

Retailers View _____ Systems Inc as the International Standard Bearer Of Retail Management Software System

3 Key Operating Principles of a Retail Management System

Cindy C. Client
Fashion House Inc.
137 Main Street
Mission Hill, NC 63791

Dear Cindy,

In our efforts to provide retailers a profitable way to manage their operations, _____ has developed the _____ **RMS System™**... designed to standardize the process of providing detailed usable reports, so retail business leaders can make quality decisions, leading to profitable growth.

My name is _____, President of _____, serving the fashion, general merchandising, books/music, nutrition marketplace for over 15 years. _____ is unique in our Industry and have become a Standard Bearer. Why? Because the software we've designed for retail operations is reliable, secure and supported by our fully trained service professionals.

_____ **has more than 1788 installations to date ... with over 128,736 accurate and reliable management reports**

What do companies like _____, _____, _____ and _____ **view as important** factors when choosing a Retail Management System? There are 3 key points to consider:

- ◆ **Reliable Software** ... able to produce accurate reports that business leaders can absolutely depend on to make profitable business decisions
- ◆ **Secure System** ... because business owners have spent decades building their business and don't want to lose or compromise valuable data
- ◆ **Service Support** ... where your business operation is supported by the _____ **Business Support Program©** with a team of skilled technical support staff – has an average tenure of 6 years of supporting retail management systems. There is very little this team has not seen and dealt with.

If your organization is not subscribed to this program you may not have access to timely, accurate, secure and reliable information to help you make good business decisions

Thank you for your interest in the _____ **Profit Bearing RMS System™**. Please contact us if you require additional information or to answer your questions. We're here to help you find solutions that meet your business growth needs.

Sincerely,

_____, President
_____ SYSTEMS INC.

Here's what Clients are saying about...
_____ Profit Bearing RMS System™

testimonials

Could A Well Designed Retail Management System REALLY Give You The Business Profitability You've Longed For ...

These are the **3** critical factors to consider, if you want **consistent profitable revenue growth** for your retail operations

Critical Factor Number One ... Reliability of the software program to produce mission critical data to guide the decision making process.

Your software provider should have a proven and tested RMS system.

It took ____ over 7 years - 1788 installed programs and 128,736 reports, to perfect the ____ **Profit Bearing RMS System™**. It is a robust and reliable system in meeting our customers requirements.

The process we used to perfect the system included:

- Client needs analysis ... this is where it all started. Here we clearly define what are your specific requirements of the reports to be produced and how you and your staff want those reports to be presented, so you can make profitable business decisions.
- Design ... the program is then designed with those requirements in mind (also built-in are changeability & adaptability to an ever changing retail environment). We came to realize that not being flexible means death to a retailer.
- Development ... software is developed with the required criteria and how information is presented
- Test – Test - Test... because ____ wanted to create software that will stand the test of time and a volatile business environment, we made no assumptions based on what we thought should work. We tested and perfected all areas of the program's reporting protocols. During those development years, testing was done live and at our office.

NOTE: It is a business policy even today to test all programs we install. Our BAP process is continually being improved to create a pleasing user experience.

- Beta Version (various iteration)... we then produce a beta version and in some cases, those versions were install at clients location – to experience live rendering, without any encumbrance, so we can have TRUE feedback, before the system is finally operational. This gave MHS the opportunity to test all aspect of the program ... includes: POS functions, shipping, sales reports, data sync, redundancies, back up capabilities, server load processing, etc.
- Only after all these processes are completed, the production version is ready for live adaption to clients business

