

New Complete Back Office Suite for ISS45

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ICL is pleased to announce a complete back office suite for **ISS45**. This important product will provide a single-vendor complete system solution going all the way “from PoS to Host”, with seamless operation between traditional PoS and back office applications and all the benefits of single-point sales and support.

This is a “heavy” package, providing powerful functions across the supermarket back office spectrum. The new **ISS45** suite will include modules for:

- Frequent Shopper database applications and management
- Direct Store Delivery
- FM shelf verification
- Inventory management and control
- Electronic Data Interchange and Automatic Replenishment
- Electronic Price Book management
- Payroll
- Accounting system with General Ledger, Payables, and Receivables
- Data communications
- Sales analysis and reporting

Fifteen years ago the “big three” controlled all applications within the PoS system itself. Then along came the PC, and suddenly small “expert” companies sprang up and produced best-of-breed applications. Despite the big PoS vendors touting the advantages of “single-vendor solutions”, the market decided otherwise, and these back-office providers were very successful and gave both Resellers and Grocers important choices and selections.

But now we’re seeing the other side of the coin, with some of the original office applications providers ironically promoting the exact old position they successfully fought in the ‘80s: that PoS and Back Office are much better if they come from the same place. To make this long-discredited argument more persuasive, some are even telling you that if you don’t sell their infant PoS software, you’ll be cut off from selling their back office, too.

So I guess we’ll just play the same game. Even though we’ve not released it yet, any dealers who don’t take on our new Back Office for **ISS45** — what the hey: **exclusively** sell our back office, and selling one for every front end — will be canceled for **ISS45** PoS.

OK, there’s good news and bad news here. The good news is we really **are** bringing on complete **ISS45** back office as described above—no foolin’. The bad news is just for the competitors, not you. You see, unlike some folks who’ve developed an exaggerated view of their own importance and leverage, ICL knows we have to **earn** your business: Dealers respond to quality, responsiveness and support, not threats and arm-twisting.

To your success,

Tony

Tony van Severter
Perpetrator: April Fool Systems