

MarkeTechnics 2002 — Another Great Show, and Another Great Party

February 6, 2002

Well, they all said that San Diego was down 30% from last year in New Orleans, but you couldn't tell that from where we stood. Customers, competitors, Dealers, salespeople, ex-employees, wholesalers, friends, enemies and the usual squad of consultants looking for work were jammed shoulder-to-shoulder in the 3,000 square feet, stuffing their faces, jumping up and down, shouting to be heard, everyone acting a little silly, having a ball. And that was at the **booth** – wait'll I tell you about the party.



Yes, Pat "Mother Blues" Cohen had everyone whooping and dancing in the main hall. Amazing show, and just by herself she can make you feel like you're in New Orleans, even on a cool, clear San Diego evening. She must've had a great time last year since she and her band chose to blow off both Mardi Gras and the Super Bowl to fly out and do the Fujitsu party. She even took a day in the recording studio and did a custom album for us all, and everyone at the party got (at least) one of these CDs to take home, which she gleefully autographed with a sly wisecrack and a huge smile. What a great lady. And upstairs there was a great little bar with a cool jazz quintet, and people could talk a little "bid-niss" and rest up for Mother Blues' next set.

Only one downer all week: Bernard, a big Cohen fan who'd promised to sing backup on *I'm Goin' Blind*, failed to show – again. Got a call from Prague from his satellite phone, and all I could make out through the static was something about a world Esperanto conference that he just couldn't miss. So what else is new?

THE BIG NEWS

Maybe you heard. Inside of a three week span, Fujitsu has won both the huge Nordstrom and TJX deals with wall-to-wall Fujitsu offerings. If these were supermarkets, it would've been like taking down Safeway and Albertsons in the same month, and Fujitsu's latest successes made for great buzz at the show. Although an IBM exec at a recent meeting reportedly labeled Fujitsu as "irrelevant" and "doesn't exist," this curious opinion does not appear to be widely shared by customers, the press, other companies, consultants or for that matter anyone else. In the Independent Grocery business, the Fujitsu Dealer network now enjoys the #1 ship share by an ever widening margin, Nordstrom evaluated 230 (yes, two hundred and thirty) vendors before selecting Fujitsu. And as for TJX? Well, this deal knocked IBM out of the account and its 14 gazillion Marshall's stores and the other TJX branded chains.

And if you want the whole story in a hurry, just click on [Nordstrom](#) and [TJX](#) for the complete write-ups.

(If this is being "irrelevant" I could get used to it in a hurry.)

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ISS45 AT THE SHOW

We showed three versions – 7.7.1 WinPoS, 8.3, and 8.4, all using the TeamKey/ TouchScreen combination. Also, every demo used the TeamPad 7500 to show off the wireless back office anywhere in the booth. That's another thing that's easy to get used to – and your demos should too – this has great sizzle that no one else can match. And that wasn't the only wireless we showed – users wanting to see wireless PoS for parking lots, special aisle promotions, etc. could see ISS45 running wireless to the store LAN, and the ease of hookup and performance were both outstanding. You'll see more releases here in the near future.

Some of the good news is that 8.4 – although it's still a demo version in development at Retailix – held up very well, and had some important new features and runs on the new Windows platforms. The current schedule is to get the release for validation and integration in mid-March, and the inevitable corrections, additions and fixes required for a stable general release will take some time after that. It'd be great to have this in Q2, and that's what we're gunning for.

IPAD

And **another** thing: Fujitsu is now #1 in the world (bigger than Symbol) in wireless mobile computing. We'll get used to that too if we keep on building new products like this ultra-slick little gem. With its-built in wireless, scanner and MSR, and Windows, it's quickly adaptable to all sorts of applications such as the long-sought portable PoS. We've got plans with this for ISS45, so you'll see a lot more about this as it gets ready to ship in late Q2. If you want to see more right away, click [iPAD](#).



ISTORE

And iPAD already runs on iSTORE, Fujitsu's new package for General Retail/Specialty. This is a "packaged solution" engineered entirely by Fujitsu, powered by GlobalSTORE, and being readied for the Dealer market so you can sell it like ISS45. This is a powerful package (apparently powerful enough for Nordstrom anyway) that scales down to a single PoS terminal. It was previewed to interested Dealers, and the architecture, features and customization tools impressed us all. You'll see a lot more about this, too, but for the moment, you can just click [iSTORE](#).

LYNK SYSTEMS ELECTRONIC PAYMENTS

Lynk is one of the more exciting new players in our business, and they issued a Press Release at the show announcing "wall-to-wall" support of ISS45. That means 7.7.1 DOS, 7.7.1 Windows and ISS45 **V8**. You'll see more information from us on the system and a Dealer program soon, but Lynk looks like an excellent option that you'll want to investigate. For more, click [Lynk](#) for their Press Release on the Fujitsu Transaction Solutions Web Site.

FUEL

Fujitsu is gearing up to support the Fuel Option for ISS45 **V8**. ISS45 Fuel is a comprehensive application, not just an interface, and entirely integrated with ISS45 at as many terminals as the grocer prefers – this is the same application that is now running approximately 300 stores at Albertsons and Costco.

