

Update Bulletin

“Low-Fat” ScanMaster and ISS45 Espresso Pricing for the Small-Store Market

March 3, 2006

StoreNext has made major pricing and configuration moves to help dealers score with small one, two and three-lane grocery stores.

Maybe it was the afterglow of that StoreNext MarkeTechnics Party. But the top vendors in the POS business all came to the table to help us put together a package of great hardware and software so you can win against that CD-and-a-white-box competition in the Low-End-Small-Store (“LESS”) market.

But it wasn’t just manufacturers. StoreNext took a lot of input from dealers — including the StoreNext Business Council — to make sure we hit your targets squarely. Here’s what you told us and here’s what we’ve done:



- ✓ *You asked for lower prices for one, two and three-lane stores* — Done! Even though you can get a premium — maybe 15% — for ScanMaster or ISS45 on TeamPoS against the cheapest competition you can’t consistently get more than that. So we’ve lowered prices on StoreNext’s existing Espresso “Mocha” systems to get you into the ballpark. (Thanks to both Fujitsu and Retalix for their aggressive costing for this program.)
 - Dealer cost on a complete three-lane ScanMaster or ISS45 Mocha system, including software, operating systems, PC and display, TeamPoS S-Class with the standard Fujitsu heavy-duty cash drawer, Fujitsu 15” touch-screens, A776 MICR printer and Magellan 8200 scanner/scale is now **under \$12,100** (assuming 46% discount).
- ✓ *You asked us to fix that ScanMaster needs the Pervasive Database, and that’s an extra cost* — Done! StoreNext has negotiated a special agreement with Pervasive (thanks, Angie!) that enabled us to bundle the Pervasive database licenses with StoreNext one, two and three-lane Espresso systems. And this drink is on StoreNext — even with Pervasive packaged in, we’ve held the price line and kept ScanMaster Espresso Mocha the same price as the ISS45 Mochas. So this makes those cost reductions even bigger and eliminates this issue.
 - So that really nice ScanMaster three-lane system I just described above is **still under \$12,100** including Pervasive.
- ✓ *You asked for more flexibility in the Espresso Mocha configurations* — Done! The original Mocha systems were made with cream — high-end MICR printers and PSC OmegaTek Magellan 8200s. Now StoreNext is also serving “Low-Fat” Mocha Espresso systems — your choice of scanner/scale and single-station printers if you like. (Thanks to Bob at TPG for helping StoreNext bring you this pricing.)
 - So take out the scanner/scale and sub in the TPG/Axiom single-station A794 printer instead of the A776, but leave everything else the same. Now the dealer cost just went **below \$7,900** for the three-lane system.

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- ✓ *You asked for a low-cost Metrologic Orbit-style scanner for small counters that you could get from StoreNext and count up for Centurion – Done!* That new PSC Magellan 1000i is perfect, with much better sweep-style scanning performance than the competition and a dealer price under \$250 – including the cable. (See the new [PSC Scanner/Scale Bulletin](#). And thank you George!)
 - Okay, let's put three of those into that three-lane system and now the price, with a great single-station printer and this outstanding new scanner is — let's be precise here — **\$8,616.30**. Natasha and John are standing by.

- ✓ *You asked us to find a payments solution for these small stores that's as good as WinEPS but doesn't cost \$3,500 in software – Done!* With a lot of help from MTXEPS (thanks, Jon!) StoreNext is releasing a Mocha-only combo of WinEPS and the ScanMaster interface (or the ISS45 interface) for \$1,695 list and normal dealer discounts. This isn't some "lite" version either. It's the full ScanMaster/ISS45 and WinEPS payments package. (See the recent [Options Update Bulletin](#).)
 - The grocer's transaction cost savings from WinEPS compared to stand-beside or a low-end package are huge — this is so important we've released a special new brochure to help you sell payments as one of the prime reasons those small grocery stores need to go with ScanMaster or ISS45.

- ✓ *You asked us to help protect your large-store business from margin erosion – Done!* Dealers who have traditionally led with ISS45 will find ScanMaster to be a perfect product for this differentiation. And, of course, vice-versa.
 - With ScanMaster's additional back-office capabilities and built-in RF Terminal option, ISS45 dealers will find ScanMaster stacks up particularly well against competitors that throw in back office functions. And if there's a small store that wants a full back office, use the new Retailix Store Small Store System (\$2,077 dealer cost at 35% including wholesaler interface) or the ISS45/ScanMaster RBO Option (\$1,797 dealer cost at 40%) and go for it.

See the complete story and all the details with the new [ScanMaster and ISS45 Espresso Product Bulletin](#), posted just for you on the StoreNext Dealer Support Web site.

These Espressos will let you sleep soundly — it's the other guys who will be tossing and turning all night. And with the new Low-Fat Mochas, the only weight gain will be straight to your wallet.

To Your Success,



Antony van Seventer

