink noted that grocers have seen an 80% increase in the last six months. Employee theft accounted for 31% of shrink, and while shoplifting was 41%. But the critical point is that 64% of shrink actually goes out the front of the store.

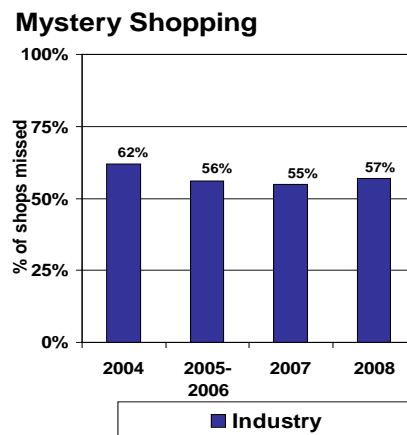
Especially in tough economic times when fraud increases, loss-prevention takes on a new focus, and LP measures can have a direct and significant impact on the bottom line. This is especially true because a small reduction in shrink can result in big savings.

Even prior to the current recession, BOB losses average \$10 per day per lane. In an 8-lane store, that’s about \$30,000 per year.

“Mystery Shopping” is one way to determine the depth of the BOB problem. Evolution Robotics carries on an extensive nationwide mystery shopping program to track the trends in bottom-of-basket behavior and BOB loss. Over the thousands of trials listed below, there has been a stable industry average of 58% of transactions where the mystery shoppers did not pay for the bottom-of-basket items simply by not bringing them to the attention of the cashier.

Specifically:

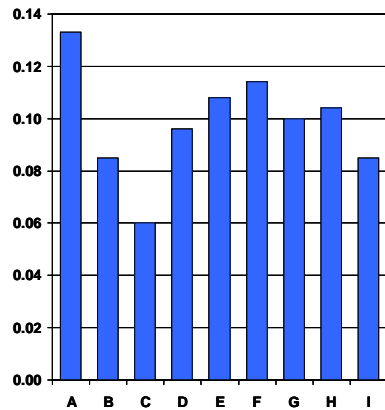
- 400 industry trials in 2004
- 735 industry trials in 2005-2006
- 836 industry trials in 2007
- 543 industry trials in 2008
- A major chain recently invited a study of 8 stores and 40 trials, showing that mystery shoppers were able to get 53% of BOB items through the stores’ checkstands by failing to bring the items to cashier attention.



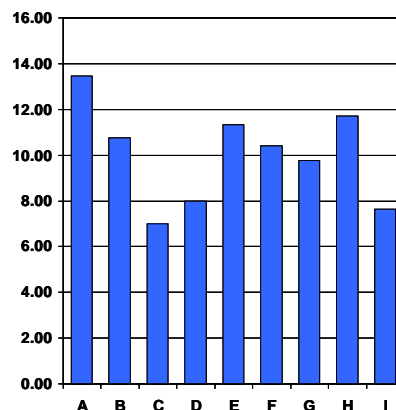
Extensive research indicates grocery retailers generally lose between 0.08%—0.12% of front-end sales — which comes out to \$9—\$12 per lane per day. LaneHawk has been proven to recover 80%—90% of BOB loss. The charts below show the results of several stores in one study showing the percent of sales loss

and the resulting payback times for those stores. Note that the higher the percent of sales, the faster the payback, and several of these stores will have much faster payback than the claimed 8-12 month period. ¹

BOB Loss as Percent of Sales



BOB Loss, \$ per Lane per Day



WHY DOES BOB KEEP HANGING AROUND?

It's because BOB items are frequently overlooked or forgotten at checkout. Many factors contribute to this problem:

- A long line of impatient shoppers rushes the checker
- Management pressures cashiers to increase throughput
- Cashiers are distracted (sometimes intentionally) by shoppers
- Shoppers try to make it difficult to check or see BOB items
- Sweet-hearting: cashiers collude with friends or family

In fact, data from the 2006 Supermarket Shrink Study, produced by the National Supermarket Research Group, indicates that cashier dishonesty and errors account for 32% of total in-store shrink.

BOB shrink is particularly hard on a store's margins since a single BOB item can often run \$10 or more – for example, a 12-pack of paper towels, a 26-pack of diapers or a large box of laundry detergent. Just a single loss per lane per day steals tens of thousands of dollars from each store's annual profits.



¹ Source: LaneHawk customers covering nine (9) Retail chains, 59 stores, 590 lanes, nearly 10,000 lane-days of data collection, over 80,000 analyzed BOB transactions and nearly 2,000,000+ total transactions.

Combating Bottom-of-Basket Shrink

WHAT'S BEEN TRIED

Many failed attempts have been made over the years to combat this problem, from cashier training, lane redesign and mirrors to revamped shopping carts, security video and infrared cart sensors.

One common problem with these efforts however, is that they don't integrate with the POS. They can't recognize what the BOB item is and link it to the item's UPC. That means that they can't ring up items before they're lost, they can't deter collusion, and they can't stop cashiers from ignoring that an item is on the bottom of the cart.

Training — you'd think that intense training of cashiers, signs, prompts and so forth would eliminate the problem. In fact, most operators will tell you that their training and cashier discipline are well above average and they don't have a bottom-of-basket problem.

- Unfortunately, these impressions are no more accurate than studies that show that 98% of all automobile drivers believe they are better than average.
- Although training can help somewhat in the short term, time pressures, lack of enforcement, other projects and high turnover quickly erode the results and the BOB losses return to high levels.
- In fact, even if such training were constantly refreshed and other management, operations and shopper service priorities were sacrificed to reduce BOB, the ongoing cost in time and labor to conduct and enforce the program would overtake the LaneHawk investment in the long run.

Additional personnel — many avenues have been attempted in this area, including required cart exchanges, additional baggers and door security.

- The problem with all of these is that they (1) are costly and (2) don't accomplish the results.
- One of the major issues is that the personnel and procedures are diverted in the busiest time - when BOB loss is most likely to occur (simply because everyone is so busy).
- The idea that baggers can watch for bottom-of-basket items is particularly ineffective: since baggers switch lanes and return, they have no way to know if the cashier has accounted for the item yet.
- Furthermore, the bagging corps is normally made up of the youngest, newest and most temporary staffers, who are the most unwilling to risk angering a shopper or crossing a cashier.
- Adding extra labor is an ongoing expense, and like extra training, will eventually overwhelm the one-time investment in a permanent technology solution that does its job automatically.

Cart redesign — some grocers have gone so far as to remove or block the bottom of the basket.

- Considering the shopping and purchase disadvantages of this move, all you need to do is think about why there is a bottom shelf to shopping baskets to begin with.
- Stacking the basket higher crushes lower items - especially if the next item is a 24-pack of something heavy.
- Shoppers can't put as many items in the basket, so they may buy less. Since there's no room, they tell themselves that they'll pick it up next time - but the next opportunity may well be a different store.
- Shoppers do not like being treated as if they cannot be trusted if bottom cart shelves are blocked or removed.

Mirrors, sensors and video — Mirrors may show some items, but only if the cashier has the same discipline to look as they would have to look over the counter to begin with.

- Sensors and IR readers continuously rate highly for false-positive reads.

- Video can be a useful analysis and LP tool, but BOB items can be missed and hidden — and long gone before anyone looks at the video.
- None of these tools can actually recognize the actual item and enter it into the order. Not only does LaneHawk stop BOB loss, but increases productivity since the cashier doesn't have to go around the counter to wrestle the item to the counter and scan it. This is also a cause of work-related injuries, which can be more costly for a grocer than even the BOB loss.



RFID — There are no current practical or economic solutions to use RFID.

The LaneHawk Solution

WHAT DOES LANEHAWK DO?

LaneHawk is a visual recognition system that identifies items without having to read the UPC code.

A smart camera, the iLCU, is flush-mounted in the checkout lane, continuously watching for items. When an item is detected its image is transmitted to the LaneHawk store controller, which uses advanced recognition technology to determine exactly which item (or multiple items) exist on the bottom-of-basket.

The UPC information for that item is provided to the POS terminal and the cashier is prompted to verify and accept the item into the order.

The cashier touches the screen to accept the item and completes the order normally. The POS has entered the item in the order — there is no need for the cashier to scan the item manually.

Since LaneHawk's advanced recognition technology can identify items even from fragmented views, multiple items can be recognized in the same BOB shelf. LaneHawk is also "smart" enough to recognize an item's brand or manufacturer from logos, packaging or partial views of an item. This information (for example, a Coca-Cola product) is provided to the cashier for action or verification. Similarly, there may be items that are covered or otherwise unrecognizable: LaneHawk also pops up a notice to the cashier in these cases too.

LANEHAWK SYSTEM COMPONENTS

The primary components of a LaneHawk system are:

- The Intelligent Lighting and Camera Unit (iLCU) — this item is normally flush-mounted in any type of checkstand. This all-in-one module "sees" BOB items and transmits them via Ethernet to the LaneHawk Controller. See the information about the improved LH5000 iLCU below.
- ILCU firmware operates in the iLCU to manage communications to the LaneHawk Controller as well as the front end of LaneHawk's recognition system.
- The LaneHawk Controller is a Linux-based PC that runs the BOS software as a "black box" and is typically located in an office area. Except for initial setup, the LaneHawk Controller box does not require a monitor or keyboard. The BOS software requires a Linux server or powerful high-end PC, with Datalogic recommending 2.5 - 3.5 GHz Core 2 Duo or Xeon CPU (depending on store size and volume) 4GB RAM and a 120 GB capacity disk drive. Dual network cards (one for the iLCU network and one for the POS network) are required for the PC to support the optional dual network configuration (see below) which is the typical configuration. NCR does not currently support the Windows server configuration for the BOS software, although some Datalogic documentation mentions it. Channel Partners must use the NCR-certified LaneHawk controller/server, currently 7952-0094-0007.
- Networking is required for the iLCUs to communicate to the LaneHawk controller. This network can be configured as a separate network or can use the POS network to communicate. If the POS network is

used, the network should have at least 100MBPS speed to handle the large data packages communicated by LaneHawk. For large stores, LaneHawk recommends that a dual network be used.

