

Update Bulletin

StoreNext Introduces C-STAR™ and CIH™ Connected Services Offerings

February 21, 2004

StoreNext is very pleased to announce C-STAR and CIH, two new applications for StoreNext Connected Services. Both are available for immediate subscription and connection.

In addition, StoreNext is introducing new pricing and commercial policies to simplify selling and help Dealers establish success in the Connected Services arena. StoreNext is also introducing new Connected Services Implementation Services to assist users and Dealers in implementing CIH and C-STAR.

C-STAR, **C**onnecte**S**to**A**nalysis and **R**eporting, is a new application replacing StoreNext's previous Report Viewer, Electronic Journal, Reporting System and Sales Analysis modules. The C-STAR package is now available at \$25 per week for ISS45 or ScanMaster.¹ This combination for ISS45 would have totaled \$50 under the previous line-item pricing.



CIH, **C**onnecte**I**tem **H**osting, provides StoreNext's hosting and price book migration for CIX™ users and other ISS45 independents and chains. CIH provides a wealth of powerful capabilities designed to maximize users' control and flexibility across a base of ISS45 stores.

In addition, StoreNext is enhancing Dealers' ability to sell and manage Connected Services profitably via new Connected Services marketing methods that reflect those being used throughout the general "software-as-service" industry.

Highlights of the new plan include the following:

- **Lower pricing replaces discounts** – you no longer have to negotiate a discount schedule for users – prices have been reduced and discount tables eliminated to simplify selling and implementation.
- **Single Price for CIH** – StoreNext has eliminated the "Chain Component" of Connected Item Hosting, and pricing for CIH is now a flat \$30 per week per store. This pricing is extremely aggressive against low-cost host systems, especially in small chains.²
- **Expanded trial period** – users will now receive a 60-day money-back period on C-STAR, CIH and other Connected Services applications. Users will commit to Connected Services for one year.
- **No charges for Dealer Code Distribution** – StoreNext views Code Distribution as an important service for Dealers minimize support and software maintenance costs, and there are no charges to Dealers for this service.
- **Professional Services Schedule** – users and Dealers have asked for standard implementation offerings to help bring a chain up to operation with such items as

¹ C-STAR Electronic Journal support for ScanMaster will be available in the future.

² Item hosting prices in larger chains of 15 stores and up will be negotiated appropriately. Please contact StoreNext.

conversion of historical data into Connected Services and setup of the hosting system. StoreNext is now publishing such service packages.

- *Connected Services Configurer* – the [StoreNext Configurer](#) now includes a Connected Services tab to assist Dealers in pricing Connected Services quotes and implementations.

Together with the upcoming new Connected Services applications – including Connected DSD – there will be a lot of Connected Services activity in the coming months. Please see the new issue of [Marketing Bulletin 1185](#) for all the C-STAR and CIH product information and the new simplified commercial details.

To Your Success,

Tony

Antony van Beverter