



**For Immediate Release**

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**Cash Register Services offers first single-scan,  
smart card-enabled WIC electronic benefits system  
EBT system integrates with StoreNext's ISS45 POS system**

**DALLAS, Feb. 23, 2003** - Cash Register Services, Inc., introduced the first integrated, single-scan electronic benefits transfer system (EBT) for participants in the Women, Infants & Children (WIC) supplemental nutrition programs in Texas and New Mexico. The system uses smart cards that work with ISS45 point-of-sale software from StoreNext Retail Technologies to eliminate the cost, time and errors associated with paper transactions.

The integrated WIC EBT system was designed and developed at the request of the Texas Department of Health, the New Mexico Department of Health, the Food and Nutrition Services branch of the United States Department of Agriculture and Lowe's Pay-n-Save, Inc.

CRS unveiled the new system with StoreNext at the Food Marketing Institute's Markettechnics 2003 trade show, Feb. 23-25, 2003, at the Dallas Convention Center, StoreNext booth 1700. Cash Register Services is based in Lubbock, Texas and services over 250 independent grocery stores in Texas and New Mexico.

"This system will change the way the entire WIC transaction – from purchase to settlement – is done," said David Fuller, vice president of Cash Register Services. "Transactions that used to require several steps to complete are now done with a single scan, saving shoppers and store associates time and ensuring greater accuracy for transactions and reporting."

CRS' system design utilizes StoreNext's ISS45 WinPoS system, WinEPS electronic payments software and the smart card-enabled Hypercom ICE payments terminal. Through a single scan of merchandise, the integrated system reads client benefits loaded on the smart card by the WIC clinic dietician, qualifies food purchases and settles transactions to the appropriate WIC authority.

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Before CRS introduced its new system, off-line/smart card WIC EBT relied on a stand-alone or stand-beside WIC EBT system.

“This approach effectively demonstrated the appropriateness of using smart card technology and off-line systems for WIC benefits delivery,” Fuller said. “But the off-line system required a ‘double scan’. Each WIC item had to be scanned first to verify the client benefits and then a second time to register the item purchase at the POS terminal. With that approach neither the government nor participating retailers had been able to show a positive return on investment.”

Since CRS’ solution is integrated into the POS it requires only a single scan to verify client benefits eligibility and register the item purchase at the POS terminal. In addition, store customers no longer have to separate the WIC-eligible food items from the non-WIC items, allowing WIC clients to complete their transactions much faster and in essentially the same manner as any other consumer.

Since the smart card is debited only the items purchased, WIC shoppers can make several shopping trips and use their benefits more efficiently.

“This is a major improvement over the current voucher-based system,” Fuller said. “The integrated system is beneficial to the store because it reduces cashier training time, cashier errors and misuse; and it speeds store reimbursement payment and eliminates hours of paper handling. The WIC authority gains enhanced reporting, reduced paper handling and accurate claims. But most importantly, it is now possible to show a positive return on investment.”

### **About the Women, Infant, and Children (WIC) program**

WIC is a health and nutrition program for improving the diet of infants, children, and pregnant, postpartum and breastfeeding women who are at risk for nutrition-related illness. The main focus of the WIC program is to educate mothers on the proper nutrition for babies and young children. The Texas WIC program currently serves over 800,000 clients. In 2002 clients redeemed over \$583 million in food packages.

For more information on the WIC program, see [www.fns.usda.gov/wic](http://www.fns.usda.gov/wic).

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