

## The (Late) May News

May 24, 2001

- **Success in Kansas City**
- **FMI Show Report**
- **VRMS, New TeamKey ... and More**

It's May — and that means Springtime in San Francisco.

And of course, this means that *Bern*-ard, our \$423/hour Marketing Consultant and one of the finest gentlemen to ever put on a pair of Manolo Blahnicks, is on a shopping rampage. You just have to appreciate that Spring fashion is considered vital at some levels of the game, and as such I found myself dragged into an exceptionally peculiar men's boutique deep in the SOMA district near Bernard's canary-yellow headquarters of [chartreuse.com](http://chartreuse.com).

This place was breathtakingly expensive — the sort of shop where t-shirts cost over \$200 and are made of angora in a shade just north of puce. The proprietor was ... how to put this nicely ... not exactly the type of gentleman likely to open a beer bottle with his eye socket. There had been, evidently, no lifeguard anywhere near his gene pool. "Ooooooooooooo! *Exquisite* cashmere kilt," he enthused as Bernard crossed the threshold.

"Shatoosh," Bernard remarked tartly. "Cashmere? Categorically passé. Gone. Finished." Later, he explained distainfully that with the collapse of the Soviet economy in the x-akstans, "you can buy cashmere at K-Mart." Apparently, the wool de jour is Pashmina, an Indian cashmere made from the down of high-desert goats, (I kid you not) and, of course, Shatoosh, ultra-rare, made from the down of antelope bellies grazing on the Himalayan foothills east of Annapurna and K2.

This boutique had made a serious commitment to animal themes. I mean, really serious. Bernard fingered a pussycat-bowed leopard-patterned blousy shirt, and there were zebra-striped tights in lycra. Pre-torn purple jeans appliquéd with the Road Runner, upon which "Beep-Beep" was embossed in a rather odd location. Then we hit on a pair of reptilian trousers that were so outrageous that even Bernard was impressed. "*All Right!*" he shouted. "Orange suede printed snake-pants!" Bernard was lukewarm about other items, though. "What's the point of that plaid tank top?" he asked me, more or less rhetorically, but then pre-empted any possible response: "Much too sort-of-punk-Vivienne-Westwood, but you know, I suppose, also very Jackson Hole fireside with a lumberjack mood."

I remember other phrases, although my recollections of the actual garments have since (thankfully) vanished. One item he pronounced "very Carolina Herrera, especially if you wore it with a fur collar and a stiletto boot." Another: "Observe — just like John Bartlett when he did houndstooth, but aha! Now with a little bit of Lurex stitched in, and look! It's even made in Mauritius!"

As we left, (yes, he did buy the snake pants) Bernard commented, "Overall, it's this very *jolie-laide* approach to wardrobe — kind of Sundance Film Festival guy who takes *feng-shui* lessons." But Boyfriend, remember that you wear all this with *more* than a trace of irony."

You betcha.

So if you don't get those Road Runner trousers you wanted for Fathers' Day, at least you can still comfort yourself with the following news items.

## FMI IN CHICAGO

For the Supermarket business in general, you can't beat MarkeTechnics. But for Independent Grocers, FMI in Chicago seems to have become an outstanding show. We counted up, and even though MTx was great this year, we had more Dealers and independent prospects in Chicago than New Orleans. Pity we didn't do a big party — NCR and IBM don't even have a booth at the Chicago show anymore.

Fujitsu-ICL showed the new TeamKey touch/display/keyboard combination for the first time. Really fast and efficient, and we're getting the OPOS drivers we need into **ISS45** so it'll become a new competitive weapon for you. It's being released with a retail-hardened extra-heavy duty base/stand, so unlike standard PC displays, it won't wobble and break when subjected to the standard heavy use in stores. (For grocery, think "bang-screen," not "touch-screen.")



## DRIVERS WANTED (?)

If you don't need a Volkswagen but you *do* need TeamPoS drivers, we've got the page for you. Right there on the ISS45 Dealer Web Site, a whole page of what you might need, continuously updated with the latest versions. Got the BIOS too.

Click <http://www.iclretail.com/support/iss45/docs/software/Drivers.html> and take us for a spin.

## NEW INTERFACE TO VRMS

Relationship Marketing Systems (RMS), a longtime competitor of our own Corema CRM system for loyalty and frequent shopper systems, was recently purchased by Vallassis, and now goes by "VRMS" instead. Ok, whatever.

But here's the real news: Dennis Burnham of Northwest Cash — our Boise ISS45 Dealer — together with RCS' Alan Rhodes — our Salt Lake City ISS45 Dealer — has installed an **ISS45** V7 system that imports the VRMS customer database into the ISS45 Advanced Promotions/Member Card database. The first store of Ridley's, a nine-store chain, is running great. VRMS is in a lot of stores, though, so if you run into an interface requirement, Dennis says to call him at 208-336-4200.

By the way, this means that **ISS45** now interfaces with all three of the top CRM systems. Corema, of course, plus the Triversity Allegiance system and now VRMS. Is this cool or what?

## ANOTHER SUCCESS IN KANSAS CITY

From Pat Huston:

"I visited the Cosentino's store in Kansas City today that just went live with V7 WinPoS and Microtrax. I'm here to report that the mother and baby are doing fantastic. The Microtrax credit auth is lightning quick -- I'd say it might take 3 seconds max to approve a credit card, probably less. They use a 128 bps frame relay to a switch at the Cosentino's head office. Very, very impressive.

Cosentino's will be rolling-out TP2000/WinPos to 12 stores beginning immediately. Thanks so much to everyone that made this happen." (Especially to Mike, who helped us manage the last Dr. Watson fault out of existence.)

#### ISS45 EXPRESS AND TEAMPOS 2000

I'm sure if you can buy trousers with snakes, you will be able to find **ISS45 Express** with TeamPoS 2000. So stay tuned, already.

#### BELOVED FUJITSU AD GAL SINKING SLOWLY IN THE WEST

Ah, contracts. Time is running out of time for the lovely face that has graced Fujitsu's recent television, newspaper and magazine advertising campaigns, web sites, trade shows, PowerPoints, proposals, TeamPoS 2000 flat-panel animated graphics, Jay Leno, coffee mugs, roadside billboards, mouse pads, CD-ROMs, sales meeting giveaway T-shirts and *The Sopranos*. The lawyers say she must vanish by June 1<sup>st</sup> (I think they called it a "talent sunset") so there are just a few days left to catch her at the top of our **ISS45 Dealer Web Site**.

So hurry!

While Time Lasts!

Don't Miss Out! Tune in for those daily **ISS45** items we post there, and watch Miss Fujitsu slowly descend from view.

And for those of you who have been on the joint NASA/Soviet space station (or just *too* caught up in the Spring fashion season to notice) and haven't availed yourself of all the great new stuff on the new high-speed, ultra-navigable, hidden-surprises **ISS45 Dealer site**, the URL is <http://www.iclretail.com/support/iss45> . Click. Go Now.

To Your Success,

*Tony*

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*Tony van Seenter*  
*Director: Supermarket Systems*