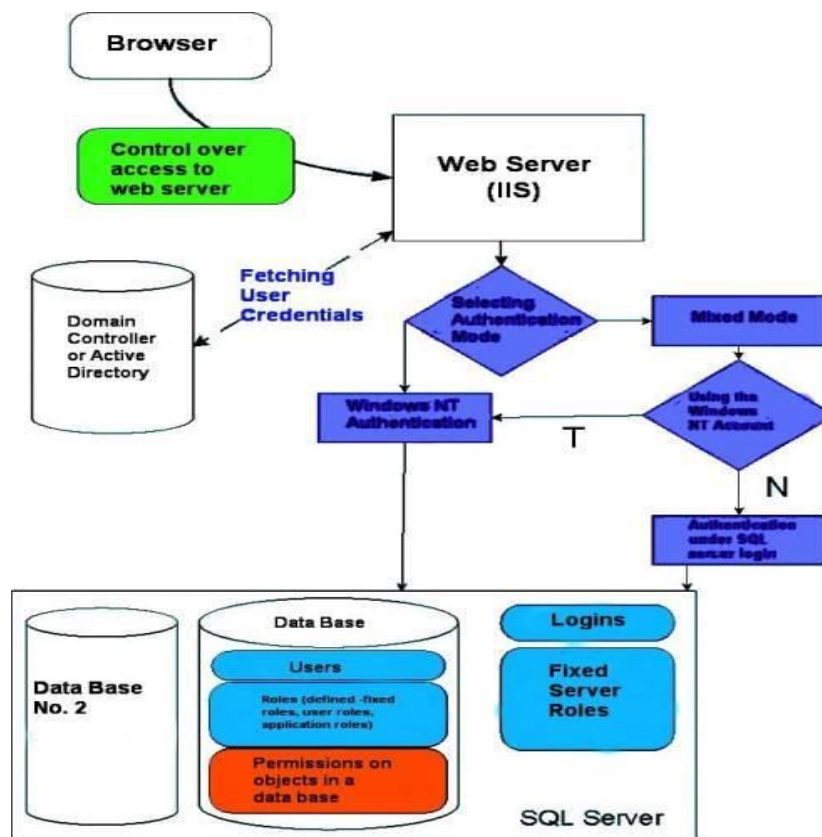
And that's only the beginning, because ...

____ has clarity around the importance of Data Integrity to you and your decision making process to GUARATEE your data is correct and trustworthy. The program ensures the reports are what you require in the format you require.

The process is:

- Secure the data ... your data is stored on state-of-the-art servers in a secure facility – using using server software and hardware from trusted vendors such as Dell, Microsoft and HP. You have full access to your data at anytime.
- Constant communicate with you ... from installation to support to follow up ... you're kept updated to validate your data has integrity and is trustworthy.
- Passwords ... each location has access based on your authorization and the functional needs of the location. Access to your data is granted to each user and location. This helps guarantee the integrity of the data being shared.

N House case study ... showed the process the Consultant went thru to prove ____ was the best alternative software. Reliability of the software program was one of the key issues for the client.



___ Profit Bearing RMS System™ is totally **reliable and performs** to your requirements ... ___ schedules and test run the features of your program...including convergence schedules ... to see whats missing and what is the right fix ... what are priority protocols ... is data running and properly synchronized.

For your system to perform well ... one you can rely on, it should include these program features:

- Able to predict growth patterns ... creating sales performance reports based on specific criteria ... merchandise or location or margins, move items between stores, special offers to special customer groups, etc. ... system is intuitive enough to give management finger tip control, to see what items are moving well and at what margins, so decisions can be made quickly – what items sell well and at what season and in what store and the inventory turns (per store or geography)
Other Patterns Include: Layaway reporting, returns, staffing, gifts, e-commerce, re-order management, inventory reviews, cycle counts, etc
- Directs your decision making process ... H/O reports based on supplier goods, loss prevention, discounts, store transfers, profitability study, etc
- Reporting (shipping, accounting, management, sales, etc) ... at store level or H/O, reports can help quick decision making, etc
- Special Reporting - the system has a Business Intelligence Reporting tool, for creating formatted reporting. System can also create specific reports, where management can ask their own question and produce their own reports ... more than just basic reporting ... this gives management finger tip decision making power.

The program comes with periodic upgrades and maintenance to ensure the program can continue to deliver value by keeping up with changing requirements.

Adjustments/maintenance is part of the business logic – and is based on any functions that affects the performance of the business.
Example: remote access capability.

FACT: ___ Profit Bearing RMS System™ is the only RMS program that includes data synchronization as a staple offer.

Critical Factor Number Two ... Security of the data and having confidence the information stored is safely backed up, accessible and FULLY retrievable by the client in case of emergency.

You've spent time and money building your business and you want to protect and continue to grow your business without the stress of wondering if your critical data is secure. We understand the importance of having ready information for your own decision ... accounting compliance or even the true valuation of your enterprise.

The ___ Profit Bearing RMS System™ addresses security by addressing these 3 concerns: where the data is physically stored, the hardware the data is stored and the accessibility of the data.