- The LaneHawk controller runs the "BOS" (software) which uses patented technology to match items in its database with the live video feeds from the lanes.
- LaneHawk uses a set of "model" to match the video image to LaneHawk's item database. LaneHawk does not store pictures of items for matching. Instead, it stores the critical "fingerprints" of each specific item that set it apart from other items and even items from the same manufacturer with similar packaging. Modelsets are updated several times per year to respond to new items and packaging changes from the consumer products companies.
- The LaneHawk "Adapter" is software that interfaces the LaneHawk system to the POS system. Adapters are now available for ScanMaster V2 and ISS45 V7 and ISS45 V8. See the current version of the "LaneHawk POS Integration Details" technical bulletin on the NCR Solution Provider Support website for details on capabilities and the LaneHawk RoadMap for ISS45 V8, V7, ScanMaster V2 and the LaneHawk software.
- LaneHawk is preferably used with touch-screen implementations of ISS45 or ScanMaster. Keyboard-only implementations without touch screens may be supported depending upon the software version and keyboard type and connection. See the current issue of the "LaneHawk POS Integration Details" technical bulletin on the NCR Solution Provider Support website.
- LaneHawk Local Reports are included with the BOS software and BOS SMS. These reports are for the installed store only, and accessible from the in-store LaneHawk controller.
- In addition, Datalogic may offer Reports-as-a-Service (RaaS) to provide expanded reporting, consolidation, data filtration and other features including system monitoring and software management. Datalogic RaaS automatically collects data from the BOS system, and reports are e-mailed to the users. [Note: RaaS is offered selectively and upon Datalogic approval only.]
 - Customers interested in RaaS (usually operators with at least 5-10 stores) contract directly with Datalogic to provide the service, although Channel Partners and NCR may be called upon for invoicing and collections. Subscription prices are negotiated between the user and Datalogic, but when approved, Channel Partners will normally receive a share approximating 20%.
 - Note! The RaaS subscription price covers **additional** service and value **above and beyond** the standard in-store reporting. This is why discounts are not provided on the BOS Software or maintenance as a result of RaaS subscriptions.
- Datalogic also offers enhanced reporting using the LaneHawk Enterprise Manager. LHEM is an enterprise-level application which provides expanded reporting and consolidation, makes customized reporting available, and includes system monitoring and software management. LHEM is sold and implemented directly by Datalogic.
 - The end-user must have an IT department and sophisticated internal HQ resources to operate LHEM successfully.
 - Approximate pricing for LHEM licenses and implementation services for a 20-store grocery chain is in the area of \$25,000, which includes one-time-license fees of about \$1,000 per store and \$5,000 of up-front professional services. LHEM bears a \$120 annual per-store SMS charge, which will be billed directly to the end user by Datalogic/LaneHawk. Additional SMS from Datalogic may also apply. Channel Partners will typically receive a 10% Sales Participation Fee on LHEM licenses sold to the dealers' LaneHawk users.
 - The price for LHEM covers the **additional** service and value **above and beyond** the standard in-store reporting. This is why discounts are not provided on the BOS Software or maintenance as a result of LHEM purchases.

LANEHAWK LH5000 ILCU

- The LH4000 provides a new dual-range camera unit that provides better and faster identification of close-range and farther-range products.
- The LaneHawk 5000 iLCU is fully plug-compatible, software-compatible and cutout/mounting-compatible with the previous LaneHawk 4000 version. The same power supply, cables and accessories are used.
- The LaneHawk 5000 has replaced the LH4000, which has been withdrawn and is no longer orderable.
- A single version/release/item is now provided, replacing the multiple LH4000 versions previously listed.
- New PINs for the LaneHawk iLCU, Channel Partner demo/lab, customer lab/training and dealer spares have been created to represent the new LH4000 iLCU product.
- A simpler Ease of Care offering provides an extended hardware warranty with expedited 5-day turnaround. A single item for the annual fee can be ordered in multiples or renewals as desired.

LANEHAWK LH4000 ILCU

This item has been withdrawn, but for information purposes, the following points indicate the improvements made in the LH4000 release (and still present in the LaneHawk 5000) compared to earlier versions.

- Improved lighting panel with the light focused on the bottom-of-basket ("BOB") area and a reduction of light visible to the shopper
- New imager with higher resolving power
- Better imager depth-of-field for closer-farther sharpness and improved clarity and recognition
- Smaller size, using a slightly smaller cutout - spacer kit available for mounting compatibility with previous Gen3 or Gen3.5 iLCUs
- Power Over Ethernet ("POE") support, eliminating the separate power supply (optional)
- Now orderable in multiple configurations, including with/without spacer kit and/or separate power supply
- Easier software/firmware updating
- Improved installation method, reducing Channel Partner setup time in all checkstand types
- Improved physical shielding and sealing of the iLCU and connectors, better protecting against spillage and debris
- The mean time between failures (MTBF) has been increased dramatically, now more than fifteen (15) years, assuming a 100% duty cycle at 104°F ambient temperature, or more than 22 years at 68°F
- The higher MTBF and lower extended warranty costs have reduced the recommended hardware maintenance charges from \$148 per year to \$80 per year, further improving ROI.

LANEHAWK COMPATIBILITY

- One version of the LH4000 or LH5000 replaces the US and Canada etc. international iLCU versions: All previous iLCU models are replaced by the single new LH4000 LH5000 unit.
- The LH4000 and LH5000 are backwards-compatible with the current/previous LaneHawk Back Office Software (BOS) and Modelsets, as well as the current POS integration and interface. No changes are required in the POS or other software to operate the LH4000 or LH5000.
- The LH4000 or LH5000 and previous iLCU versions can operate simultaneously in the same store.
- The LH4000 and LH5000 use the same power supply and cable, supplied with every unit. The new power supply and cable are backwards compatible with all previous iLCUs sold by NCR.

- The checkstand cutout of the LH4000/LH5000 is slightly smaller, and requires a different template than previous Gen3 and Gen3.5 models for an ideal fit. A new cutout template usable for both wood and metal checkstands is available for the LH4000.
- Datalogic has released a filler/insert spacer kit that enables an LH4000 or LH5000 to fit into the slightly larger checkstand opening cut for the previous Gen3 or Gen3.5 iLCU.
- A revised cover plate is planned for the checkstand cutout opening of a LaneHawk LH4000 or LH5000 iLCU. This item would be used to cover the cutout hole in a checkstand in place of an absent iLCU. The new cover will be slightly smaller than the cover plate used for the Gen3 and Gen3.5 openings.

HOW DOES LANEHAWK'S ITEM RECOGNITION WORK?

The LaneHawk recognition software matches its knowledge about the appearance and packaging of a product with the video image.

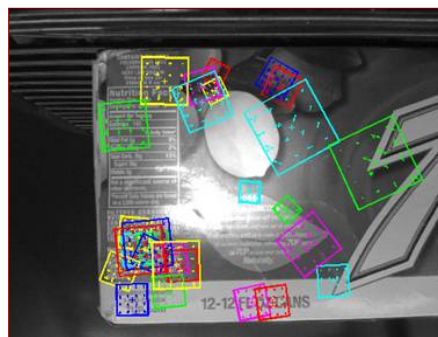
Datalogic creates a continuous stream of "Models" — this visual and packaging. When a new item is released or packaging is changed, Datalogic analyzes the product and creates the model for the product — a "constellation of fingerprints" — that form the unique identity of an item, based on features of the packaging. For example, recognizable and unique packaging features are identified in terms of:

- Scale
- Orientation
- Illumination factors
- Textures
- Invariant features



Each package feature therefore acquires a unique "fingerprint" based on the feature itself and its surroundings. The complete set of such fingerprints for an item are then associated with that specific item, and it becomes part of the "Modelset" which is stored in the LaneHawk Controller in the store.

When the iLCU camera transmits a video image of a bottom-of-basket item to the Controller, that controller analyzes the image for recognizable features in the image, analyzing the image also for the many possible orientations, scale, lighting and rotations in which the item may be positioned on the bottom-of-basket. The statistical and mathematical analysis enables LaneHawk to match items with extreme accuracy and reliability, even if only a small portion of the item is visible to the iLCU. For example, the partial image below is enough for a 100% reliable absolute match in real time against the original model constructed from this analysis in the photo below:



In the actual lane and bottom of the shopping cart, LaneHawk can apply that recognition to several items and alert the cashier to accept all of them in the order in the photo below:



RECOGNITION RELIABILITY

False positives - such alerts when none would be appropriate are a typical problem in recognition systems. LaneHawk's recognitions are especially reliable because the system is trained on only the items it should recognize. The critical methods are:

- Since item recognition is based on matching the product's feature points, LaneHawk does not need to see entire product to make the match
- Partially blocked items can be recognized
- LaneHawk is capable of recognizing multiple items
- Model matching is not based on color, size or other confusable parameters

This enables LaneHawk to virtually eliminate false alarms for personal items like handbags, backpacks and umbrellas.

If a BOB item is not in the LaneHawk Modelset database, LaneHawk's general item detection function will let you know that there are unrecognized packaged goods under the cart.

HARDWARE RELIABILITY

The LaneHawk Controller is a standard PC – a high-performance unit is required. Reliability for the LaneHawk controller will simply be that of the PC that is selected. However, since keyboards and monitors are not required for day-to-day use of the LaneHawk Controller, maintenance requirements for the LaneHawk Controller will be lower than that of a standard PC workstation.

The LaneHawk LH4000 iLCU, one of which is mounted in each lane is an extremely reliable device, with a mean time between failures (MTBF) of more than fifteen (15) years, assuming a 100% duty cycle and 40°C (104°F) ambient temperature. At a lower 20°C (68°F), MTBF increases to more than 22 years. Duty cycles less than 100% further increase MTBF.

WHERE IS LANEHAWK USED?

LaneHawk is installed at such major grocery retailers as Kroger, SuperValu, Pathmark, A&P, Giant Eagle, Shoppers and Cub foods. Hundreds of successful LaneHawk systems have been installed by NCR Channel Partners.

LaneHawk Benefits and ROI

LaneHawk Benefits

LaneHawk is already in use by major chain grocers since the solution provides such an economical and practical approach to BOB loss prevention. LaneHawk solves the bottom-of-basket problem in a way that other products cannot by inserting BOB items automatically as part of the transaction. LaneHawk reduces shrink, increases revenue and is designed to pay for itself in independent grocers and regional chains in about eight or nine short months.

Furthermore, LaneHawk operates automatically with almost no training or operations impact on the store, clerk or management personnel. Unlike most security or loss-prevention initiatives, LaneHawk requires no complex rules to remember, no ongoing training and no changes for counters, baskets, policies or procedures.

By taking advantage of the LaneHawk solution, you can realize important business benefits including:

REDUCED SHRINK AND RAPID ROI

Helps boost per lane, per day profits by up to 10%, leading to a quick return on investment (ROI).

TIGHTER BUSINESS CONTROLS

LaneHawk captures transaction data and BOB images to enable thorough reporting on what is going through the checkout lanes under the cart. This reporting allows you to quantify your BOB savings with real data, and provides an audit trail to deter collusion and “sweet-hearting,” so you can hold your cashiers accountable.

INTEGRATION WITH YOUR POS SYSTEM IN REAL TIME

No other bottom-of-basket solution is able to recognize a BOB item and make it part of the order just as if the clerk had scanned it along with the other items in the transaction. This ensures that you get paid for your BOB items — and they don't become losses out the front door.

IMPROVED CHECKOUT LANE PRODUCTIVITY

LaneHawk speeds checkout by eliminating time-consuming activities normally required for BOB items. Cashiers don't have to go around to the shopper side of the counter and wrestle large and heavy items out of the bottom-of-basket and then scan them manually. LaneHawk thus reduces the risk of workplace injuries, and your staff will appreciate the automation while preventing losses and workman's compensation costs.

NO WORKFLOW DOWNSIDES

LaneHawk makes sure it always operates within your normal transaction workflow and scanning rhythm. That's because LaneHawk doesn't interrupt cashiers, instead waiting until they're ready to process the BOB items. The result is that BOB items are included but never at the cost of productivity.

IMPROVED SHOPPER SERVICE

Remember that in study after study, more than half the “mystery shoppers” are successful getting bottom-of-basket products out the door unnoticed! So “customers” hoping for zero-dollar 24 packs of beer or a free case of Chardonnay will probably not appreciate LaneHawk very much — it's a good thing that grocers aren't in the business of satisfying those wishes.

However, all the other shoppers will appreciate the faster checkout. With the possible exception a printer roll paper change, there's nothing like waiting for someone else's 50-pound bag of dog food to be extricated from the bottom-of-basket. Unless it's waiting for the assistant manager to do it because of the cashier's back problem — from dragging out those four flats of bottled water yesterday.

IMPROVED STORE OPERATIONS AND MORALE

If there's one thing the loss-prevention business has proved it's that store employees do not like working in a poorly-managed operation. Most employees are basically honest and do not join a company expecting to create their own shrink; and they don't like seeing it go on around them. No one wants to work for a schlock outfit.

