

Update Bulletin

ISS45 Price Reductions

July 24, 2006

StoreNext is pleased to announce pricing changes to ISS45 software to help dealers sell more ISS45 systems. Significant savings are included to dealers and prospects on both V8 and V7 – the largest savings are on V8 – since V8 will now be priced the same as V7 for new stores.

Combined with the elimination of the Server version requirements for Windows and SQL for V8 ([see the Update](#)) plus the additional POS software discount of 6% when you buy the Retailix Store or RBO back office ([see that Update too](#)) changes the ISS45 pricing landscape dramatically.

These reductions are not temporary or a temporary promotion. They constitute the new and current ISS45 software pricing. To maximize your benefit, these pricing changes are effective immediately, and include the following modifications:

- The ISS45 V8 option, previously priced at \$2,195, will now be *included at no charge* with all new ISS45 software system purchases.
- The ISS45 Advanced Promotions Option, for either V7 or V8, previously priced at \$1,295, will now be *included at no charge* with all new ISS45 software system purchases.
- The ISS45 Controller Service will now be priced at **\$3,595**. The former price was \$3,195. Prices on small-store Express and Espresso packages have gone up by approximately \$50-\$55 per lane at dealer cost.
- The ISS45 A/R package currently included in ISS45 V7 and V8 packages will become a priced *software option*. This option, which has always been chargeable on ISS45 Express and Espresso systems, will therefore now be chargeable on all systems. The price is being *reduced from \$795 to \$595*.

QUESTIONS AND ANSWERS

- ***Holy Cow! When do the changes take place?*** The changes are effective immediately for all new orders that are not yet in-house.
- ***What about orders already in-house at StoreNext? Will these orders automatically be changed to the new pricing?*** StoreNext will not automatically change any orders in-house, but StoreNext will modify these orders upon written instructions from the dealer.
- ***Why isn't StoreNext automatically changing all prices for my in-house orders?*** This way, dealers may choose to let existing orders remain in place at current pricing or can modify the order in writing to StoreNext Order Entry.
- ***Can I change just part of the pricing? Like, get the V8 option and Advanced Promotions included free, but keep the old price on the ISS45 Controller Service and keep the A/P for free?*** Hmm. I don't think so – let me check sorry, the answer is no.
- ***I just had an order ship last week – can I change the price of that order?*** StoreNext will not change pricing on any orders that have already been shipped.

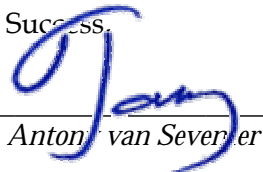
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- **Are there any changes to ISS45 Express or Espresso systems?** Yes! The inclusion of the V8 Option and the Advanced Promotion Option is effective for all new ISS45 orders, including ISS45 Express and ISS45 Espresso systems.
- **Do I have to actually order the V8 option or the Advanced Promotions option to get them, or are they included automatically?** With new orders, they'll be included automatically and put onto the software keys.
- **What about my software discount? Has my discount been changed?** Dealer software discounts are not changed by this new pricing.
- **I have a customer using the A/R package in their stores, but they've been getting it at no extra charge since it's included. Now I'm going to have to charge \$595 for it – isn't that going to cause a problem?** With the large price reductions from including Advanced Promotions and the V8 Option, we trust you can overcome any such issue.
- **What's this about Windows Server and SQL Server going away?** The new ISS45 V8 version 8.1.1.1-050 operates on a new level of Microsoft SQL from StoreNext which does not require Windows Server as the operating system. So Windows XP can be used on a V8 MFS1 at a much lower cost. Plus the cost for SQL will be reduced since a less expensive version of SQL can be used. But don't just take my word for it: see the real [Update Bulletin](#).
- **When will 8.1.1.1-050 be available?** This version is now in Customer Trial and is planned to be in General Release within 30 days.
- **What if I want it right away?** You may set up a Customer Trial and agreement.
- **Isn't there also some new deal with back office that kicks up my discount?** Absolutely true. See the (yet another) [Update Bulletin](#) with the Retailix Store pricing offer that increases dealer discounts on the POS software line items when you order a new POS system at the same time as the back office system.
- **What if I have an existing V7 customer who wants to upgrade to V8. Is the V8 upgrade going to be free now?** The V8 option is only included at no charge with new systems. The new pricing does not go backwards and include previously-shipped systems. V7→V8 upgrade pricing remains the same.
- **How about the Advanced Promotions Option – is that now a free upgrade to existing stores since it's gone to no-charge on new installations?** If you guessed that the answer to this question is the same as the previous one, you are correct. The new pricing is only going forward, not backward, and existing stores wishing to add the Advanced Promotions Option will be able to purchase it at current prices.
- **In the future, how will I know if the store needs to buy an upgrade to get this software option or not?** Refer to the SKIF or the software key report. If V8 or A/P is checked, then you don't need to order the upgrade. If it isn't checked, then you do. Simple as that.
- **Net this out for me. Let's say I buy an ISS45 system that uses Advanced Promotions and V8. How much lower is the new pricing?** The new pricing for those items would have an MSRP of \$3,595, whereas the old price was \$3,195 + \$2,195 + \$1,295, or \$6,685. This means a savings of \$3,490, or 52% compared to the original price of these line items. If you need to add back the Accounts Receivable module for \$595, the savings are \$2,895 or 43%. Plus, if you purchase the back office at the same time, your software discount will go up by 6%. Plus, your V8 systems will no longer need the server versions of Window or SQL.

That should be sufficient.

To Your Success,



Anton van Severen

