StoreMS Application Suite
In-Store Solutions That Fit Any Retail Need

RTC has been providing in-store software solutions to retailers since 1989. Our 3rd generation offering includes a robust suite of seamless applications that are bundled in our StoreMS Application Suite. This innovative suite offers a high level of customer service capabilities, a graphical user interface - permitting employees to be easily trained on the system. At the same time, this proven solution speeds up the overall checkout process and lowers your operational costs.

RTC's StoreMS Application Suite includes Point-of-Sale, Customer Loyalty Rewards, Gift Card Services, and Dashboard.

Clients leveraging the capabilities of RTC's StoreMS Application Suite include drug stores, liquor stores, hard goods retailers, discounters, specialty stores, and gift shops. It's time you added your company to the growing list of RTC clients who have benefited from the wealth of capabilities that the StoreMS Application Suite provides.

We can work with you to determine an implementation methodology that matches your budget.

Point of Sale Solution

StoreMS POS delivers the ultimate in quick, easily maintained personalization, along with an informative user interface to ensure maximum efficiency and faster training. StoreMS POS, when coupled with a touch screen for the cashier, is easy to learn and use, while providing a strong customer service focus. Our clients have found that training time can actually be reduced by 75% over previous generation systems. With StoreMS POS you can quickly overcome your customer service challenges and enable new customer service initiatives to be implemented into your enterprise.

StoreMS POS offers a highly configurable design, based on our in-depth knowledge of system features that large retailers have come to rely upon. With StoreMS POS, your employees will be more knowledgeable, efficient and productive.
Best of all, StoreMS POS is **PA-DSS compliant.**

Aren't you ready to see results like these?

"Since selecting RTC StoreMS POS solution, I am even more convinced that we selected the best vendor to work with us throughout a long project. They have continued to provide the same effort and support today as when we began our roll-out of the new POS solution nearly three years ago.**"**

Jerry Frucht, Senior VP of IT for Variety Wholesalers

Point of Sale Solution Key Features:

- Multiple cashier interfaces
- Complete redundancy at each register
- Auto synchronization between register and server
- Open database design
- Support for OPOS compliant hardware
- Extensive pricing options
- Strong focus on providing customer service
- Ability to apply mid-day maintenance down to the registers
- Bar coded receipts
- Logo printing on receipts
- Time & Attendance
- Multiple levels of security
- Recommended change due
- Extensive training mode
- Wireless support
- Price check within a transaction
- Support for multiple tenders in a transaction
- Suggested sales
- Suspend/Resume
- Employee sales
- Extensive discounting capabilities
- Extensive reporting
- Tight cash management

StoreMS Customer Loyalty Rewards

Customer Loyalty Rewards enables retailers to know their customers and reward them immediately with flexible tools such as:
- Real Time Rewards
- Easy Targeted Marketing Messages & Promotions
- Customer Data Collection
- Paper or Instant Electronic Awards

RTC's Customer Loyalty Rewards (CLR) solution is one of the most robust in the industry. It enables you to generate rewards, real-time, at the POS to ensure instant gratification by your customers. The solution includes a host database and program administration tool, as well as the in-store components that are seamlessly integrated with StoreMS POS to enable the POS to request data applicable to each customer while the customer is at the register.

RTC's StoreMS CLR solution enables retailers to offer their customers several different types of loyalty programs. Rewarding your best customers, at the right time, with something that is meaningful to them as an individual presents the biggest challenge for a retailer. Imagine a solution that enables you to increase your customer's frequency of visits to your stores and increases the market basket size with each trip.

The solution supports the utilization of a customer loyalty card that contains a barcode. When the card is scanned at the Point-of-Sale (POS), the system sends a request to the host-based, customer loyalty database, to retrieve the club and point history for that customer and any loyalty rewards that this customer may be due based on that history.

CLR offers your customers electronic point redemption on the Pin Pads Device. When the customer verifies the redemption, the details are shown real-time on the Pin Pad and printed on the receipt.

Customer Loyalty Key Features:
- Points accumulation based on $'s spent
- Threshold rewards based on points accumulation
- Paper coupon reward printed at end of receipt when threshold exceeded
- User definable Clubs with auto enrollment
- Tailored messages on receipts based on specific club memberships
- Total points earned on current transaction
- Total points earned since program inception
- Number of points required to get to next reward level
- Points as a reward
- Bonus Club types
- Particular day of the week bonus points
- Club of choice
- Targeted promotion pricing
- Targeted mix/match pricing
- Targeted coupons by customer
- Geographical coupons
- Bonus coupons by mail

Aren't you ready to see results like these?

"CLR helps us achieve our goal to create relevant messages to people who care, in the way they want to hear them."

Bob Gibson, Director of Marketing for ABC Fine Wine & Spirits

StoreMS Dashboard

Reduce your IT expenses while increasing the integrity and accuracy of your Point-of-Sale system and your network with StoreMS Dashboard

RTC developers have designed a unique Point-of-Sale and network monitoring solution which enables you to view the health of your entire retail enterprise and take preventive actions to resolve issues before they become problems for your stores. StoreMS Dashboard will immediately increase the integrity and accuracy of your POS data while improving the productivity and efficiencies within your entire retail chain environment. It provides your IT staff with the ability to monitor over 270 alerts and provides color coded views of your entire POS system and network allowing you to pinpoint system problems anywhere in your enterprise, from a single remote location.

