



## Update

### ISS45 and Fleming: The FLEMINGpartner Program

March 5, 1996

ICL is delighted to announce a new partnership program including the **ISS45** RETAILpartners, Fleming Companies, Inc. and ICL. A year in the making, it is designed to move large quantities of Retail Information Technology into the thousands of Fleming member independents. The **FLEMINGpartner** Program will provide excellent product and service margins to Resellers while eliminating barriers to efficient business practices.

The **FLEMINGpartner** Program was created with the advice and counsel of ICL Resellers, and has been structured by ICL and Fleming to address the business and product requirements for POS Systems Resellers in the '90s. Some of the benefits you'll receive in the **FLEMINGpartner** Program include:

- Participation in Fleming lease program, greatly reducing financing obstacles
- Greater discounts on ICL hardware
- Profitable pre-agreed prices and margins
- Sales assistance from Fleming
- Configuration system, providing automated quotations and orders
- Backup from the ICL Fleming Solutions Team
- Fully up-front contracted maintenance terms and payments
- Full value received for Programming, Installation and Training and other professional services
- Prompt system payment from Fleming, (not the End User)

A publication is now being prepared which outlines the entire **FLEMINGpartner** Program, including its benefits, operating rules, paperwork flow, configurations and margins.

And in April, a special **Fleming Partner Show** will go on the road to several major cities to bring the ICL RETAILpartners together with Fleming Retail Technology Group Field and Headquarters staff to learn about the program and plan selling strategies for the days ahead.

In the mean time, if you have Fleming customers, don't wait! Fleming is eager to work with you effective immediately, so call your ICL representative to get the ball rolling.

To your success,

*Tony*

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*Tony van Seventer*  
*Director: Supermarket Systems*

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