

## ISS45 Express Retooled — A Weapon of Mass Destruction (...Kaboom II...)

June 27, 2001


Time to go out and clobber someone.

The biggest question here was whether the revamped **ISS45 Express** packages should contain the ISS45 TeamPad Mobile Computing package too. We stopped just short of that, even though you might be selling ISS45 Mobile Computing 1-1 with your new ISS45 systems anyway.

**Time for a quick huddle on strategy:** some new competitors are trying to beat you in the small store market with a Windows back end and Price. Ok, fair enough.

- Windows back end? You may not have used it yet, but with ISS45 **V8** you've got the best office in the business. Lots of features that are way ahead of V7. It is time to put this product on the front burner.
- Price? We're probably never going to be cheaper, but we can get close.
- Risk? You've got the best track record in the business and represent the #1-selling PoS system in Independent Grocery. You own the high ground. It's a mistake to be arrogant about it, but most of you know what it's like to be the selling underdog. Remember how the big guys used to mangle you in sales campaigns? They probably used the right tactics. And remember the tactics *you* tried to counter with? Expect to see them now from your competitor.
- Features and Quality: Here is where you kill them. (See below.) We got here together by providing independent grocers with outstanding quality, reliability and more than anything else, **value**. Bernard sez "Meet the new strategy — same as the old strategy..." We're just cranking that value up a few notches.

**So** — here's how we've retooled **ISS45 Express** into your newest competitive weapon:

- Nothing is stripped down. Even at Express prices, you will be delivering top-drawer/top-shelf/top-of-the line. The best hardware in the business, the best software in the business.
- All Express configurations now go out with the TeamPoS 2000.  This lowers your maintenance costs and prices too. We're using the configuration with 128MB of RAM, 20GB hard drive and the 433MHz Intel Celeron. TeamPoS 2000 is the finest hardware in PoS today — you need to make this count when you're selling. <sup>1</sup>
- Top-of-the-line Printer — the best in PoS is the Epson 6000, and with Express you get the model with full MICR and one-pass check printing. And pretty soon

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<sup>1</sup> If you're unclear about this, skip immediately to the Question & Answer section for a refresher.

Epson will be releasing the 6000-II that features 2-color printing. (Finally! Credits in Red again!) The ISS45 7.7.1 release this summer will support this feature.

- Top-of-the-line Touch-Screen Display — ☞ 25% brighter than the competition, and built to withstand Bertha's pounding fingers all day long. Fujitsu's Digital TFT Flat-Panel display is the Rolls-Royce of the display market. And that was correct — Express is shipped with the Touch-Screen ("Pound-Screen?") model.
- Operating System: for complete Express systems, Windows 2000 is now included for all the PoS lanes.<sup>2</sup>
- So where's all this taking me? Windows2000? TeamPoS 2000? Major Printer? Touch Screens? It's taking you to WinPoS, of course. That's what you'll be selling to win these days, and that's the direction you're going with the new Express. Demo the dual-screen model with the shopper-controlled display, and put yourself light years ahead of the competition.
- Scanner/Scale: in case you didn't notice, the Fujitsu 9900 replaced the Orion 9500.
- Back Office PC: we've jacked this unit up to the Mid-Tower model. There's a reason for that ... ..
- The reason is that **V8** is the future, and you need office platforms to support it. Now that you don't need RAID, use the 45MTPC that comes with Express.
- What about the **V8** option? \$2,195. Expensive in small stores. ☞ Not. The Version 8 option license is now included in all the complete **ISS45 Express** systems (that include the official **V8** PC). You don't have to buy it separately.
- But now I have to buy SQL... No you don't. All the SQL licenses for an ISS45 **V8** store are also included in the complete Express configurations.
- What's not included? Stands for the Touch-Screen display — just too many options, too many possibilities here. Buy them separately. And please note that in the future, we'll stop shipping keyboards with ISS45 Express too, once the full-touch checker controls will be available.

Don't worry — you say you don't need to install **V8** right now? Just V7 WinPoS or DOS? Not to worry. You can still order the "core" Express systems without displays, printers, or the PC. But all that hardware and software will be there, licensed and ready to go when you and the store want to go there.<sup>3</sup> So install V7 WinPoS now and go **V8** later.

So stand back and take a look: you have a dramatic, dynamic killer app over the world's best hardware in a single low-cost package. Your competitors cannot touch this value.

Oh yeah — price. Heh ... heh ... heh.

I'll be honest. *Some* configurations went up a little, but not much. Half the configurations are the same price as before — you just get a whole lot more for the same price, that's all.

