

Update Bulletin

LaneHawk Launch for StoreNext Dealers

October 2, 2009

StoreNext is pleased to announce our launch of the system and the LaneHawk program for StoreNext dealers.

If “timing is everything” then we have it just right: “bottom-of-basket” has become “top-of-mind” as BOB losses and shrink have skyrocketed during tough economic times. But grocers are doing well and have money to spend, and it doesn’t take much cash: the all-in investment is only about \$2,000/lane but pays back in just nine (9) months with 300% - 400% ROI.



In fact, the financial value for an independent grocer installing LaneHawk is the same as that grocer getting a check for about \$83,000 on day-one.¹

Resources: a new “all-in-one” page on the [StoreNext Dealer Support Web site](#) provides complete information and sales tools for LaneHawk sales campaigns. As usual, the Product Information Package (bulletin 1232) provides market, product, program, configuration and pricing details. In addition you will find a LaneHawk ROI Calculator and Pricing worksheet, LaneHawk presentation, brochure, and many other documents, manuals and links to help your knowledge, campaigns and installations.

StoreNext and Evolution Robotics Retail (ERR) are already working with several dealers as they propose and plan their first installations. Please [contact me](#) with immediate interest and prospects and we will work together to get you on-site expertise, education and hand-holding for your first customers and installations. StoreNext will also be scheduling Webinars to provide sales and installation/service training going forward.

POS Integration: the interface (“Adapter”) for ISS45 V8 was completed in the 8.1.4.1-050 Summer Release including full cashier screen integration and T-Log recording of LaneHawk items included or declined. The ScanMaster V2 Adapter is scheduled for the ScanMaster Winter Release (2.7.0) and the ISS45 V7 release is also planned for early 2010.

Since LaneHawk doesn’t interfere with the systems payments, accounting or other sensitive processes, you can sell LaneHawk right now – and deep into November and December – to stop the surge of losses during the holiday rush.

LaneHawk is a superb product with the proven track record and the perfect value and financial profile for dealers.

To Your Success,



Anthony van Seester

¹ Net Present Value Analysis for an 8-lane store with typical BOB losses – see the ROI sheet.