Fuel, of course, requires a new set of skills and industry knowledge for all concerned, and these skills will need to be built across the ISS45 community for the Dealers to be successful and provide the necessary services and support for customer satisfaction. The first Fujitsu release of ISS45 Fuel will be over the 8.4 platform, and depending upon the readiness and release schedules, the Fuel option may coincide with or trail the 8.4 release itself.

SELF-CHECKOUT

Another important and long-awaited piece of great news – this one from PSI regarding their ACM self-checkout system. They are completing their interface to ISS45 (first with 7.7.1 WinPoS, with **V8** following quickly) and will go to the live store this month. See the PSI Press Release on [ISS45 Self-Checkout](#).

A PRESS RELEASE YOU CAN USE

It's always good to have a few fresh references in your pocket, and this press release announcing the ISS45 rollout at Haggen – the great independent chain from the Pacific Northwest – is a good start. But then it goes on to discuss the ISS45 successes at Buehler's, Cosentino's and Superior, so you need to take this piece along with you for your next presentation. Click on [ISS45 Rollout News](#) and see for yourself.

UCC-14 AND RSS-14 WITH FUJITSU SCANNERS

MarkeTechnics show-goers were able to see the Fujitsu 9900 Scanner/Scale running both the UCC-14 and RSS-14 codes. As you probably remember, the 9900 has been shipping with UCC-14 for some time, and upgrades to older 9900s is a free firmware download to Dealers. We'll do the same to add the RSS-14 barcode reading capability to your arsenal.

But we're also protecting your base of Orion/9500s too. Fujitsu can now commit that the 9500 will support not just UCC-14, but we will also provide a download for firmware to upgrade the Orion9500 with RSS-14 capabilities too. It's not through the final release process yet, and you need to know that the extra barcode support requires more memory than the original 9500 ROM provided. If you need them when the time comes, you will be able to purchase the larger ROMs pre-programmed from Fujitsu or load your own supply of ROMs with a free firmware download.

WHOLESALEERS

You know (except for the Party) we take these shows very seriously. Nowhere was that more evident than at our meetings with wholesalers, where the top players in North American Wholesale Grocery all took the opportunity for extended meetings at MarkeTechnics with Fujitsu to improve old programs, create new ones, work with Dealers and advance the technology available to their member stores. In fact, you couldn't get a conference room in the Fujitsu booth since they were all full of Wholesalers and Dealers non-stop.

At one of these meetings, we completed the finishing touches of a new SuperValu/ Dealer/ Fujitsu initiative to convert dozens of large stores from a previous SuperValu "strategic" product to ISS45. Here's an outstanding opportunity with a gale-force wind at your back to take advantage of an important break in the market. See Marketing Bulletin 1176 on the [ISS45 Dealer Web Site](#).

GLOBALABEL

Fujitsu is working hard with some great updated software and label designs to complete a general release of **GLOBALabel** to the Dealers. We are now confident that the combination of pricing, technology, and Dealer capability means the time is finally right for Electronic Shelf Labeling in the Independent Grocery market. Stay tuned.

FREQUENT SHOPPER EXPRESS

This product again showed great at MarkeTechnics, and it just amazes people how much Frequent Shopper power it delivers at such a low cost. The critical factor here is **data** – and with Frequent Shopper Express even a single-store operator can run a Safeway-style merchandising operation. A perfect example – FSE can show you who has a dog but almost never buys dog food from you – an obvious shopper-specific promotional opportunity to get those shoppers buying that stuff from you instead of making a separate trip to Petco. Time for supermarkets to turn the tables on the category killers and use that home-court advantage to increase same-store sales and increase profits.

MEI

At the last minute, MEI stopped by and told us some wonderful news. You already that there are hundreds -- perhaps thousands – of MEI Super POSS back offices out there supporting 2127 and 2126 front ends. But now MEI has completed an ISS45 interface so that Super POSS can support ISS45 without the store changing out the back office. With a lot of users, this is going to be a slam-dunk no-brainer, and it lets you go after this market right now. Call MEI's Ed Coker at 509-232-3177 x22 for details, or email him at ecoker@meisolutions.com.

COREMA

Frequent Shopper Express is just right for single stores those who are fine with batch-oriented consolidation across their chains. But if you're working with a larger Tier-II customer that wants on-line access across all their stores in real-time, Corema will be the answer. Fujitsu's Corema team is building a Packaged Corema system with pricing and features aimed at the regional grocery chains in conjunction with TeamPoS and ISS45 – a release date should be available soon. Corema handles both the largest and the most sophisticated Consumer Relationship Marketing programs on the planet, and packaging this up to make it a power player in the Dealer Tier-II market will create an important new market for ISS45 Dealers.

Think about an offering to your customers wrapping up ISS45, Fuel, Self-Checkout, ESL and Corema. Then iSTORE, iPad... Is this going to be a great year or **what?**

To Your Success,

Tony

Tony van Seventer
Director: Supermarket Systems