

## MarkeTechnics 2001

February 22, 2001



Right there's the only badge at MarkeTechnics that was worth anything — if you had one of these you went to the best party anyone can remember. And if you think I'm exaggerating (again) ask any of the 500 people who enjoyed music from *two* outstanding bands (yes, in separate halls) and the piles and piles of great food — including more Cajun shrimp than Forrest Gump. Since the Fujitsu Mardi Gras took all three rooms, it was full but not crowded, no long lines for the food, you could find places to talk in a normal voice, and you could get your drinks in less than a minute.

Those souvenir CDs of classic Preservation Hall jazz everyone took home were probably necessary, since Pat "Mother Blues" Cohen and her R&B band packed so many people in the next room. Sorry if you couldn't be there, and *really* sorry if you were one of the poor guys at the competing party, many of whom apparently suffered frostbite in the freezing winds on a "we've-got-you-now-and-there's-no-way-you-can-get-off" riverboat cruise through the 40° fog.

So what else was cool, and what was not:

## NEW TECHNOLOGIES

Not much new and exciting from other companies. An exception was a great system from Smartmouth.com that finally gives shoppers some benefits from providing all that data via their loyalty cards. Smartmouth examines the information in a supermarket's data warehouse, sorts it shopper by shopper, then posts it for each shopper on the web so they can see and analyze their purchases. Even better, Smartmouth has collected the industry UPC file and then added all the nutritional and ingredient information — a monster task. So now you can set up a goal of "lower salt" for example, and shoppers will instantly see how their purchases stack up to their low-salt targets. Awesome. The whole "back of can" is there. And since shoppers will want all their purchase data available in one place, Smartmouth is a powerful incentive to buy everything from the supermarket where you have your card. Shopper usage and acceptance has been extraordinarily high in their first implementation, with Stop and Shop, headquartered in the Boston area. Check out [www.smartmouth.com](http://www.smartmouth.com).



## TRAFFIC

All the vendors I talked to thought the foot traffic and attendance was below normal, and most blamed the fact that this year the show was just a week away from Mardi Gras. This meant that hotel rooms were tough to get, and if you found them they were very, very expensive. Many companies just brought fewer people than in past years, and

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demonstrations were not nearly as crowded. A big advantage for Fujitsu was that our booth covered three thousand (yes 3,000) square feet, and those particular three thousand square feet were perfectly positioned, precisely at the only entrance to the show floor — **everybody** came through. So it wasn't just the party that went well.

#### ISS45 RUNNING ON A HANDHELD PC

No kidding! Both V7 and V8 were shown with the back office running on a hand-held wireless PC. Anything you could do at in the ISS45 back office you can now also do on this lightweight TeamPad 7500, including file maintenance, price verification, parameters, clerk management, end-of-day, whatever. Implementation is amazingly simple (which is a good thing since Pat Huston "invented" the whole idea a week before the show). What's happening here is the 7500 is actually a Windows thin client running Microsoft CE — just run the V7 or V8 back office over Windows Terminal Server and, *voilà!* The wireless RF was able to carry ISS45 from anyplace on the MarkeTechnics floor — remarkable given the enormous RF interference at a big technical show.



You've got a great installed base of ISS45 — and every store needs at least one or two of these. (I'll send you some stuff about the 7500 shortly.)

#### FUJITSU LIBERATOR

**IBM Users — You Now Have a Choice!** This sign greeted everyone as they entered the show floor, advertising the TeamPoS 2000 "Liberator." Up until Liberator, anyone using the IBM Supermarket Application was pretty much forced to use 46xx hardware, but in March, through the magic of Windows or Linux, you will be able to offer them much better replacement hardware from Fujitsu: TeamPoS 2000 with the Liberator layer. Also coming for Liberator is a special GUI interface that makes the old IBM S.A. look and feel like something from — well — at least the '90s anyway. More on Liberator (Press Release, etc.) is coming your way.

#### TEAMPOS 2000

If you don't have a TeamPoS 2000 demo in your office yet, get one! Many customers saw this product for the first time and were very, very impressed with its performance and fantastic maintainability. The analysis is real — you've got a better, faster, standardized and obviously differentiated product from all your competitors, plus the total cost of ownership is lower. Also, Fujitsu's new dual-screen configuration (one analog, one digital) with ISS45 WinPoS was fast, bright and provided gorgeous color and great touch-screen response. Stack it all up with the Fujitsu TeamPoS 2000 version of Epson's best printer and you have a unbeatable combination that looks way better than anything else out there.

**Hey** — the latest news about the TeamPoS 2000. This terminal has become the first and only PoS terminal to be approved by Microsoft's Windows Hardware Quality Labs and earn certification for both Windows2000 and NT. (Press release will follow — a great competitive tool.)

#### THE 9900 SCANNER/SCALE

Obviously ready for prime time, Fujitsu is back in the scanner business. No extras and hidden costs like you have to buy like the other guys, full-featured and performance up to the best

from the competition. The 9900 was hooked up to everything in the booth and won the respect it deserves.

#### FREQUENT SHOPPER EXPRESS

Forget what this product was like three years ago. ACI has rebuilt, recast and repackaged the Frequent Shopper system, and now offers really expert support directly to ISS45 dealers (at no charge — Fujitsu pays for it on your behalf). There's a new Windows front end, and there are two enhanced FSE packages at lower prices — one that combines Frequent Shopper with the RoundHouse Analysis pack, and then an advanced package for individual targeted shopper promotions that adds "Engineer" (a new component that builds and manages ISS45's member card Schemes and Segments) and the Advanced Promotions option. Frequent Shopper remains hot, and this is a perfect implementation for independents and small chains, especially since they can consolidate chain-wide with the RoundHouse system. We'll be re-releasing this package shortly, so give it a serious look. (Make money and satisfy customers — still a potent combination.)

#### SWEDA CANADA

Can you believe it? Sweda now represents ISS45 in their Canada offices — welcome, old friends! Talk about how the industry has changed in a very few years. (Press Release? Of course!)

#### HOW'S THAT AGAIN?

From our own K.C. Potts, overheard at the show:

**Customer:** "We think CRM is critical and finished our data warehouse last year."

**Salesman:** "Oh yes, I'd heard about that. How many square feet?"

#### OTHER GUYS

It wasn't just the other convention parties that were sad affairs — there were more product withdrawals and corporate backpedaling than there were new product introductions at MarkeTechnics this year. Without using names, major systems that were to be the new corporate salvations have been cancelled. Old, old alliances that were your toughest competition seem to be crumbling in real time before our eyes.

And companies that only a month ago looked like they might become new competitive threats have laid off major hunks of their field sales organization, including many of their best people (out to "Open Pastures," so to speak...)

To Your Success,

***Tony***  
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*Tony van Seventer*  
*Director: Supermarket Systems*