

Update Bulletin

LaneHawk Price Reductions and Program Update

December 8, 2009

StoreNext is pleased to announce LaneHawk price reductions that further improve customer ROI, simplify the program and sale, and provide dealers with more margin and control of the pricing.

The changes are:

- **Lower pricing – for hardware and software** – dealer cost for the iLCU hardware has been reduced by \$200/lane and the dealer cost for the iLCU software has been reduced by about \$100/lane.
- **BOS software is now sold up-front** – when the LaneHawk system was announced, this software was offered only as a subscription in order to get the end-user cost up-front cost down to the \$2,000/lane range. With these major price reductions from ERR, however, this is no longer necessary and the subscription requirement has been eliminated.
- **Dealer margins now apply on all items** – including the BOS Software above.
- **Dealer margins now apply on all SMS items** – to the end user.
- **Simplified SMS** – charges to the customer are now fully in dealer control. Dealers are invoiced quarterly as per the standard SMS process.
- **Lower all-in end-user pricing** – including PIT, it's now down below **\$1,850 per lane** with annual maintenance lower than \$2,300 (in an 8-lane system).
- **Even better customer ROI** – the lower pricing reduces the **payback period to 8.2 months** and the percentage ROI went up to **426%**.
- **90-day warranty** – on all items via the standard quarterly SMS invoicing to the dealer which delays dealer SMS payments 90-180 days.

In sum, the changes make the *product* more attractive to users, and make the *program* more attractive to dealers – and it brings the program into line with traditional dealer programs and products.

Remember to tell your prospects: ***buying LaneHawk today is the same as writing yourself a check for \$85 grand*** (see the updated ROI sheet for proof).

Please see the updated LaneHawk Program reference bulletin for the new pricing and details

To Your Success,



Anthony van Seester

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