

## Update Bulletin

### Full RBO StoreNext Release and RBX→RBO Migration Plan

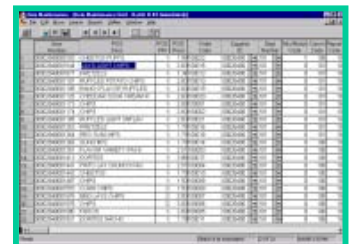
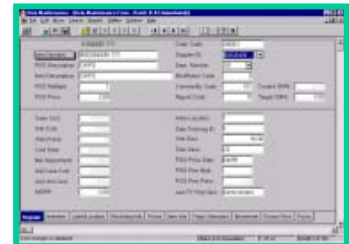
April 18, 2003

RBO has “Lifted Off” and StoreNext has entered the General Release phase for this important system.

This is not your grandfather’s “MerchaNT” or even “Retail Back Office 4.0.” RBO 4.1 added an enormous list of features last fall as well as interfacing to ISS45 – and the upcoming 4.2 release will complete its full ISS45 *integration*. And while “BASS” Dealers who wanted more can be forgiven for their original skepticism of the old system, it’s time now for another look and some serious selling. The market is waiting for you, RBO has now been exhaustively road-tested and StoreNext is ready to roll.

To help you drive RBO sales, StoreNext is putting a massive effort on the line:

- An aggressive migration program for RBX users like you’ve never seen. RBO’s been the natural choice for RBX users, but this offer makes it impossible to turn down. Barriers gone.
- A complete education and training program for StoreNext Dealers – we’re even assembling a regional sales education program coming to your area starting next month.
- An ordering system that lets StoreNext Dealers acquire product and licenses from StoreNext, just like with ISS45.
- A complete support program for StoreNext Dealers *and* your users – including a “selling-only” type support program giving Dealers a support margin while RBO Support takes on the support responsibility. You go Zero→60 immediately.
- The most comprehensive product release we’ve ever done, with a total set of documentation, presentations, demonstration instructions, brochures, sales and technical courses including computer-based training, plus services and white papers. The works...
- ... and there’s even an ROI tool showing how even if your store already has DSD, using RBO’s DSD can pay for the *whole PoS system*. Amazing but true. (Add this to the RBX migration plan and book your Centurion seats for the next few years...)
- An RBO Start-Up Kit for your lab and demo room – No Charge.



The new Product Bulletin – [1193](#) – has all the details, so see what RBO can do for your grocers – and what StoreNext can do for you. Then check out the Web site for the brand new [RBO All-In-One Page](#) – we’ve crammed it full of everything you’ll need for success with RBO.

Then – email [Bill Taggart](#) and get your Start-Up kit rolling. There’s no reason to wait.

To Your Success,

**Tony**

Antony van Leventer

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