This is why loss-prevention systems improve employee morale. If the boss cares what's going on and the bad apples get frustrated and quit, employees feel better about their jobs and work more positively.

But heavy-handed oversight that treats every employee as a potential criminal has the opposite effect. In fact, there's a syndrome where this treatment creates so much enmity between management and staff that it becomes a war to see how much can be got away with.

But LaneHawk brings positive elements to the workplace. Cashiers enjoy using such powerful and inventive technology, especially if their training focuses on how much it improves services, simplifies the job and protects the cashier's health.

ROI and Payback

The LaneHawk decision is normally made based on the expected return on investment. Given the extreme cost of bottom-of-basket shrink, the returns from installing LaneHawk are outstanding.

Although all of the LaneHawk benefits in the above section also have a financial return, these benefits are usually very difficult to calculate and verify. They should not be omitted from the analysis of LaneHawk benefits, but it is unlikely that the assumptions and numbers underlying a financial case for many of them will be accepted. So in the ROI section of a LaneHawk proposal it is probably wise to focus on the "hard" benefits of BOB loss-reductions that are easy to calculate and understand.

NCR has put together a sophisticated but easy-to-understand ROI calculation sheet that automatically pulls its numbers from the Channel Partner's LaneHawk Pricing Sheet. Some key considerations and assumptions are explained below.

ROI CALCULATION ASSUMPTIONS

The single most critical factor of the BOB-loss selling model is the establishment of the typical shrink from bottom-of-basket losses. Here, it's recommended that Channel Partners work from the "\$10-\$12 per-lane-per-day" baseline figure instead of the more difficult BOB-shrink percentages. Doing it this way, you will have three primary elements in your favor:

1. The \$10-\$12 number is believable to start with. It's as little as one item per lane per day - extremely credible, even for managers who likely feel that "all our checkers are above average." (On the contrary, it's much more difficult for a decision-maker to visualize bottom-of-basket losses of .0008 versus .0014 as a percent of sales.)
2. It's been authenticated in study after study. Point to the "mystery shopper" data, where more than half the time the shopper's bottom-of-basket items are given away unless the shopper points them out.

- The Datalogic studies also show that LaneHawk always captures more than 80% of previous BOB losses, and frequently captures more than 90%. The fact that you can adjust this percentage to worst-case, best-case and typical case provides the grocer some critical variations and control over the outcome.

It's extremely important to understand that the \$10-\$12/lane/day figure is an average number over the entire store over an extended period of time, including busy days and periods, slow times, and most important, averaging over all lanes, not just the open lanes at any particular time. For example, an 8-lane store will average \$80-\$96 in BOB loss over the entire store – not just the open lanes. That grocer may argue that the store seldom opens two of those lanes, so the \$10-\$12 loss per lane would only apply to only 6 of the 8 lanes, thereby lowering the BOB-loss estimates. But this is not correct — those closed lanes are already figured into the \$10-\$12 averages.

LANEHAWK SYSTEM PRICING WORKSHEET

The ROI analysis pulls its data from the LaneHawk System Pricing worksheet tab: simply enter the number of lanes and confirm your pricing and discount levels for the various system components. (Default configurations and pricing are provided for an 8-lane store.) Then click over to the "LaneHawk ROI" tab for the results.

LANEHAWK ROI CALCULATOR SHEET - ASSUMPTIONS

At the top of the sheet the green area spells out the assumptions pulled over from the Pricing worksheet as well as options for the percent of BOB losses LaneHawk will recover (default of 85%) the number of years over which the analysis will be conducted (default of 5) and a basic interest rate percentage (10% default) for the cost of capital.

The default pricing expectations for an 8-lane store have been used. This chart matches the Pricing chart in the LaneHawk Pricing and ROI spreadsheet.

LaneHawk System Pricing								
Item	QTY	Customer Discount	List Price Each	Net Price Each	Total Acquisition Price	Annual Maintenance		
						Each	Total	
Number of Lanes:	8	10%						
LaneHawk Controller PC:	1	10%	\$ 704	\$ 634	\$ 634	\$ 255	\$ 255	
BOS Software:	1	10%	\$ 2,130	\$ 1,917	\$ 1,917	\$ 344	\$ 344	
iCLU Hardware (extended depot):	8	10%	\$ 975	\$ 878	\$ 7,020	\$ 75	\$ 600	
iCLU Software:	8	10%	\$ 495	\$ 446	\$ 3,564	\$ 83	\$ 664	
POS Adapter:	1	10%	\$ 995	\$ 896	\$ 896	\$ -	\$ -	
Programming, Installation and Training:	8	0%	\$ 200	\$ 200	\$ 1,600	\$ -	\$ -	
Custom Wiring:	0	0%	\$ -	\$ -	\$ -			
Total:					\$ 15,630		\$ 1,863	
Total Per Lane:					\$ 1,954		\$ 233	

The ROI worksheet calculates five key measures in order of financial complexity discussed below.

PAYBACK ANALYSIS

By comparing the initial investment and recurring costs to the net BOB savings, this table provides a simple cash-on-cash calculation of how long it will take for the grocer to pay off the LaneHawk investment. Given the standard pricing of \$1,954/lane in an 8-lane store, the grocer will recover their initial investment in about eight (8) months.

Payback Analysis	Per Day	Per Week	Per Month	Per Year	Notes
Total BOB Loss per Lane:	\$ 10.00	\$ 70	\$ 304	\$ 3,650	(per Assumptions)
Total BOB Loss per Store:	\$ 80.00	\$ 560	\$ 2,433	\$ 29,200	(per Assumptions)
Recovery Rate:	85%	85%	85%	85%	(per Assumptions)
BOB Loss Recovered by LaneHawk:	\$ 68	\$ 476	\$ 2,068	\$ 24,820	(first year total savings)
First-Year Total Costs:				\$ 17,493	(purchase and recurring cost)
Payback Period:	257 Days	37 Weeks	8.5 Months	0.7 Years	

PAYBACK — DAILY SAVINGS TO DRIVE PAYBACK

Some owners think a different way and want to know how much their daily savings needs to be to make sure that the system will pay off within one (1) year. This table in the ROI sheet makes that calculation.

Payback — Daily Savings to Drive Payback	Year 1 Cost	Cost/Day	Lanes	Per Lane/Day	Notes
Daily Savings Required for a 12-Month Payback:	\$ 17,027.35	\$ 46.65	8	\$ 5.83	(Initial cost + 9 months maint.)
<i>(In other words, the store needs to save only \$5.83 per day per lane for the system to pay off in 12 months, including maintenance cost.)</i>					

This table shows that the store needs to save only \$5.83 per lane per day — that's less than a single BOB item per day — to ensure a 12-month payback.

TOTAL COST OF OWNERSHIP AND SIMPLE CASH ANALYSIS

Customers often want to understand their total cost of ownership (TCO) over several years, including the initial investment and the recurring costs.

Total Cost of Ownership: Simple Cash Analysis	Total Cost of Ownership if Taken Over a Period of:				
	1 Year	2 Years	3 Years	4 Years	5 Years
Initial Acquisition Cost (per Pricing worksheet):	\$ 15,630	\$ 15,630	\$ 15,630	\$ 15,630	\$ 15,630
Annual Recurring Cost (per Pricing worksheet):	\$ 1,863	\$ 1,863	\$ 3,726	\$ 5,589	\$ 9,315
Total Cost of Ownership:	\$ 17,493	\$ 19,356	\$ 21,219	\$ 23,082	\$ 24,945
Annual Savings (per Payback table):	\$ 24,820	\$ 24,820	\$ 49,640	\$ 74,460	\$ 124,100
Simple Cash Return on Investment:	142%	256%	351%	430%	497%

This table therefore calculates the stores TCO over five different time periods (one year, two years ... five years). Then the chart then provides a "simple" cash-on-cash percentage return on investment for each of those time periods. For example, if the customer wants to look at the percentage ROI over three (3) years, the chart shows that the TCO over that period (\$21,219) compared to the total annual savings (\$74,460) provides a **351% (!) return** on investment.

TOTAL COST OF OWNERSHIP USING AMORTIZATION

Some prospects will want to see a more sophisticated analysis using time-series data that takes capital costs into account. This analysis is performed over a number of years (in this example the default of 5 that is selected in the Assumptions section) and uses the cost of capital to amortize the initial purchase over that number of years to calculate an equal investment per year. This is similar to a mortgage or lease calculation that annualizes a single purchase over several years depending upon an interest rate.

Total Cost of Ownership, 5-Year Amortization	Value	Notes
Cost of Capital:	10%	(from Assumptions above)
5-Year Annual Amortized Cost:	\$ 3,748	
Ongoing Annual Expense:	\$ 1,863	(per Pricing worksheet)
Total Cost Annual Cost of Ownership (amortized):	\$ 5,611	(amortized over 5 years)

ANNUAL RETURN ON INVESTMENT

The annualized cost is then added to the recurring costs and compared to the annual savings from BOB-loss prevention. Using the default store and assumptions, the store spends \$5,611 per year spread out over the five years, but saves a whopping \$24,820, resulting in an equally **whopping ROI of 442%**.

Annual Return on Investment (ROI)	Value	Notes
Annual Savings from BOB Loss:	\$ 24,820	(per Payback Analysis table above)
Annual Cost of Ownership:	\$ 5,611	(uses Amortized Total Annual Cost of Ownership table above)
Percentage Return on Investment:	442%	(over 5 years as per assumptions above)

Note that there's only one figure: it's the same for every year since all the costs and returns have been equally annualized so that every year will have the same results.

NET PRESENT VALUE ANALYSIS (NPV)

This NPV analysis calculates the net total value of a LaneHawk investment assuming all the costs and returns over time, but discounting future returns and costs by the cost-of-capital percentage to provide that value in today's terms. For example, since a dollar today (\$1.00) is worth more than getting a dollar a year from now (\$0.90 assuming a 10% interest rate), the NPV analysis discounts and compounds all the costs and savings back to today's value given that interest rate. This is a very useful and compelling analysis since it shows a customer exactly how much value this investment will provide over several years, with all the puts and takes reduced to current dollar terms.

The Net Present Value below factors in the purchase price (subtracts from the total NPV), the annual savings (adds to the NPV) and the recurring costs (subtracts from the NPV):

Net Present Value Analysis	Value	Notes
Initial Investment:	\$ (15,630)	(per Pricing worksheet)
Annual Savings:	\$ 24,820	(per Payback Analysis table above)
Annual Recurring Cost:	\$ (1,863)	(per Pricing worksheet)
Number of Periods/Years:	5	(from Assumptions above)
Annual Cost of Capital:	10%	(from Assumptions above)
Net Present Value:	\$71,395	(value of the stream of savings and expenses discounted back to today)

Here's how you interpret this: The bottom line says that investing in LaneHawk today is **the same as writing yourself a check for \$71,395**.

That's a very compelling proposition.

The NCR LaneHawk Channel Partner Program

Channel Partner Eligibility and Qualifications

All NCR Channel Partners are eligible to qualify and participate in the LaneHawk program. NCR hopes that all POS Channel Partners will participate in this program.

- Channel Partners must become Authorized for LaneHawk sales via attendance at a Web-based start-up session or dealership start-up session by NCR and/or Datalogic. At least one Channel Partner salesperson is required to have attended this LaneHawk session.
- NCR will ship LaneHawk products only to Channel Partners that have qualified for service and support via completion of the (1) installation and service and (2) support Webinars described in the education section below.
- Channel Partners must purchase a demonstration LaneHawk unit and at least one spare LaneHawk iLCU (see configuration and pricing section below).

