



Update

New Lower TeamPoS Prices and Package Discounts

April 13, 1999

ICL is pleased to announce substantially lower prices on **ISS45** TeamPoS packages, and a new pricing strategy that rewards *RETAILpartners* who buy complete terminal packages from ICL.

In addition, we are also very pleased to announce that ICL has been able to source continued production of the low-cost 100MHz TeamPoS '486 DX4/100 units. We had originally believed that ICL would have to withdraw this popular model, but additional supplies of the critical components have been located to enable it to remain in the product line. This TeamPoS configuration is particularly important to price-sensitive buyers who have no migration needs beyond the DOS base.

You will find that:

- Most TeamPoS '486 package prices have been reduced by \$400 - \$500 per terminal
- Similar substantial reductions have been made to the TeamPoS Pentium 166MHz and 266MHz TeamPoS packages
- The ADT40 printers have been reduced by \$150

ICL is improving our package pricing strategy. In the past, the TeamPoS packages were available primarily for ordering accuracy and convenience, since ten to fifteen separate line items would otherwise be required to make up a single terminal installation (keyboards, printers, cash drawers, displays, weights and measures labels, cables, etc.) The list price of the package has been set to equal the sum of the list prices of the included parts.

With the pricing pressure felt by many dealers in the market, however, ICL will now reward *RETAILpartners* who order complete packages (keyboards, displays, CPU, etc.) with a lower price of \$100 per terminal. In other words, the package prices are \$100 lower than the sum of their parts.

Please see the new Issue 9 of Marketing Bulletin 1057 for complete details.

Also, make sure you get the updated Wholesaler Configurators with the new pricing from the **ISS45** Web Site and pick up the latest news.

To Your Success,

Tony

Tony van Severter
Director: Supermarket Systems

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