

## Long Cool Summer

June 20, 1997

Hey, you know, we've got to save the world from these mega-conglomerate merchandisers. I'm not talking about Spag's — they're the store that Reliable Cash Register recently installed with over 60 lanes of **ISS45** — and they're a great, single-store hometown operation that's been there for years with great prices taking care of the people of Worcester, Mass.

But I had to deal with these other guys for one of those *StarWars*<sup>TM</sup>©<sup>TM</sup>®<sup>TM</sup>©<sup>TM</sup> etc. licensed toys last week, and all I wanted to know was whether they had the thing in stock. So I called them up. First, the phone rings 20 times, taking exactly two minutes, and then it hangs up automatically. So I call back and get lucky when someone actually gets motivated and picks up, and although the English was marginal (to put it nicely, and this is the *operator...*) she agrees to transfer me to the toy department.

- One ring
- One click
- Four minutes on hold with loud, ugly music interspersed with static
- “Fish and Pet...”

“I need the toy department.”

“Sorry, this is Fish and Pet.”

“That's becoming very clear. Would you connect me to toys, please.”

“We don't have department called 'toys'.”

“What department sells all those toys then?”

“You want 'Sporting Goods and Toys.'”

“OK, then would you transfer me to Sporting Goods and Toys please?”

“It will be my pleasure to connect you. One moment please...”

- One ring
- One click
- Silence for two minutes
- The loud ugly music returns for a while. I watch an entire *Seinfeld*.
- Seventeen rings
- “Fish and Pet...”

And I hear these guys are taking over the retail world? The net of this sorry episode is that only **you**, the ICL RETAIL *partners*, stand between your independent grocers and disaster for us all. So let's get them some new technology so they can compete.

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#### TECHNOLOGY LIKE 7.4

It's shipping on or about the first week of July. It runs on NT, it runs on DOS. See Marketing Bulletin 1022 in this package and read all about it. And as long as we're going to a new version, see the new edition of "the monster", Marketing Bulletin 1000 — enclosed.

#### TECHNOLOGY LIKE NT

Of course, 7.4 runs on it in native mode, and since we've had a 3-layer architecture in **ISS45** since the start, we're able to release it without worrying about the Business Logic Layer or the Presentation Layer. So your features and functions won't have new bugs just because of the NT version. But make sure you get NT certified: NT has lots and lots of twists and turns, and ICL won't be able to support your **ISS45** on NT — even if you're using the required pre-loaded NT PCs — if you haven't sent your **ISS45** support person to an NT administrator class. Until you get support through the NT class, install **ISS45** on DOS.

#### TECHNOLOGY LIKE PENTIUM 166MHZ TERMINALS

You can now get TeamPoS 5000 terminals in this high-speed flavor. Great especially for those users who plan to go to Windows PoS with **ISS45** later on. It's all published in Marketing Bulletin 1057, enclosed with this package.

#### TECHNOLOGY LIKE '486 100MHZ DX4 TERMINALS

You have to be careful when proposing '486 terminals. **ISS45** runs great, and very, very fast, on a 25MHz '486SX terminal, so you can imagine what running on the new 100MHz DX4 will be like. So you can save your customers all sorts of cash this way, and your competitors need a Cray VI to overcome their PoS molasses problem.

But **ISS45**'s capability to run fast on the lowest-cost hardware is a double-edged sword: just when you think you're saving the customer all this money in your proposal, your competitor — who's price is only \$15 grand higher — will tell your prospect that you're trying to dump "old technology" on them. Make sure your customers know they can get four different TeamPoS chipset designs and speeds from you. See the updated Marketing Bulletin 1057, enclosed with this package for the details.

By the way, tests to date indicate that our Windows PoS system will run happily with good performance on the 66MHz '486 DX2 TeamPoS, and it will be even faster on the 100MHz DX4. You probably won't **need** a Pentium, although they're certainly nice of course.

#### TECHNOLOGY LIKE V8

You can't get it yet, but we'll be showing it soon, like at ICRDA for example. With any luck, we'll have stores installed with this full GUI/Microsoft SQL system this summer.

#### TECHNOLOGY LIKE A FREQUENT SHOPPER/KIOSK APPLICATION

It's pretty exciting, the Kiosk application from RAI that integrates with **ISS45**. It even has host networks attached. See Marketing Bulletin 1023, enclosed.

## TECHNOLOGY LIKE CONCORD DEBIT/CREDIT/EBT ON RPS/SUPERMARKET

There are hundreds and hundreds of RPS/Supermarket systems out there, and many of those grocers would love to install Concord's solid electronic payments system. We're pleased to announce that the interface is complete, and available to RETAIL *partners* for \$795 per store, same as with **ISS45**. Contact Pat or Larry and prepare to delight your RPS/Supermarket users.

## MAYBE SOME NEW PCS — THAT'S TECHNOLOGY, ISN'T IT...

We've cut the prices on PCs again. See the offerings published in Marketing Bulletin 1000 or Marketing Bulletin 1022, both enclosed.

## THE REBIRTH OF SMOKY MOUNTAIN

See the update and the letter from Smoky, enclosed. They are really making a sincere effort to satisfy the dealers, and the changes might prove very useful.

## AND WHILE WE'RE ON THE SUBJECT OF THIRD PARTIES...

There sure are a **lot** of them lining up with **ISS45** interfaces. See the enclosed bulletin # 1121 regarding Supported **ISS45** Applications. It's got a six page list of auxiliary products.

## OH YES, THE NEW WARRANTY DEAL WE PROMISED...

Is being delivered. It kicks in July 1, so see the bulletin enclosed.

With the same application able to run on your customer's choice of NT or DOS, you can offer a great choice that nobody else has. You have more hardware, software, and operating system choices than any other product, **and they're all superb!** I think we're in the midst of another "Good Old Days" like we had with DTS about 20 years ago. Enjoy the trip.

To your success,

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*Tony*  
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