Channel Partner Revenue from LaneHawk

In general, LaneHawk is priced and discounted to Channel Partners to enable an all-in sale at approximately \$1,850 per lane net end-user price. This price would include all components and PIT but is exclusive of any additional wiring requirements. Customer discounts are at Channel Partner discretion but the \$1,850 figure assumes a 10% customer discount against list prices of the purchased components.

ORDERING

All LaneHawk products must be ordered from the NCR Order Entry desk at ChannelPartnerQuestions.NCRRetail@ncr.com.

(Do not order these items from ScanSource since they will not be recognized.)

LANEHAWK PRODUCTS AND REVENUE FROM INITIAL SALE

Channel Partners sell the following acquisition components of a LaneHawk installation. See the pricing pages for current MRP/List Price and Channel Partner discounts and net prices:

The LaneHawk Controller - this needs to be a NCR LaneHawk-certified PC, which is the only PC that NCR supports for LaneHawk. The new LaneHawk PC provides 4GB RAM, a fast solid-state drive for performance and reliability, an additional Network Interface Card (NIC) for the LaneHawk dual-network topology, and it ships without the surplus cost of the unnecessary Windows operating system.

- **The iLCU Hardware** — an iLCU (intelligent lighting and camera unit) is required for each lane.
- **The iLCU Software** — this software/firmware operates in the iLCU.
- **BOS software** — this is the LaneHawk controller software.
- **The NCR Adapter** — this is the interface to ENCOR, ISS45, ScanMaster, ACS-IR etc.
- **Programming, installation and training** — this must be provided by the Channel Partner in order to participate in the NCR LaneHawk program.
- **Wiring** — the LaneHawk Controller must communicate to the iLCUs via Ethernet cabling. Users with smaller stores may elect to piggyback on the existing POS network making sure that 100MBPS components are used - this may save some installation cost. A second NIC is included in the NCR LaneHawk controller, however, for this purpose. Channel Partners can provide wiring services or the

store may subcontract them. Wiring costs may be negligible or significant and may vary widely according to the store size, age and layout. Mini-hubs or cabling multiplexers may also be available. With so much variation possible, wiring costs are accordingly not included in NCR's pricing analysis.

LANEHAWK RECURRING REVENUE

In addition to the acquisition components, there are ongoing payments directly to the Channel Partner for the partner's services, and also a SMS components payable from the Channel Partner to NCR LaneHawk to cover SMS, Modelset updates and iLCU hardware parts.

- The Channel Partner's service and support charges, regardless of the estimates below or recommended MSRP in the pricing table, are at the Channel Partner's discretion.
- LaneHawk Controller hardware maintenance - this PC hardware service is priced at Channel Partner discretion.
- ILCU Hardware maintenance - there are two components to iLCU hardware maintenance: parts and service.
 - Extended hardware maintenance/warranty is optional for the LH5000 and LH4000.
 - With the current LH5000 or earlier LH4000 version iLCUs, Channel Partners may choose whether or not to purchase extended warranty services to fund depot maintenance. MRP for the extended hardware maintenance warranty on the LH5000 is \$75 per year per iLCU (currently \$35 dealer net). There are no other hardware maintenance fees for the LaneHawk 5000 model.
 - ILCU hardware maintenance is charged for all Gen3 and Gen3.5 units in customer sites including customer labs. Hardware maintenance is not optional for Gen3 and Gen3.5.
 - The Parts maintenance cost for the Gen3 and Gen3.5 iLCU models is covered via a hardware maintenance charge where the partner is invoiced \$16 per iLCU per quarter (\$64 per year). Channel Partners will normally mark this up and charge the end user the LaneHawk MSRP hardware maintenance of \$88 per year. Again, this hardware maintenance is mandatory only on Gen3 and Gen3.5 iLCUs.
 - iLCU hardware maintenance is **not** charged for Channel Partner lab/demo units or spares regardless of iLCU model.
- ILCU Software maintenance:
 - The LH5000 iLCU software SMS from NCR is covered by Channel Partner SMS being invoiced at \$8 per iLCU per quarter (\$32/year), and marked up to an assumed MRP of \$83.45 (no kidding) per lane per year to the end user according to Datalogic's pricing.
 - The Gen3 and Gen3.5 iLCU software SMS from NCR is covered by Channel Partner SMS being invoiced at \$8 per lane per quarter (\$32/year), and marked up to an assumed MRP of \$70/lane/year to the end user.
 - ILCU software maintenance will not be charged for iLCUs in customer labs, nor for Channel Partner demo/lab use or Channel Partner spares inventory.
- BOS Software SMS and Modelset Updates: The MRP for end-user SMS for these services has been established at \$344 per store. NCR will invoice Channel Partners \$65/quarter/store via the standard SMS mechanism (\$260/year/store). Modelset updates are normally available 3-4 times per year, and can be installed via remote access or during store visits for other purposes. Channel Partners need to consider the cost of providing this service above and beyond the Product Support services outlined above.
 - BOS/Modelset SMS will not be charged for customer labs or for Channel Partner lab/demo setups.

Channel Partner LaneHawk Resources

SALES SUPPORT

Datalogic and NCR will support a limited number of initial Channel Partner visits and prospect meetings, normally including a Datalogic representative. These sessions will normally be scheduled at the Channel Partner's office, and provide product and sales information. If possible, these should be timed to correspond with at least one customer/prospect proposal and meeting. Please contact your NCR representative to get the ball rolling.

- NCR's account representatives will be familiar with LaneHawk and the LaneHawk business proposition and will support Channel Partners' efforts, but they are not responsible for customer proposals, presentations or campaign management.
- NCR's pre-sales support will be available from our field consulting staff.

SOFTWARE SUPPORT

Channel Partners provide Level 1/Level 2 software and system support to the end-users.

- NCR provides Level 3 and Level 4 software support to Channel Partners via the standard NCR 800 support telephone line. Depending upon the situation, NCR may engage Datalogic for Level 4 (development) support as required, but Channel Partners should not call Datalogic directly for software support issues.
- Modelsets and software updates are provided to dealers via the NCR Solution Provider Support website. Channel Partners should anticipate approximately 3-4 Modelset updates per year.
- Software maintenance and support for the BOS and iLCU software is handled via the standard NCR SMS mechanism. Channel Partners will not be invoiced for SMS or hardware parts cost until the end of the quarter after the LaneHawk system was shipped.

HARDWARE SERVICE AND SUPPORT

The LaneHawk iLCU hardware is supported directly by Datalogic to the Channel Partner.

- Out-of-box failures - Early failures (within the first 30 days of actual ship date) will be handled urgently. A replacement iLCU will be shipped via air if the call arrives before noon, otherwise it will more likely ship next day. (In the unlikely event of no replacement being available, Datalogic will pay for overnight return and expedited 1-2 day repair turnaround.)
- Standard Factory Warranty — The LH5000 iLCU is provided with a 90-day initial hardware depot warranty, providing 10-day turnaround. Previous LH4000, Gen3 and Gen3.5 iLCU models were also provided with this warranty.
- Extended Warranty and Hardware Maintenance - An extended depot warranty can be purchased for the LH5000. Pricing is per year, and the item is ordered at time of purchase. One-year renewals using the same line item and price are available to continue the warranty ongoing (so long as warranty service will be available for the duration of that warranty).
 - Extended warranties for the LH5000 are ordered via the standard purchase order mechanism to NCR Order Entry. Hardware maintenance will not otherwise be charged for the LaneHawk 5000.
 - The extended warranty upgrades the initial 90-day warranty to 5-day turnaround and "wraps" the initial 90-day warranty so that the extended warranty expires on the anniversary of the LH5000's original ship date.
 - Extended warranty renewals are available one year at a time, and can be purchased in the final 90 days of an existing extended one-year, three-year, or previous renewal warranty. The renewal will be dated to match end-to-end with the earlier extended warranty so there will be no gap in the service.

- A warranty renewal is not available after the previous warranty has expired: warranty coverage must be continuous (no gaps) for a warranty renewal to be available. Datalogic will attempt to contact the Channel Partner with a reminder notice to purchase renewals at the start of the 90-day renewal purchase window - Channel Partners are advised to be proactive, however, and track dates of required renewals internally.
- All warranty eligibility is tracked by the iLCU serial number. When ordering a warranty renewal from NCR, the applicable serial numbers MUST be provided on the purchase order to NCR.
- The Channel Partner pays for the RMA shipping to Datalogic, and Datalogic pays for return ground shipping.
- See the Datalogic "Ease of Maintenance" description on the LaneHawk Page of the NCR Channel Partner Website for all details, terms and conditions.
- LaneHawk Gen3 and Gen3.5 Hardware Maintenance - Parts maintenance (extended warranty) for these models is covered via a hardware maintenance charge whereby the partner is invoiced \$16 per iLCU per quarter (\$64 per year).
 - For these Gen3 and Gen3.5 models, this hardware maintenance is mandatory for all LaneHawk sites.
 - The extended warranty option described above for the LH4000 is not available for the Gen3 and Gen3.5 model iLCUs.
- Repair - iLCU repairs are carried out via whole-unit only.
 - Channel Partners should replace failed iLCUs with units from the dealer's iLCU spares inventory (see the sections regarding Demonstration, Lab and Spare Equipment below).
 - The Channel Partner is responsible to ship the failed unit back to Datalogic, which will repair and return the iLCU to the Channel Partner post-paid.
 - Datalogic attempts to repair the returned device, but if unable to do so in a timely manner Datalogic will replace it with refurbished equipment. Datalogic will replace an iLCU with new hardware only if Datalogic is unable to repair the original device or if a refurbished unit is unavailable.

DOCUMENTATION

NCR provides the following LaneHawk documentation:

- **POS (ISS45 or ScanMaster) Adapter/Interface and POS User documentation** — this is provided in the Release Notes for the appropriate product and release, as well as the User Reference Guide for the software system (when the updated User Reference Guides are updated for a major release version).
- Technical Bulletins — as required
- **LaneHawk POS Integration Details** - this document shows all the details of the LaneHawk integrations with NCR's ScanMaster and ISS45 POS releases. Upcoming enhancements to the POS and LaneHawk software are listed for RoadMap purposes. [Solution Provider Support website Technical Bulletins Page](#).
- **LaneHawk Site Survey** — assists the dealer in making sure that the critical installation factors are considered to avoid unprofitable PIT engagements and to ensure a smooth and timely go-live.
- **LaneHawk Installation Documentation** — including mounting and template instructions, wiring and so forth. New videos are available.
- **LaneHawk Server Configuration Guide** — including how to set up the LaneHawk Controller software and configure the system and network settings
- **LaneHawk Troubleshooting Guide** — information to enable system diagnostics
- **LaneHawk Training Guide**
- **LaneHawk Ease of Care Information Sheet**

EDUCATION AND TRAINING

- **Sales Training** — NCR will schedule initial visits to Channel Partners to help Channel Partners get started and up-to-speed in how to sell the LaneHawk system most effectively. If possible, Channel Partners can coordinate these visits with customer/prospect meetings so that LaneHawk, NCR and the Channel Partner can work on these initial proposals and presentations together.
- **Support Training** — NCR will schedule Webinars for Channel Partners. These sessions will cover:
 - **LaneHawk Site Surveys and Installation**
 - **LaneHawk Hardware Service**
 - **LaneHawk System Support**
- **Some training** may be provided at the Channel Partner site in person for the purposes of supporting initial visits.
- See the NCR Education and Training Course Catalog for current course specifics and course pricing.

