

Update Bulletin

StoreNext Connected Services Lift-Off!

October 9, 2002

StoreNext Retail Technologies is very pleased to announce Lift-Off of the “Next” Big Thing.

StoreNext Connected Services is the first really new program to support the independent grocer and small chain in a very long time. StoreNext has completed our field trials with live customers and is now ready to launch Connected Services to the market.

Marketing Bulletin 1185 goes into (significant) detail with all the information on how Connected Services works for the Dealer, the grocer, the wholesaler and StoreNext. And make sure you see the *Charter Subscriber Special Offer* in this bulletin. Much more information will be provided on our new *Connected Services* page of the Dealer support Web site.

So what’s the difference between a launch, an announcement and a Lift-Off?

Well, Connected Services is such an important step for the market and business that we want to make sure that this launch gets off to a great start. Instead of a “Blast-Off” where everything happens at once (and usually a little out of control) it is vital that StoreNext goes slow for the first 30-60 days and the pioneering Dealers are 100% successful with their first installations.

So at the start, any Dealers wishing to get a customer started with StoreNext Connected Services just needs to call their StoreNext representative, who will work with you and our head of Connected Services, Dror Ben-David. They’ll make sure that you and your first sites get the “Top Dror” training and support you need that will result in completely satisfied users and completely positive references for your future business. Please keep in mind that this will limit the number of customers and sites we can handle for a few weeks due to the extra hand holding.



Again, Lift-Off is not a “field trial” or “beta test” – StoreNext has been quietly running several Connected Services sites and everything works just like it’s supposed to. So Lift-Off is just to make sure that we have a smooth road for Dealer support and customers, and gives us a chance to pave any potholes before the whole world arrives at your door.

And this gives you a chance to digest this new program, read the white papers, put together your customer plan, and get your sales campaign in gear. No limits to any of that...

So give Larry, Pat, Jim or Bill a call let’s get started. The Lift-Off phase will take us through most of November, and then we’ll be fully launched and flying.

To Your Success,

Tony

Antony van Leventer

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