And the results will be the same as the first time you got **ISS45 Express** — no contest.

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<sup>2</sup> If you're taking a no-PC "core" system only, you're probably going DOS and that's what's supplied.

<sup>3</sup> Exception: if you don't order Express configurations with the PC, or buy the alternate 45TSVR1/45TSVR2 machines, the **V8** and SQL licenses aren't included. It is essential for the moment to use these certified Windows/SQL/ISS45 controllers to enable support right now. Someday, of course, this will change. And when it does, we'll tell you right away.

## QUESTIONS AND ANSWERS

**When will I see the new configurations and pricing? How will I get it?** I'll send you a new Issue of Marketing Bulletin 1100 today.

**You say that the TeamPoS 2000 is the "finest hardware in PoS." Why?**

Memorize this:

1. Built-in battery backup so you don't have to wait for Windows to reboot after a power failure.
2. Highest performance available — the 600MHz version is 45% faster than the closest NCR or IBM competition, and by putting an 800-MHz-Class chip in, you go to 80% faster. Buy the 433 now, and when Intel brings their 850 Pentium III down to \$1.25 you can upgrade.
3. Completely industry standard. New disks, new RAM, even a new motherboard can come from anywhere you like. No secrets.
4. Highest maintainability and lowest TCO — you can give them a do-it-yourself maintenance program because all the main components are externally accessible without screwdrivers or even moving the unit. A "Suspend" button keeps your application from dying, and TeamPoS even has self-healing fuses, so if some idiot plugs the VGA into the serial port the fuse keeps the board from burning out and in a few minutes you're good to go without a motherboard replacement.
5. Track record. Unlike the low-end pretenders, Fujitsu TeamPoS has a long history outstanding reliability. This stuff is made of steel — just ask your service staff. They're so bored waiting for TeamPoS calls, they fix Maytags on the side to keep busy.

**What's NCR doing?** You probably know better than we do, but last we looked they're trying to offer their new low-cost terminal (trickling out starting in a couple of months), give away some software for free (still no bargain) prohibit DynaKey configurations, etc. etc. etc. The software is 1.2, so it's limited to DOS at the PoS. You've seen this before. It's tough to imagine anyone getting excited about this compared to what you can bring in.

**Can I still get the old Express packages with the TeamPoS 5000?** The packages have now all changed to the new configurations. If your order is already in-house at Fujitsu, we can probably ship the old configuration — depending upon timing — or change it to the new one (altering to the new price if applicable). As always, Larry, Pat and Jim will work with you to sort out any issues with unusual circumstances.

**How do I go even lower if I have a pure-price customer?** For starters, just use one of the No-Printer, No-Display configurations. Then start with the printer — go with our "Previously Utilized" ADT40/Axiom 756s. But don't buy junk from some broker, buy them from us -- you get the full refurb and the one-year factory warranty. (See Marketing Bulletin 1149 — if you click [right here](#), it'll get you close.)

**And to go lower than that...?** The displays. For less money you can install straight VGAs instead of the flat panels. And this next idea may never have occurred to you, but you just might be able to get a local PC cheaper than you can buy one from Fujitsu.

**Why are the V8 option, SQL and Win2000 only in the "complete" Express systems?** Because if you're not going with one of the configurations that includes the **V8** PC, that means you're not planning to install **V8** for that store. And if you're not doing that, making Bill even richer with unused Win2000 and SQL licenses just doesn't make much sense.

**But what if I want to install V7/WinPoS?** No problem — you'll want to do your own math, but it may be cheaper to get a complete configuration with the PC than to buy the Windows 2000 licenses and a local PC. Don't forget to check out the cost of buying DOS upgrades to

Windows 2000 — since we ship you DOS licenses for the terminals with the “core” configurations, you might get a windfall here.

**I thought V8 was economically unfeasible and couldn't be scaled down for small stores.** This opinion is evidently inconsistent with the facts.

**This is exciting, but it scares me to death. I've never installed a V8 system.** Because we're so clever at setting up configurations, you've still got all the V7 options you always had with Express, but now you've got **V8** at the same price. Isn't that just too cool.

**Is V8 going to be tougher to deal with than V7.** Probably, at least until you got the hang of it. We've got more **V8** training being scheduled to help you this. But remember — your first couple V7 stores were kind of a “learning experience” too. But for the sake of your future, you've got to go here. There are over 600 **V8** stores now running in the US alone, and Dealers have done a few. This stuff works.

To Your Success,

*Tony*

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*Tony van Severen*  
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