MARKETING MATERIALS

NCR is providing the following collateral materials for understanding and sale of the LaneHawk system:

- **LaneHawk PowerPoint presentation**
- **LaneHawk Information Sheet**
- **LaneHawk ROI calculator**
- **LaneHawk Elevator Speech**
- **The "Hawk Report"** — this is a resource periodical from Datalogic including industry information and usage ideas that will help you sell LaneHawk. (Legacy issues only.)
- LaneHawk Qualification Guide — a customer Q&A list to help you outline the most important benefits and create the best sales strategy based on a customer/prospect's unique situation
- **Videos** — selling videos are available on the LaneHawk All-In-One Page.
- **Case Studies** — are available on the LaneHawk All-In-One Page.
- **This bulletin** — for what it's worth.

DEMONSTRATION, LAB AND SPARE EQUIPMENT

- Channel Partner Demo and Lab equipment
 - NCR offers an iLCU hardware kit that includes the iLCU hardware, iLCU software and a custom enclosure for the Channel Partner demonstration area and lab. See the LaneHawk Channel Partner Demo/Lab section in the pricing and configuration below.
 - Channel Partners can order the BOS software with a special no-charge license for lab or demo use.
 - On request, NCR will provide upgrades to existing ENCOR, ISS45 and ScanMaster Channel Partner demo and lab keys to include the LaneHawk adapter software. Use keys from existing Channel Partner setups: NCR does not plan to issue additional lab or demo keys just for LaneHawk purposes.
 - Channel Partners may use the dealer demo/lab systems for dealer in-house purposes only. These systems cannot be provided to customers or end-users.
 - Hardware maintenance and SMS charges will be waived for Channel Partner lab iLCU hardware, iLCU software and BOS software/Modelset updates.

- Customer lab equipment (including labs, customer training centers etc.)
 - NCR offers an iLCU hardware kit that includes the iLCU hardware and a custom enclosure for customer lab or training purposes. See the LaneHawk Customer Lab section in the pricing below. SMS applies to customer lab iLCU hardware, but not to iLCU software or BOS software in customer labs.
 - Customers must also order the iLCU Software. This item is provided at standard charges for the software, but SMS will not be charged for iLCU software in customer labs.
 - Customers can order the BOS software for a customer lab or training center with a special no-charge BOS license for this purpose. SMS will be waived for this item.
 - On request, NCR will provide upgrades to existing ISS45 and ScanMaster customer demo and lab keys to include the LaneHawk adapter software. Use keys from existing customer lab setups: NCR does not plan to issue additional customer lab keys just for LaneHawk purposes.
 - SMS and/or hardware maintenance will not be charged for BOS software/Modelset updates in customer labs or iLCU software. Hardware maintenance will apply to the iLCU hardware in customer labs and HQ systems.
- Channel Partner iLCU spares
 - NCR offers special PINs for Channel Partners to order spare iLCU hardware and software. Channel Partners ordering these PIN will not be charged for hardware maintenance or software maintenance on spare iLCU hardware units or their pre-loaded iLCU software.
 - These spare iLCU units must to remain in the Channel Partner spares inventory until required for service. Units ordered as spares may only be provided to customers as replacement for a failed iLCU in a store.

SOLUTION PROVIDER SUPPORT WEBSITE

An [All-In-One Page](#) on the Solution Provider Support website is dedicated to LaneHawk, providing all things LaneHawk in a single location. As usual, these same LaneHawk items can be found at the normal Web site locations for presentations, brochures, bulletins, technical information, manuals and so forth.

LaneHawk Administration

Placing LaneHawk Orders

LANEHAWK ITEMS

Channel Partners order all LaneHawk items and licenses from NCR Order Entry.

iLCU hardware must be purchased with an equal quantity of iLCU software items. The iLCU software will be pre-loaded onto the iLCU hardware prior to shipment.

The certified LaneHawk-specific controller PC listed below must be ordered with every LaneHawk system. NCR will not support any other PCs or servers with the LaneHawk system.

LANEHAWK SOFTWARE LICENSES

Orders for LaneHawk must be provided to NCR with the full company name, address and contact information for the store in which the LaneHawk equipment and software will be installed. NCR cannot accept an order without this information; NCR must supply this information to Datalogic prior to shipment.

An End User License Agreement will be shipped with the LaneHawk hardware to the Channel Partner, with the end-user customer name already filled out as per the order to NCR.

LANEHAWK SOFTWARE MAINTENANCE AND SUPPORT (SMS)

NCR will invoice Channel Partners via standard SMS for BOS software/Modelset maintenance and iLCU software maintenance. Channel Partners will add a margin to these items and bill the end user. See the pricing and notes below.

LANEHAWK HARDWARE MAINTENANCE AND EXTENDED WARRANTY

NCR will invoice Channel Partners for Gen3 and Gen3.5 iLCU hardware maintenance at the same time and using the same mechanism as software SMS. Hardware maintenance is mandatory on Gen3 and Gen3.5 iLCUs.²

Hardware maintenance and extended warranties for the LH4000 are purchased by the Channel Partner via standard P.O.s to NCR Order Entry.

LEAD TIMES AND DELIVERY

Evolution Robotics carries a stock of the iLCU hardware to enable turnaround (from point of acceptance of orders at NCR to shipping to the dealer) of approximately five (5) days. Hardware items are drop-shipped directly from Datalogic to the dealer, and a flat or percentage rate for shipping applies to each iLCU. Normal lead times apply for NCR software systems, options, key updates and so forth.

LANEHAWK CHANNEL PARTNER DEMO KIT

This kit provides the iLCU hardware in a special enclosure and iLCU software. A special price is provided and SMS is not charged on the iLCU software or the supporting BOS software. Hardware maintenance is not charged for the iLCU. See the Channel Partner Demo/Lab offerings in the Pricing and Configuration

² Hardware Maintenance for Gen3 and Gen3.5 and Software Maintenance and Support may be removed if the iLCUs and system has been de-installed or a store has closed. Channel Partners with this situation should file the Site Adjustment Request, detailing the serial numbers of the iLCUs removed.

below – these specific PINs must be used to ensure that the Channel Partner will not be charged for SMS or hardware maintenance.

LANEHAWK CUSTOMER LABS

Customers can order special iLCU hardware with an enclosure, iLCU software and BOS software (no charge) by using special PINs for these three items. ***All three items plus the LaneHawk Controller must be ordered including the two no-charge items.*** The iLCU hardware is subject to standard maintenance and/or warranty charges, but no SMS will be billed for the iLCU software or the BOS/Modelset updates if the correct Customer Lab PINs are used. See the Customer Lab section below.

LANEHAWK CHANNEL PARTNER SPARES

Order the dealer spare iLCU hardware and iLCU software below. The iLCU software must be ordered in equal quantity with the iLCU hardware. If the correct PINs for Channel Partner Spares are used, no hardware maintenance or SMS will be charged on Channel Partner spares inventory of LaneHawk iLCU hardware or software.

LaneHawk — Configuration and Pricing

LANEHAWK PRICING SUMMARY

This chart offers the default pricing expectations for an 8-lane store, and summarizes the items in the standard configurations available in the pricing below. This chart matches the Pricing chart in the LaneHawk Pricing and ROI spreadsheet, as well as the analysis provided in the [ROI and Payback](#) section above.

LaneHawk System Pricing							
Item	QTY	Customer Discount	List Price Each	Net Price Each	Total Acquisition Price	Annual Maintenance	
						Each	Total
Number of Lanes:	8	10%					
LaneHawk Controller PC:	1	10%	\$ 704	\$ 634	\$ 634	\$ 255	\$ 255
BOS Software:	1	10%	\$ 2,130	\$ 1,917	\$ 1,917	\$ 344	\$ 344
iCLU Hardware (extended depot):	8	10%	\$ 975	\$ 878	\$ 7,020	\$ 75	\$ 600
iCLU Software:	8	10%	\$ 495	\$ 446	\$ 3,564	\$ 83	\$ 664
POS Adapter:	1	10%	\$ 995	\$ 896	\$ 896	\$ -	\$ -
Programming, Installation and Training:	8	0%	\$ 200	\$ 200	\$ 1,600	\$ -	\$ -
Custom Wiring:	0	0%	\$ -	\$ -	\$ -		
Total:					\$ 15,630		\$ 1,863
Total Per Lane:					\$ 1,954		\$ 233

Configuration and Pricing

LaneHawk Software

Order the items below for a LaneHawk system. Each LaneHawk store system requires:

- A software adapter/interface to the POS system
- One LH5000 iLCU per lane (hardware)
- One LH5000 iLCU software license per LH5000 iLCU
- One BOS license per store
- One LaneHawk Controller PC per store (required)
- Wiring infrastructure, PIT etc. (Channel Partner supplied)
- Warranty extensions for LH5000 iLCUs (optional)

ALL ORDERS FOR LANEHAWK PRODUCTS MUST BE PLACED WITH NCR CHANNEL PARTNER ORDER ENTRY. Do not order LaneHawk items from distribution - the order will not be recognized.

LaneHawk Software: POS Adapter/Interface Software		List Price	Install Price	Maint Price
PIN	Description			
G330-0952-0000	ENCOR LaneHawk Adapter/Interface	\$995		\$199
ENCOR LANEHAWK	This item was previously listed as StoreNext PIN: ENC-45180/092. ¶-Required for all LaneHawk installations with ENCOR. The LaneHawk adapter supports touch-screen or touch+keyboard style implementations only. Keyboard-only implementations are not currently supported.			
G330-0064-0000	ISS45 LaneHawk Adapter/Interface (V7/V8)	\$995		
ISS45 LANEHAWK	This item was previously listed as StoreNext PIN: 45180/092. ¶-Required for all LaneHawk installations with ISS45 V8 or V7. ¶-Adapter/Interface is available as of ISS45 version 8.1.4.1-050 (and 7.1.3.0-140, withdrawn and no longer supported). Note that more recent releases will have updated and improved LaneHawk features - see the LaneHawk Features Summary available on the Solution Provider website. ¶-The LaneHawk adapter supports touch-screen or touch+keyboard style implementations only. Keyboard-only implementations are not currently supported.			
G330-0104-0000	ScanMaster Option, LaneHawk Adapter/Interface (V2 Only)	\$995		
SCANMASTR LANEHAWK	This item was previously listed as StoreNext PIN: SM45180/092. ¶-Required for all LaneHawk installations with ScanMaster V2. The LaneHawk adapter is not available with ScanMaster V1. ¶-The ScanMaster V2 Adapter/Interface is available as of the 2.07.00-050 release, but note that more recent releases will have updated and improved LaneHawk features – see the LaneHawk Features Summary available on the Solution Provider website. ¶-The LaneHawk adapter supports touch-screen or “TeamKey”-style implementations only. Keyboard-only implementations are not supported. “DynaKey” support may be provided in a future release - see the ScanMaster Roadmap.			
LHK-ADP-ACS	LaneHawk Adapter for ACS, per lane	\$50		\$10
ACS LANEHAWK	Partner Net Price: \$35.			
LHK-ADP-LOC	LaneHawk Adapter for LOC, per store	\$995		
LOC LANEHAWK	Per-store charge for LaneHawk LOC adapter software.			
	Pricing and Release Notes ▶ Partner Net Price: \$700. Item may be withdrawn by vendor. Check availability and price with Order Entry. ◀			

Except where noted, Solution Providers will receive the standard discounts from the POS Software discount schedule on the items immediately above in this section.



