

## Update Bulletin

### New Corema Loyalty Offering for StoreNext Dealers

July 2, 2003

StoreNext and Fujitsu are pleased to announce two new additions to the StoreNext Dealer Program for Corema. The new offerings continue our effort to relentlessly drive out costs, and they allow your independent grocers to reduce their overall TCO while increasing the effectiveness of the Corema system.

Corema, of course, is the “gold standard” for CRM in the supermarket and general merchandise industries, providing true online loyalty and shopper-specific promotions. A total CRM system, Corema is used by over 60 *million* shoppers every week at chains like Safeway and Ahold, REI, Trans-World Entertainment, and merchandising leaders such as Big Y.

#### NEW PROGRAM PRICING

Grocers are now able to purchase Corema Loyalty for as little as \$50,000 plus per-store licenses for down to just a single store. Previously, the starting point was for \$80,000 for 20 stores.

Furthermore, Fujitsu has determined that its experience curve enables Fujitsu’s professional services for implementation – including specifications definition, project management, conversion programs from existing systems, interface development to existing marketing/merchandising systems, installation, training and “go-live” support – to be benchmarked at \$94,500 – a \$12,000 reduction. The result is that a five-store chain can be installed for as little as \$152,000 (not including hardware, operating systems and the Dealer professional services.) This amounts to a major reduction from the previous program, while delivering the same capabilities that larger chains have spent millions to achieve.

#### COREMA ANALYTICS

In addition to the pricing changes above, Fujitsu is pleased to announce Corema Analytics. This is a Marketing Analysis tool that develops and monitors marketing programs based on ISS45 data.

Many independent retailers spend large sums of money on merchandising systems that do nothing more than attempt to drive shoppers via standard media promotions. Corema Analytics provides whole new powers – for example, Corema Analytics will

- Design marketing promotions based on purchasing history,
- Segment shoppers into promotional categories,
- Change buying habits via offers delivered directly to the PoS,
- Analyze the effectiveness of promotions against control groups, and
- Analyze the data to design the next promotion.

It is easy to see that the combination of Corema Loyalty and Corema Analytics will give your ISS45 independents knockout merchandising power that is unrivaled in the market. Fujitsu will provide a full release and description of Corema Analytics soon.

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Please see the new issue of the StoreNext Dealer Corema Program ([Marketing Bulletin 1182-3](#)) for the details of the new pricing. In addition, detailed technical information regarding Corema Loyalty can be found in [Marketing Bulletin 1184](#).

## MARKETING ASSISTANCE

To help bring the power of Corema Loyalty and Corema Analytics to you and your users, Dave Cosby from Fujitsu will likely contact you in the coming weeks. Dave is Fujitsu's Corema specialist for independents and small chains, and he will make sure you get answers to any questions you might have as well as showing you how the Corema product line will work for both you and your users. Dave is available to assist you on-site for key opportunities, and he can also easily arrange Corema demonstrations via the Internet using a WebEx connection – this way there is no hardware or software expense and setup. If you, your sales staff or your customers would like to know more about these products, please feel free to call Dave at (360) 681-7857 or email him at [DCosby@FTXS.Fujitsu.com](mailto:DCosby@FTXS.Fujitsu.com).

To Your Success,

***Tony***  
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*Antony van Beverter*