

## Update Bulletin

### Back Office + POS Special Extra Discounts

July 24, 2006

StoreNext is pleased to offer a special discount to Store Systems Dealers who buy the RBO or Retalix Store back office at the same time as the POS.

Sell them at the same and make more money on *both* products.

For dealer purchase orders with ISS45 or ScanMaster, and also including either RBO or Retalix Store, the dealer will receive much higher discounts on both sides of the transaction:

- On the POS software, the dealer will get the higher hardware discount on the POS software. With standard ISS45 and ScanMaster, this means *an extra 6% discount* on the POS software portion of the order.
- On the Back Office software, the dealer will also get *the higher hardware discount* applied to the back office software.

So wherever you can get the grocer to make a back office decision at the same time as the POS order, the dealer wins big. For example, a 7-lane ISS45 POS system with \$11,000 of software and options at list price, plus an RBO system and options at \$6,000 will put over *\$1,000 extra profit* in the dealer's pocket.

#### NOTES AND FINE PRINT

- ◆ *All POS* – The offer applies to both ISS45 and ScanMaster, including ISS45 and ScanMaster Express and Espresso stores.
- ◆ *All Back Office Packages* – On RBO and Retalix Store, the offer applies to standard packages, upgrade packages, Retalix Store small-store packages and RBO buy-as-a-POS-option packages, regardless of base discount levels on those packages. For example, the Retalix Small-Store packages normally carry a limited 35% discount. Dealers will get their full hardware discount on these packages. *Exception:* dealers cannot receive an additional discount on the IMS→Retalix Store upgrade, although this upgrade *will* qualify the sale for the additional discount on the POS software.
- ◆ *Retalix HQ* – yes, this product is also included in the program.
- ◆ *Most Options Count* – Some back office *options* on Retalix Store or RBO (e.g. Insignia) have limited discounts. Where such limited *option* discounts are in place, the original discount continues to apply and this offer doesn't apply. Other options with standard discounts will get the extra discount. The extra discount cannot apply to WinEPS.
- ◆ *Express and Espresso* – Dealers already get the higher hardware discount on the ISS45 or ScanMaster POS software packaged with Express and Espresso packages. So with these systems dealers will get the higher discount on the back office portions only. However, as mentioned above, dealers will get big discount increments from some of these small-store back office packages since their normal discounts are usually much more limited.

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- ◆ **Same Store** – To apply, the POS and the back office software must be ordered and installed for the same location and the dealer *must* order both the back office software and the POS software on the *same purchase order, and at the same time* to StoreNext. Where separate purchase orders are received, StoreNext will not apply the extra discount.
- ◆ **Full Systems and Full Lanes to Qualify** – The POS order must be for the “full system” as defined in StoreNext’s published discount policy. Software-only orders or other orders that would not normally earn the full dealer discount – specifically including where full POS lanes of hardware are not substantially complete – cannot be included in this offer.
- ◆ **Special Discounts** – This program will apply using the dealer’s standard hardware discount as specified in StoreNext’s Discount Policy. Additional special discounts, offers, deals or agreements will not apply to setting the back office software discount.

For example, if a dealer’s Select/Elite/Premier status normally provides them a 42% hardware discount, but a special deal has been made for a large chain rollout that provides an extra 2%, neither the special POS discount nor the special back office discount can exceed the dealer’s standard 42% discount. The extra 2% discount will not come into play.
- ◆ **Yes to Triple Dipping** – In cases where Mayday!Exchange applies (for example, competitive upgrades to ISS45 or ScanMaster) dealers are encouraged to triple-dip and accept StoreNext’s Mayday!Exchange program credits, the back office discount and the POS discount.

So go forth and add. Then you’ll get to multiply.

To Your Success,

  
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Anthony van Severen