LaneHawk Software

LaneHawk Software: BOS and iLCU Software

PIN	Description	List Price	Install Price	Maint Price
G770-0029-0000	<p>— LaneHawk Controller/Analysis ("BOS") Software, License, All iLCU Generations</p> <p>This item was previously listed as StoreNext PIN: LHK-BOS-SW. ¶-This software, also known as the "BOS" software, provides the controller software and video analysis functions for the system. This software also provides the LaneHawk Local Reports as of September 2010. ¶-List price for the annual BOS maintenance to the End User is \$344, and Channel Partners will be invoiced \$260 per year (\$65/quarter SMS). ¶-The BOS software requires the NCR LaneHawk Linux server with a solid-state drive. An additional network card (one for the iLCU network and one for the POS network) is required if the option for a separate/dual network is used. ¶-NCR does not currently support the Windows server configuration for the BOS Software with ENCOR, ISS45, ScanMaster or ACS/ACS-IR, although this may be mentioned in some ERR documentation. NCR may support this configuration in the future.</p>	\$2,130		\$345
G770-0259-0000	<p>— LaneHawk Controller/Analysis ("BOS") Software, SuperValu Program Stores</p> <p>This item was previously listed as StoreNext PIN: LHK-BOS-SW-SV. ¶-This software, also known as the "BOS" software, provides the controller software and video analysis functions for the system. ¶-This PIN must be used (and used only) for SuperValu LaneHawk program sites. Channel Partners will be invoiced for BOS software maintenance only, and customers will receive Modelset updates from SuperValu. List price for the BOS maintenance (for SuperValu program sites only) for the End User is \$100 per year, and Channel Partners will be invoiced \$80 per year (\$20/quarter SMS). ¶-The BOS software requires the NCR LaneHawk Linux server. Dual network cards (one for the iLCU network and one for the POS network) are required. ¶-NCR does not currently support the Windows server configuration for the BOS Software, although this may be mentioned in some ERR documentation. NCR may support this configuration in the future.</p>	\$2,130		\$100
G770-0033-0005	<p>— LaneHawk Intelligent Lighting and Camera Unit (iLCU) Software Only, LH5000</p> <p>This item was previously listed as StoreNext PIN: LHK-iLCU-SW5. ¶-One required per lane. This software is pre-loaded in the iLCU unit prior to shipment to the Channel Partner. An equal number of this item and the item for the LaneHawk iLCU hardware must be ordered. ¶-List price for the model LH5000 iLCU software maintenance to the End User is \$83.45 (no kidding) per year per iLCU, and Channel Partners will be invoiced \$32 per year (\$8/quarter SMS) by NCR. This recommended end-user software maintenance includes the Channel Partner SMS cost plus the upcharge to cover the dealer's service cost. Software maintenance on all iCLUs including the LH5000 is required (with the exception of iCLUs that were ordered as Channel Partner spares or Channel Partner demonstration/lab units. ¶-Replaces withdrawn item G770-0033-0000</p>	\$495		\$83
G770-0033-0000	<p>— LaneHawk Intelligent Lighting and Camera Unit (iLCU) Software Only, LH4000</p> <p>This item was previously listed as StoreNext PIN: LHK-iLCU-SW4. ¶-This item withdrawn and replaced by G770-0260-0005</p>	\$250		\$55



LaneHawk Hardware

The LaneHawk LH5000 iLCU below is provided with a three (3) month initial warranty. Hardware maintenance is not required, but if an optional extended warranty is not in place, full repair or replacement charges will apply, and a failure may require purchase of a complete replacement unit.

An extended hardware warranty is available which also provides faster 5-day turnaround service for the entire warranty period. See the extended warranty items on the Extended Warranty/Maintenance section in this bulletin.

Please note that the dedicated LaneHawk Controller/PC listed below is required for all customer sites and labs.

LaneHawk Hardware PIN	Description	List Price	Install Price	Maint Price
7952-0287-9905	LaneHawk Intelligent Lighting and Camera Unit (iLCU) Hardware Only, w/Power Supply, No Spacer, LH5000 This item was previously listed as StoreNext PIN: LHK-ILCU-HW5-PX. ¶-This item includes the iLCU Power Supply/Adapter (7952-K193-V001 or similar), which is required unless the iLCU will be powered via Ethernet (POE). This item does not include the Spacer/Filler Kit 7952-K446-V001 (was LHK-INSERT4) to adapt the LH5000 iLCU to a checkstand cutout sized for the iLCU generation 3 or generation 3.5 cutouts. ¶-One iLCU is required per lane. This universal version is certified for US, Canada etc. This hardware is pre-loaded with the iLCU software prior to shipment to the Channel Partner. An equal number of this item and the item for the LaneHawk iLCU software must be ordered. ¶-Includes 90-day initial standard factory warranty, commencing on the actual ship date, providing 10-day turnaround service. Hardware maintenance is optional, but if the extended warranty is not in place, full repair or replacement charges will apply in case of failure. Extended hardware maintenance and warranty items can be ordered to provide ongoing warranty service including faster 5-day turnaround. See the Warranty Upgrade section in this bulletin. ¶-The listed recommended installation cost of \$200/lane for this item is the MSRP for the Programming, Installation and Training (PIT) for the store: these charges are at Channel Partner discretion and billed directly by the Channel Partner to the end user. Wiring and network charges are not assumed as part of the recommended \$200/lane PIT charges. ¶-Replaces withdrawn item 7952-0285-9906	\$975	\$200	
	Pricing Note ▶ ▶ Partner Net Price: \$700. ◀			
7952-0287-9906	LaneHawk Intelligent Lighting and Camera Unit (iLCU) Hardware Only, w/Power Supply, No Spacer, LH4000 This item was previously listed as StoreNext PIN: LHK-ILCU-HW4-PX. ¶-This item withdrawn and replaced by 7952-0287-9905	\$1,300	\$200	\$80
			Partner Net Price: \$700.	
7952-0285-9906	LaneHawk Intelligent Lighting and Camera Unit (iLCU) Hardware Only, No Power Supply, No Spacer, LH4000 This item was previously listed as StoreNext PIN: LHK-ILCU-HW4-XX. ¶-This item withdrawn and replaced by 7952-0287-9905	\$1,280	\$200	\$80
			Partner Net Price: \$700.	
7952-0286-9906	LaneHawk Intelligent Lighting and Camera Unit (iLCU) Hardware Only, No Power Supply, w/Spacer Kit, LH4000 This item was previously listed as StoreNext PIN: LHK-ILCU-HW4-XS. ¶-This item withdrawn and replaced by 7952-0287-9905	\$1,310	\$200	\$80
			Partner Net Price: \$700.	
7952-0288-9906	LaneHawk Intelligent Lighting and Camera Unit (iLCU) Hardware Only, w/Power Supply, w/Spacer Kit, LH4000 This item was previously listed as StoreNext PIN: LHK-ILCU-HW4-PS. ¶-This item withdrawn and replaced by 7952-0287-9905	\$1,330	\$200	\$80
			Partner Net Price: \$700.	
7952-0094-0007	NCR Mid-Tower Compact PC, LaneHawk PC, P-G4400, 4GB RAM, 256GB SSD, Dual NIC, Hardware-Only (no O/S) This item was previously listed as StoreNext PIN: SNPCN-LHK-SS. ¶-Currently Shipping: Intel Pentium G4400 3.3GHz, 4GB (4Gx1) RAM (2 slots), 256GB solid-state disk storage (SSD), 24x SATA DVD-R/W, Keyboard and Mouse. ¶-In Win BK623 compact chassis provides 1@ 5.25-inch external-access drive bay, 1@ 3.5-inch external-access drive bay, 1@ 2.5-inch/3.5-inch internal fixed drive bay; 4@ full-height expansion slots. Dimensions: 12.7 inches (323 mm) high x 5.5 inches (140 mm) wide x 10.8 inches (276 mm) deep. 300-Watt power supply. ¶-Ports include: PS/2 keyboard; PS/2 mouse; DVI-D; VGA; RJ45 LAN; 2@USB 3.0 (front access); 2@USB 2.0 (rear access); 4@USB 2.0 (rear access); Parallel/LPT port; 3xAudio. ¶-Operating system is not included. Use the Linux operating system (no license fee) currently certified by NCR for LaneHawk, with media provided to Channel Partners on CD-ROM. ¶-The second network interface card (NIC) is included to enable dual-network LaneHawk configuration and implementation. ¶-One (1) year warranty provided with fulfillment directly to the Channel Partner from the manufacturer. ¶-Replaces withdrawn item 7952-0079-9906 / SNPC-LHK-SS	\$704	\$195	\$255
			Partner Net Price: \$528. An earlier version was Certified for ISS45 and ScanMaster: this version supported by proxy. Certified for LaneHawk only.	

**LANEHAWK
No O/S**



LaneHawk Partner Demos and Labs

The items in this section are for Channel Partner demonstration and lab setups only. To order headquarters, training and lab systems for end-user customers, order the items in the Customer Lab section of this bulletin.

For Channel Partner Demo/Labs, order all three (3) current items below, including the iCLU Demo Kit Hardware, BOS Software and LaneHawk Controller PC. The iCLU Demo Kit Software is packaged with the iCLU Demo Kit Hardware and does not need to be ordered separately.

LaneHawk Partner Demos and Labs: Order All Three (3) Items Below		List Price	Install Price	Maint Price
PIN	Description			
7952-0289-9905	— LaneHawk Dealer Demo/Lab Kit with Enclosure (includes iLCU LH5000 H/W and LH5000 S/W)	\$800		
	<p>This item was previously listed as StoreNext PIN: LHK-DEMO5.</p> <p>¶-Kit includes iLCU hardware and iLCU software with iLCU enclosed in custom metal cabinet for Channel Partner demonstrations and dealer labs. Requires other LaneHawk system components, but does not require purchase of iLCU software, which is included in this PIN for use by Channel Partners. ¶-Except for cases of breakage and abuse, LaneHawk Channel Partner demo/lab kits are exempt from hardware and software maintenance or SMS charges. ¶-For Channel Partner internal use only: Cannot be sold, installed or used in customer or end-user sites or labs. Customer labs must order the four (4) Customer Lab items listed in the Customer Lab section of the Pricing and Configuration Bulletin. ¶-Replaces withdrawn item 7952-0289-9906</p>		Partner Net Price: \$800.	
7952-0289-9906	— LaneHawk Dealer Demo/Lab Kit with Enclosure (includes iLCU LH4000 H/W and LH4000 S/W)	\$800		
	<p>This item was previously listed as StoreNext PIN: LHK-DEMO4.</p> <p>¶-This item withdrawn and replaced by 7952-0289-9905</p>		Partner Net Price: \$800.	
G770-0031-0000	— LaneHawk Dealer Demo/Lab Controller/Analysis ("BOS") Software	\$0		
	<p>This item was previously listed as StoreNext PIN: LHK-BOS-SW-DEMO.</p> <p>¶-For Channel Partner demo and lab use only. Includes LaneHawk BOS software only. Channel Partners must also order the Demo/Lab hardware kit (7952-0289-9905) and the NCR LaneHawk Controller. ¶-LaneHawk Channel Partner demos and labs not subject to maintenance charges, and Channel Partners will not be billed for iLCU Software SMS or BOS Software maintenance/SMS/Modelset updates. ¶-For Channel Partner internal use only: Cannot be sold, installed or used in customer or end-user sites or labs. Customer labs must order the four (4) Customer Lab items listed in the Customer Lab section of the Pricing and Configuration Bulletin.</p>		No Charge to Partner. See Configuration Note for additional SMS pricing information.	
7952-0094-0007	— NCR Mid-Tower Compact PC, LaneHawk PC, P-G4400, 4GB RAM, 256GB SSD, Dual NIC, Hardware-Only (no O/S)	\$704	\$195	\$255
	<p>This item was previously listed as StoreNext PIN: SNPCN-LHK-SS.</p> <p>¶-Currently Shipping: Intel Pentium G4400 3.3GHz, 4GB (4Gx1) RAM (2 slots), 256GB solid-state disk storage (SSD), 24x SATA DVD-R/W, Keyboard and Mouse. ¶-In Win BK623 compact chassis provides 1@ 5.25-inch external-access drive bay, 1@ 3.5-inch external-access drive bay, 1@ 2.5-inch/3.5-inch internal fixed drive bay; 4@ full-height expansion slots. Dimensions: 12.7 inches (323 mm) high x 5.5 inches (140 mm) wide x 10.8 inches (276 mm) deep. 300-Watt power supply. ¶-Ports include: PS/2 keyboard; PS/2 mouse; DVI-D; VGA; RJ45 LAN; 2@USB 3.0 (front access); 2@USB 2.0 (front access); 2@USB 3.0 (rear access); 4@USB 2.0 (rear access); Parallel/LPT port; 3xAudio. ¶-Operating system is not included. Use the Linux operating system (no license fee) currently certified by NCR for LaneHawk, with media provided to Channel Partners on CD-ROM. ¶-The second network interface card (NIC) is included to enable dual-network LaneHawk configuration and implementation. ¶-One (1) year warranty provided with fulfillment directly to the Channel Partner from the manufacturer. ¶-Replaces withdrawn item 7952-0079-9906 / SNPC-LHK-SS</p>		Partner Net Price: \$528. An earlier version was Certified for ISS45 and ScanMaster: this version supported by proxy. Certified for LaneHawk only.	