First the physical location. ___ stores your data in 2 locations. One is in-house at our corporate office, where data is backed up and stored. Here we build in redundancies – meaning we never lose your information, even if the hardware the data is stored fails. Stored data is rolled back to last point of saved information. You will still have access to your data. It would take total inhalation to loose your data. The second location is off site where the same things take place ... including the processing of your data to give you the critical reports you need to run your operation. The facility is equipped with encrypted secured servers, on Dell, HP and MS equipment. Physical monitoring of facility by 24/7 security for fraud and abuse.

NOTE: ___ knows ahead of time, if there are any potential issues ... reported to client and adjust as needed

Second is the hardware the data is stored in. Your data is stored on secured/protected servers – _____ uses reliable suppliers - MS Windows SQL 2008 Servers and CISCO routers – secured and fire-walled – [SEE HERE](#) where supplier has to meet compliance requirements ... industry protocol and compliance is met – [SEE HERE](#)

NOTE: Microsoft SQL Server 2008 is a secure and reliable platform for protecting data and for building compliance solutions. Conforming to regulatory legislation often impacts how data is stored and how it is accessed. SQL Server® 2008 provides the capabilities to address organizational needs around regulations such as HIPAA, SOX and PCI.

And last is accessibility to the data. Based on your business logic and needs of the operation – ___ grants access rights accordingly. Each user group is assigned a password and accessibility – which functions they can access, and all are highly configurable.

To ensure full compliance to your requirements, access rights are programmed, defined and configured into the system and done at the head office request.

There is added security, because H/O can see who accessed specific (sensitive) data, and can confirm access rights based on assigned staffing responsibilities.

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**Is Secure And Retrievable At Will ... Giving You
istain and Grow Your Business**

[case study ... security and reliability of the software](#)



Critical Factor Number Three ... The third factor to consider as you look for a Retail management System is the Service Support you get from the supplier you choose to do business with.

When you consider companies like Southwest Airlines, words like lunacy and fanatics comes to mind.

Why?

Because they have an attitude that they are in the customer service business ... and the vehicle just happen to be airline travel. They do the most unusual things to create pleasant experiences for their customers. But it all starts with their staff – empowered to act on behalf of the company to provide exceptional service experiences.

At ____ we strive to be the Southwest of the software industry – in that our support team has a clear focus on making your experience a pleasing one.

Whether its hardware support – software support or just someone to assure you your data and the information you need is readily available ... we want you to feel safe and have a gratifying experience with our support staff.

Here's how we accomplish that:

____ adopts a Planned Support Schedule, once you sign on to the program. Here we train you and your staff on the use and benefits of the system. The support schedule includes:

- Online training ... we will remotely connect to your machine and guide you through the process, as if we were right there beside you . using various tools- Team Viewer is most used (others include, log me in, go to meeting, join me, remote access)
- Your user manual ... the focus here is ease of use for you and your staff - training references and help tips
- Physical site visits (where needed) ... in some case the training is done at your facility
- Remote Log-In ... where you can access, retrieve and process your data from anywhere
- E-Mail communication to stay connected and pass on valuable information
- PDA/Blackberry/Phone support
- After hours support is also available

Training is done on two levels:

- Head Office ... back office operations – receiving, tagging and reports. Usually done in 8 hours
- Stores ... POS and front office operations and done in 4 hours.

____ program is intuitive and requires less support by creating a process to eliminate technical issues – Example – server upgrades, maintenance,

____ Staff Training and Development – ____ has competent technical support staff on board (Moe and his service support team has an average tenure of 8 years) ... able to train you and your staff and make them compliant quickly. Live training is an option as well.

Training is on software, hardware and disaster recovery.

Inside the ____ support program is station to station connection ... we're able to see what users see on their terminals, so training is visually live and face to face

____ checks for full compliance/clarity at all levels of your organization ... again, based on access rights and the business logic. We're checking live time reporting and responsiveness of the system.

To ensure proper installation and performance requirements, the support program includes ... a 30 day follow up , and subsequent quarterly follow up - poll feedback/ proactive surveys on the system ... test program drivers, any additions, filters, functions, security of the program, etc.

But training and support is on-going ... our team is continually being trained on service skills, system updates, industry changes and compliance, business logic, etc ... with a core emphasis on making your experience with MHS pleasant and rewarding.

See RMS Training Plan Attached