

Update Bulletin

Jump-Start Special for Connected Services

October 18, 2006

StoreNext's Connected Services picked up a lot of speed in 2006. The new applications, upgrades, expanded bandwidth and performance paid dividends with hundreds and hundreds of new customers and stores subscribing and using these programs every day. Whether the measure is customer counts, new features, login volume, new stores connected or wholesaler support, Connected Services in 2006 has already set records in every department.

To make sure this momentum keeps going into 2007 with more new stores, StoreNext has a special Jump-Start Connected Services offer:

- New stores signing up for Connected Services won't pay any subscription fees until February 1, 2007.
- This means that a new user signing up today will get more than three months of free services, plus be much better able to manage their stores through the holiday season.
- We've included everything Connected Services has to offer: C-STAR, Category Analyzer, TRAX, CIH and Connected DSD are all part of the Jump-Start Special — so the more CS application subscriptions, the more value the new customer will receive and the more they'll save.

QUESTIONS AND ANSWERS

If Connected Services is having such a great year, why do this deal? — The Connected Services team has become accustomed to setting records, and continuing that into 2007 means having the maximum number of users up and running at the start of the year. Offering the Jump-Start Special right now will put a nice bump in the store count and set up the base for next year.

What's the window for signing up so my customer gets the deal? — The Jump-Start Special is available immediately and applies to all new stores signing a StoreNext Connected Services agreement by the end of the year.

So I could wait until December to sign up a new store and still get the Jump-Start? — It's much better to sign and start your customers right away so they'll get more free subscription time. It'll be free just until February 1, 2007.

So no matter when they sign up, they don't have to pay subscriptions until February 2007? It's free until then? — Yes – you've got it exactly right.

What about training or set-up charges – are these free too? — If only the world could work that way! All Connected Services professional services training will be billed at time of service.

What if my customer wants to start with more than just one application? Let's say they want both C-STAR and Category Analyzer: can they get the Jump-Start deal on both applications? — Absolutely! All Connected Services applications are included in the Jump-Start Special so the more they subscribe the more money they save.

Remind me – what's C-STAR again? — C-STAR is shorthand for Connected STOre Analysis and Reporting applications, including (1) the anytime/anywhere Connected Reports Viewer,

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(2) the Connected Reporting System that consolidates and breaks down sales, performance and movement data across time and selected or combined stores, (3) Sales/Item Analysis that performs movement analysis and performance at item level and (4) the Connected Electronic Journal, bringing EJ to simultaneously analyze multiple stores across selectable time periods.

I've heard a lot about something called "Category Analyzer" lately. Did I see something about this being a Connected Service? — Yes! This used to be available only as a purchased/licensed product, but now there's a Connected Services version so you don't have to buy the license up-front. And customers are lining up to say how great it is.

Can you use the Connected Category Analyzer with C-STAR? Do they work together? — Perfectly. CA is a great way to take analysis to the next level and manage to greater profitability on a category basis.

Do all these applications work on ScanMaster too? — Yes, with the sole exception of CIH, all the Connected Services applications work for both ScanMaster and ISS45.

Uh-oh! Please don't tell me my existing users who are already subscribing are going to have their payments suspended until February and my revenue stream is going to stop! — You have nothing to worry about: the Jump-Start Special only applies to new subscribers and stores.

Even TRAX? Is that available on the Jump-Start deal? — Yes, this outstanding loss-prevention system is available as a Connected Services and part of this Jump-Start Special.

What about existing Connected Services subscribers who want to add an application to what they're already using? Can they take the Jump-Start deal on just the new apps? — The Jump-Start Special only applies to new stores that aren't using Connected Services today.

I'm a Referral Dealer for Connected Services. Will I still get the full year of my referral share? — Of course you will. Since the subscription payments will start in February 2007, that's when your own referral year will also begin so your share is still 100% of what you'd expect.

How about Selling Dealers? How will that work? — Selling dealers will also get the same ongoing share and same recurring revenue as usual starting February 2007. That's when the customer will start paying the subscriptions and there will actually be something to share.

Are there any changes in how these Connected Services on the Jump-Start Special get installed or set up? Does my staff have to do more than the usual Connected Services "provisioning"? — We'll handle this part according to the standard current implementation plan for Connected Services (see the [Program Bulletin](#)) — no changes just for Jump-Start. So your staff can spend the rest of the year installing and upgrading POS systems instead.

What about brochures, presentations etc. - do you have anything I can use to jump-start myself on these Connected Services applications? — Thank you for asking. Yes, we just put out an entire new set of [Connected Services Information Sheets](#) — one for every module — that can be used individually or used with the four-page Connected Services brochure-folder. Store Systems Dealers will find the Info Sheets are on the [Brochures Page](#), Connected Services presentations on the [Presentations Page](#), the Program Bulletin on the [Reference Bulletins Page](#) and so forth. Or, make it easy on yourself: just click on the [Connected Services All-In-One Page](#) and everything's right there in one place. Get the brochure-folders from [The StoreNext Store](#).

Net it out: who really wins on this Jump-Start thing? — Grocers win big since they get these outstanding applications right away with no up-front license fees plus free subscriptions until February. Dealers win because they get their full share the revenues when they kick in. And StoreNext's Connected Services team wins because they'll get to set more records next year.

To Your Success,


Anthony van Seventer