**LANEHAWK
No O/S**



LaneHawk Customer Labs

The items in this section are for customer headquarters and training labs only. For Channel Partner labs and demonstration setups, order the items in the Partner Demo/Lab section of this bulletin.

For Customer Labs, order all four (4) current items below, including the iLCU Hardware Demo/Lab kit, iLCU Software, BOS Software and LaneHawk Controller PC. (Ordering the POS Adapter is not normally required for customer lab systems - the adapter is supplied at no charge since all POS options are included with the user's existing POS license for their HQ lab. But if the LaneHawk option is NOT present on the lab's POS license key, order the adapter and claim a 100% discount to upgrade the user's lab key at no charge.)

LaneHawk Customer Labs: Order All Four (4) Items Below		List Price	Install Price	Maint Price
PIN	Description			
7952-K441-V005	— LaneHawk Customer Lab iLCU Hardware, LH5000 (iLCU H/W Only, Requires iLCU S/W, NCR LaneHawk Controller and BOS)	\$1,480	\$200	
	This item was previously listed as StoreNext PIN: LHK-ILCU-HW-CLAB5. ¶-Universal version for US, Canada etc. This product for customer/end-user HQ and lab use only. Includes iLCU LH5000 hardware in a custom metal enclosure. Customers must also order the iLCU Software G770-0034-0005 and BOS Software G770-0030-0000 and the current LaneHawk PC/Controller with this order. ¶-iLCU hardware maintenance is optional for LH5000 units. ¶-This item is for customer/end-users only. Customer must have purchased at least one (1) LaneHawk system for live store use to qualify for purchase of this Customer Lab Kit. Channel Partners requiring Lab/Demo units for their own use should order 7952-0289-9905 instead — see that item for details. ¶-Replaces withdrawn item G770-0034-0000		Partner Net Price: \$1,000.	
7952-K441-V001	— LaneHawk Customer Lab iLCU Hardware, LH4000 (iLCU H/W Only, Requires iLCU S/W, NCR LaneHawk Controller and BOS)	\$1,480	\$200	\$80
	This item was previously listed as StoreNext PIN: LHK-ILCU-HW-CLAB4. ¶-This item withdrawn and replaced by G770-0034-0005		Partner Net Price: \$1,000.	
G770-0034-0005	— LaneHawk Customer Lab iLCU Software, LH5000 (iLCU S/W Only, Requires iLCU H/W, NCR LaneHawk Controller and BOS)	\$0		
	This item was previously listed as StoreNext PIN: LHK-ILCU-SW-CLAB5. ¶-For customer/end-user HQ and lab use only. Includes iLCU software (firmware) only. The iLCU LaneHawk 5000 lab/demo hardware (7952-K441-V005) and the BOS Software (G770-0030-0000) and the current LaneHawk PC must appear on the same P.O. ¶-LaneHawk customer labs are subject to normal iLCU hardware maintenance charges (not required for LH5000 or LH4000, for which extended maintenance is available as an option) but customer labs will not be billed for iLCU Software SMS or BOS Software maintenance/SMS/Modelset updates. ¶-For customer/end-users only. Customer must have purchased at least one (1) LaneHawk system for commercial use in a live store to qualify for purchase of a Customer Lab Kit. Channel Partners requiring Lab/Demo units for their own use should order 7952-0289-9905 instead — see that item for details. ¶-Replaces withdrawn item G770-0034-0000		No Charge to Partner.	
G770-0034-0000	— LaneHawk Customer Lab iLCU Software, LH4000 (iLCU S/W Only, Requires iLCU H/W, NCR LaneHawk Controller and BOS)	\$0		
	This item was previously listed as StoreNext PIN: LHK-ILCU-SW-CLAB4. ¶-This item withdrawn and replaced by 7952-K441-V005			
G770-0030-0000	— LaneHawk Customer Lab Controller/Analysis ("BOS") Software	\$0		
	This item was previously listed as StoreNext PIN: LHK-BOS-SW-CLAB. ¶-For customer/end-user HQ and lab use. Includes LaneHawk BOS software only. Customers must order the Customer Lab version iLCU hardware (7952-K441-V005), the Customer Lab version iLCU software (G770-0034-0005) and the LaneHawk Controller with this order. ¶-LaneHawk customer labs are subject to normal iLCU hardware maintenance charges (not required for LH5000 or LH4000, for which extended maintenance is available as an option) but customer labs will not be billed for iLCU Software SMS or BOS Software maintenance/SMS/Modelset updates. ¶-For customers/end-users only. Customer must have purchased at least one (1) LaneHawk system for to qualify for purchase of this Customer Lab Kit. Channel Partners requiring Lab/Demo units for their own use should order the Channel Partner Lab/Demo items instead — see the Partner Demo and Lab section.		No Charge to Partner.	



7952-0094-0007 — NCR Mid-Tower Compact PC, LaneHawk PC, P-G4400, 4GB RAM, 256GB SSD, Dual NIC, Hardware-Only (no O/S)

\$704

\$195

\$255

**LANEHAWK
No O/S**

This item was previously listed as StoreNext PIN: SNPCN-LHK-SS.

¶-Currently Shipping: Intel Pentium G4400 3.3GHz, 4GB (4Gx1) RAM (2 slots), 256GB solid-state disk storage (SSD), 24x SATA DVD-R/W, Keyboard and Mouse. ¶-In Win BK623 compact chassis provides 1@ 5.25-inch external-access drive bay, 1@ 3.5-inch external-access drive bay, 1@ 2.5-inch/3.5-inch internal fixed drive bay; 4@ full-height expansion slots. Dimensions: 12.7 inches (323 mm) high x 5.5 inches (140 mm) wide x 10.8 inches (276 mm) deep. 300-Watt power supply. ¶-Ports include: PS/2 keyboard; PS/2 mouse; DVI-D; VGA; RJ45 LAN; 2@USB 3.0 (front access); 2@USB 2.0 (front access); 2@USB 3.0 (rear access); 4@USB 2.0 (rear access); Parallel/LPT port; 3xAudio. ¶-Operating system is not included. Use the Linux operating system (no license fee) currently certified by NCR for LaneHawk, with media provided to Channel Partners on CD-ROM. ¶-The second network interface card (NIC) is included to enable dual-network LaneHawk configuration and implementation. ¶-One (1) year warranty provided with fulfillment directly to the Channel Partner from the manufacturer. ¶-Replaces withdrawn item 7952-0079-9906 / SNPC-LHK-SS

Partner Net Price: \$528. An earlier version was Certified for ISS45 and ScanMaster: this version supported by proxy. Certified for LaneHawk only.



LaneHawk Spares

LaneHawk Spares PIN	Description	List Price	Install Price	Maint Price
7952-0292-9905	— LaneHawk Spare iLCU Hardware, LH5000 This item was previously listed as StoreNext PIN: LHK-ILCU-HW-SPARE5. ¶-Spare unit includes iLCU hardware only. This universal version operates in US, Canada etc. Any Channel Partner with installed sites is required to have at least one spare unit. ¶-Channel Partner must also order the Spare LaneHawk 5000 iLCU Software (G770-0260-0005) with this item: This software is required for every iLCU hardware purchase without exception. However, except for cases of breakage and abuse, LaneHawk Channel Partner spares are exempt from hardware and software maintenance or SMS charges. ¶-For Channel Partner internal use only: cannot be sold. This product may be ordered for Channel Partner sparing use only. To acquire demo/lab iLCUs, use 7952-0289-9905, or order 7952-K441-V005 and G770-0034-0005 components for customer/end-user labs. ¶-Replaces withdrawn item G770-0260-0000	\$975		Partner Net Price: \$700.
7952-0292-9906	— LaneHawk Spare iLCU Hardware, LH4000 This item was previously listed as StoreNext PIN: LHK-ILCU-HW-SPARE4. ¶-This item withdrawn and replaced by G770-0260-0005	\$1,037		Partner Net Price: \$700.
G770-0260-0005	— LaneHawk Spare iLCU Software, LH5000 This item was previously listed as StoreNext PIN: LHK-ILCU-SW-SPARE5. ¶-One required per spare iLCU. This software is pre-loaded in the iLCU unit prior to shipment to the Channel Partner. ¶-An equal number of this item and the and the LaneHawk 5000 iLCU spare hardware items (7952-0292-9905) must be ordered. ¶-Channel Partners will not be charged SMS on this software item, which is limited specifically to spares use. ¶-Replaces withdrawn item G770-0260-0000	\$495		Partner Net Price: \$169.
G770-0260-0000	— LaneHawk Spare iLCU Software, LH4000 This item was previously listed as StoreNext PIN: LHK-ILCU-SW-SPARE4. ¶-This item withdrawn and replaced by G770-0260-0005	\$250		Partner Net Price: \$169.
7952-K193-V001	— LaneHawk Power Adapter for iLCU (LH5000, LH4000, Gen3 and Gen3.5) This item was previously listed as StoreNext PIN: LHK-90ACC0076. ¶-LaneHawk iLCU power adapter, 100-240VAC, 50-60HZ, 12VDC, 5A, 2.5mm CP For use with LaneHawk iLCU Power Adapters. This model is compatible with the LH5000, LH4000, Gen3 and Gen3.5 iLCUs. This adapter is NOT backwards-compatible to Generation 2 - NCR/NCR have not shipped any Generation 2 iLCUs, so this limitation will not affect Channel Partners. ¶-Order as spare or replacement only: the power adapter is included with all new iLCU orders. When this item is ordered separately, it does not include AC mains power cable: Order 7952-C150-9906, available separately. ¶-Replaces withdrawn item LHK-90ACC0038	\$20		Partner Net Price: \$17.
7952-C154-9906	— Datalogic Cable, AC Power Cord, 120V AC, 1.55M, US AC POWER This item was previously listed as StoreNext PIN: PSC-6003-0941.	\$10		Partner Net Price: \$7.
LHK-6003-0941	— LaneHawk Power Adapter AC Cable, US This item withdrawn and replaced by 7952-C154-9906	\$10		Partner Net Price: \$5.
7952-C150-9906	— LaneHawk Power Adapter for iLCU (Generation 3 and 3.5) This item was previously listed as StoreNext PIN: LHK-90ACC0038. ¶-LaneHawk iLCU power adapter, 100-240VAC, 50-60HZ, 12VDC, 5A. For use with the Generation 3 and Generation 3.5. Note that the Generation 3 adapter is NOT backwards-compatible to Generation 2. ¶-Order as spare or replacement only. A power adapter is included with all iLCU orders. ¶-Replaces withdrawn item LHK-90ACC0037	\$32		Partner Net Price: \$25. Accessory for withdrawn product. Check availability with Order Entry. Price may change without notice.



LaneHawk Accessories and Tools

LaneHawk Accessories and Tools PIN	Description	List Price	Install Price	Maint Price
7952-K442-V001	<p>— LaneHawk iLCU Checkstand Cutout Template - for Metal or Wooden Checkstands, iLCU Model LH4000/LH5000 Only</p> <p>This item was previously listed as StoreNext PIN: LHK-TEMPLATE-4. ¶-This template is reversible, and intended for use with both wooden and metal checkstand counters. A router is required to cut wood checkstands and a nibbler is required to cut metal checkstands. ¶-For detailed instructions and diagrams showing this template, see the "LaneHawk Wood Cabinet Cutting Instructions" or "LaneHawk Metal Cabinet Cutting Instructions" documents provided on the LaneHawk All-In-One Page on the NCR Channel Partner Support Web site. ¶-This product sized for the LaneHawk LH4000 and LH5000 iLCU. For the previous LaneHawk iLCU generations 3 and 3.5, StoreNext PIN LHK-TEMPLATE-W was used for wood checkstands and StoreNext PIN LHK-TEMPLATE-M was used for metal checkstands - these items have been withdrawn, but may still be available upon special request. ¶-Replaces withdrawn item LHK-TEMPLATE-W4 ¶-Replaces withdrawn item LHK-TEMPLATE-M4</p>	\$100		
	<p>LHK-TEMPLATE-W — LaneHawk iLCU Checkstand Cutout Template - for Wooden Checkstands (iLCU Generations 3 and 3.5)</p> <p>This wood template is for wooden checkstand counters. Requires a router to cut the checkstand. ¶-For detailed instructions and diagrams showing this template, see the "LaneHawk Wood Cabinet Cutting Instructions" document provided on the LaneHawk All-In-One Page on the Solution Provider website. ¶-This product is sized for the LaneHawk iLCU generations 3 and 3.5. For the LaneHawk iLCU LH4000/LH5000, use item 7952-K442-V001 (StoreNext LHK-TEMPLATE-W4). ¶-This item may be available by special request only.</p>	\$110		
	<p>LHK-TEMPLATE-W — LaneHawk iLCU Checkstand Cutout Template - for Wooden Checkstands (iLCU Generations 3 and 3.5)</p> <p>This wood template is for wooden checkstand counters. Requires a router to cut the checkstand. ¶-For detailed instructions and diagrams showing this template, see the "LaneHawk Wood Cabinet Cutting Instructions" document provided on the LaneHawk All-In-One Page on the Solution Provider website. ¶-This product is sized for the LaneHawk iLCU generations 3 and 3.5. For the LaneHawk iLCU LH4000/LH5000, use item 7952-K442-V001 (StoreNext LHK-TEMPLATE-W4). ¶-This item may be available by special request only.</p>	\$110		
	<p>LHK-TEMPLATE-M — LaneHawk iLCU Checkstand Cutout Template - for Metal Checkstands (iLCU Generations 3 and 3.5)</p> <p>This metal template is for metal checkstand counters. Requires a nibbler to cut the checkstand. ¶-For detailed instructions and diagrams showing this template, see the "LaneHawk Metal Cabinet Cutting Instructions" document provided on the LaneHawk All-In-One Page on the Solution Provider website. ¶-This product sized for the LaneHawk iLCU generations 3 and 3.5. For the LaneHawk iLCU LH4000/LH5000, use item 7952-K442-V001. ¶-This item may be available by special request only.</p>	\$110		
	<p>LHK-TEMPLATE-M — LaneHawk iLCU Checkstand Cutout Template - for Metal Checkstands (iLCU Generations 3 and 3.5)</p> <p>This metal template is for metal checkstand counters. Requires a nibbler to cut the checkstand. ¶-For detailed instructions and diagrams showing this template, see the "LaneHawk Metal Cabinet Cutting Instructions" document provided on the LaneHawk All-In-One Page on the Solution Provider website. ¶-This product sized for the LaneHawk iLCU generations 3 and 3.5. For the LaneHawk iLCU LH4000/LH5000, use item 7952-K442-V001. ¶-This item may be available by special request only.</p>	\$110		
	<p>LHK-COVER4 LaneHawk iLCU Checkstand Cutout Cover Plate, iLCU, LH4000/LH5000</p> <p>Cover for checkstand cutout opening for LaneHawk iLCU LH4000/LaneHawk 5000 iLCU - covers hole in place of absent iLCU. Usable for metal or wood checkstand cutouts. For LH4000 and LH5000 iLCUs only. For iLCU Generations 3 or 3.5, use LHK-278127600.</p>			
	<p>7952-K192-V001 — LaneHawk iLCU Checkstand Cutout Cover Plate, iLCU (Generations 3 and 3.5)</p> <p>This item was previously listed as StoreNext PIN: LHK-278127600. ¶-Cover for checkstand cutout opening for LaneHawk Gen3 or Gen3.5 iLCU - covers hole in place of absent iLCU. Usable for metal or wood checkstand cutouts. ¶-Cover is provided pre-coated with primer and ready to paint. Spray paint of similar color to checkstand or black is recommended. ¶-For use with LaneHawk iLCU LH4000 version, use LHK-COVER4.</p>	\$30		



**7952-K446-V001 — LaneHawk iLCU Checkstand Cutout Spacer/Filler,
LH4000/LH5000 iLCU from iLCU Generations 3 and 3.5 Cutouts**

\$10

This item was previously listed as StoreNext PIN: LHK-INSERT4.

¶-This spacer/insert enables a LaneHawk 4000 or LaneHawk 5000 iLCU to fit into a checkstand opening previously cut for the LaneHawk Generation 3 or 3.5 iLCU.

Partner Net Price: \$9. May not be regularly stocked. Forecast, or check lead times with NCR Order Entry.

LaneHawk Extended Warranty and Maintenance

The depot service items in this section apply to the LH5000 or LH4000 iLCUs only. They do not apply to any previous (Gen2, Gen3 or Gen3.5) iLCU versions.

Extended maintenance/warranty is not mandatory for the LH5000 or LH4000 versions of the LaneHawk iLCU. The standard warranty period is 90 days, and the extended hardware warranty coverages in this section provide a higher service level (5-day turnaround instead of 10-day) for the initial 90 days as well as extending or renewing the warranty to a total of one (1) year. See the details in the configuration notes provided below.

The warranty/maintenance extensions below are priced per LH5000 or LH4000 iLCU.

LaneHawk Extended Warranty and Maintenance PIN Description	List Price	Install Price	Maint Price
7952-K291-V100 — LaneHawk iLCU Hardware Maintenance, Depot/Parts Only, per LH5000 iLCU, 5-Day, One Year This item was previously listed as StoreNext PIN: LHK-ZSN5LH5000A1.	\$75		Partner Net Price: \$35.
7952-K291-V010 — LaneHawk iLCU Hardware Maintenance, Depot/Parts Only, per LH4000 iLCU, Renewal, One Year This item was previously listed as StoreNext PIN: LHK-ZSN5LH40R1. ¶-Hardware maintenance parts/depot warranty for LaneHawk iLCU LH4000, provides one year coverage renewal commencing upon expiration of the previous warranty for an additional 12 months. This renewal warranty can be purchased one year at a time only. Channel Partners may sell the service to the end user or purchase the coverage for their own purposes. ¶-Price is per LH4000 iLCU. This renewal warranty product can be purchased at any time during the last 90 days of the extended warranty then in-force for the unit. The renewal will be dated to match end-to-end with the earlier extended warranty so there will be no gap in the service. Warranty tracking is by serial number. ¶-Provides parts/depot warranty only. Service level is 5-day turnaround from receipt of failed unit to shipment of new unit. Channel Partner is responsible for shipping cost to Datalogic, and Datalogic pays return ground shipping. Original unit may be repaired and returned, or replaced by a LH4000 iLCU in like or refurbished condition at Datalogic's sole option. ¶-For renewals only. This product can only extend an initial one-year (NCR-7952-K291-V001) or three-year (NCR-7952-K291-V003) extended warranty. This warranty may not be purchased after any the previous warranty has expired. Datalogic will attempt to contact the Channel Partner with a reminder notice to purchase renewals at the start of the 90-day renewal purchase window - Channel Partners are advised to be proactive, however, and track dates of required renewals internally. When ordering the warranty renewal from NCR, the applicable serial numbers MUST be provided on the purchase order to NCR.	\$80		
Pricing Note ▶ ▶ Partner Net Price: \$25. ◀			
7952-K291-V001 — LaneHawk iLCU Hardware Maintenance, Depot/Parts Only, per LH4000 iLCU, First Year Only This item was previously listed as StoreNext PIN: LHK-ZSN5LH4011.	\$75		Partner Net Price: \$24. Item Withdrawn.
7952-K291-V003 — LaneHawk iLCU Hardware Maintenance, Depot/Parts Only, per LH4000 iLCU, First Three Years This item was previously listed as StoreNext PIN: LHK-ZSN5LH4031.	\$200		Partner Net Price: \$60. Item Withdrawn.



LaneHawk Enterprise Reporting

LaneHawk Enterprise Reporting PIN	Description	List Price	Install Price	Maint Price
LHK-ENT-SW-EL	— LaneHawk Enterprise Manager Software, Enterprise License	\$50,000	\$5,000	\$11,000
	<p>Price quoted is per chain. Channel Partner SPF is normally 10%. May be sold by NCR or by ERR to dealer or customer. ¶-SMS of \$11,000 per enterprise license per year billable to customer by LaneHawk. ¶-Installation professional services price of \$5,000 per enterprise installation irrespective of store count. ¶-This item is in Controlled Deployment status and must be coordinated in advance with NCR and LaneHawk. See your Customer Account Manager (CAM).</p>		<p>Controlled Deployment — arrange all plans in advance with NCR CAM or Solution Specialist.</p>	
LHK-ENT-SW	LaneHawk Enterprise Manager Software, Per Store	\$1,000	\$5,000	\$120
	<p>Price quoted is per store. Channel Partner SPF is normally 10%. May be sold by NCR or by ERR to dealer or customer. ¶-SMS of \$120 per store per year billable to customer by LaneHawk. ¶-Installation professional services price of \$5,000 per enterprise installation irrespective of store count. ¶-This item is in Controlled Deployment status and must be coordinated in advance with NCR and LaneHawk. See your Customer Account Manager (CAM).</p>		<p>Controlled Deployment — arrange all plans in advance with NCR CAM or Solution Specialist.</p>	
LHK-ENT-SETUP	— LaneHawk Enterprise Software Setup	\$5,000		
	<p>Provides a specified package of installation, training and professional services deliverables. See Solution Provider website (LaneHawk All-In-One Page) for standard SOW for this item. ¶-This item is in Controlled Deployment status and must be coordinated in advance with NCR and LaneHawk. See your Customer Account Manager (CAM).</p>		<p>Controlled Deployment — arrange all plans in advance with NCR CAM or Solution Specialist.</p>	