Dashboard indicators are presented in **Green** when acceptable, **Yellow** if within a defined cautionary range, and **Red** if within a high alert range. Gauges are extremely easy to use and can monitor a wealth of different areas that could directly affect your stores.

- No additional POS Hardware
- No incurred downtime
- Reduced manpower
- Minimal training
- RTC installs everything
- Minimum impact to Network Performance
- System Acquisition can be licensed or hosted by RTC

Sample Alerts Monitored:

- Errors, disk space, free memory
- Device Drivers - Errors loading
- Credit status
- Register status
- Service status
- Unauthorized application logins
- Unauthorized OS logins
- Software Version Controls
- Health Checks
- Point of Sale Drivers
- Scanners
- Printers
- Pin Pads
- Customer Displays
- OS Errors
- Server reboots
- Price Changes
- Event Activation
- TLog Processing
- Remote File Maintenance Monitoring
- Corporate Network Health Check
- Store System Network Health Check
- Log Server downtime
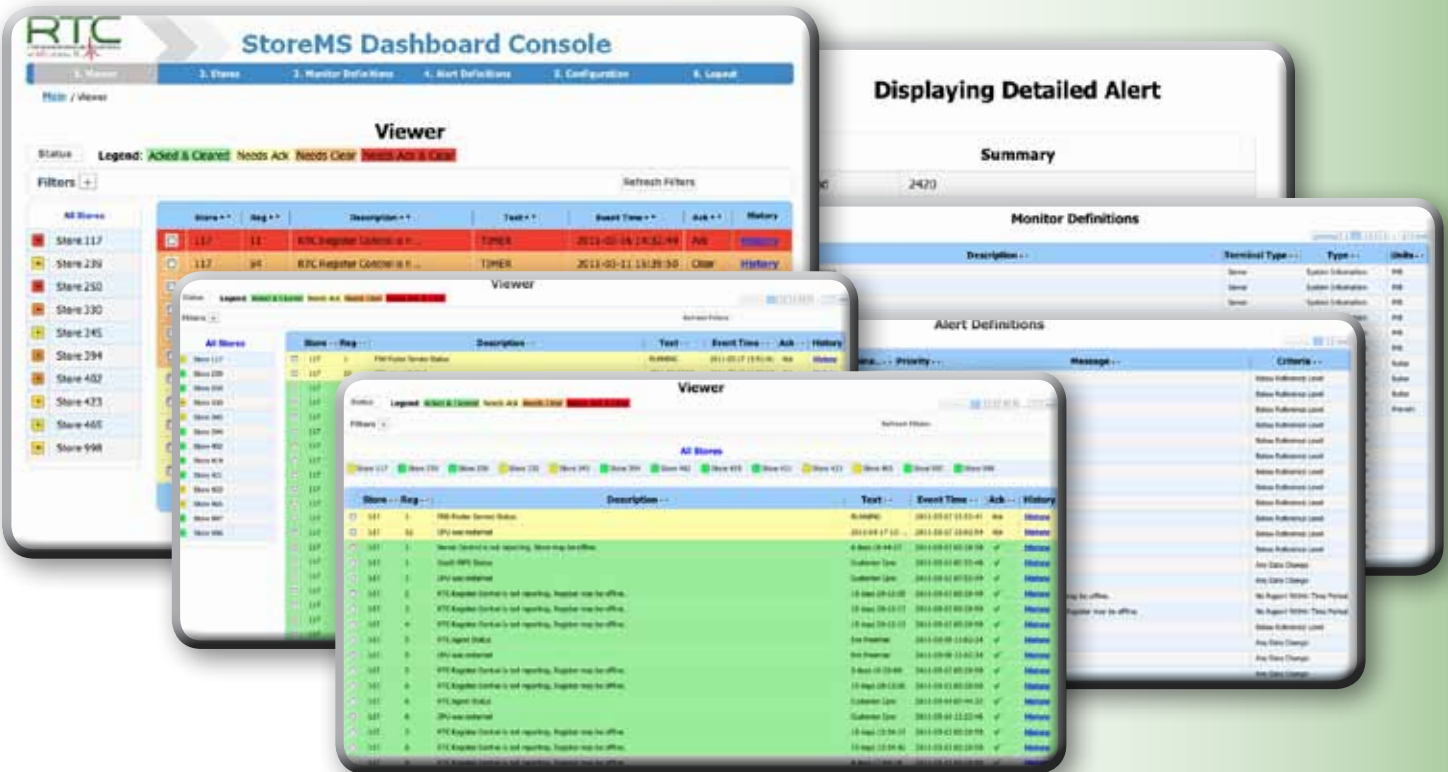
StoreMS Gift Card Services

Gift Card Services from RTC can save you up to 20% over your current provider. This proven solution gives you the ability to manage your own gift card program and avoid 3rd party processors altogether. StoreMS Gift Card Service is offered as SaaS (Software-as-a-Service), providing retailers the functionality and flexibility they demand along with the data management and ownership they desire.

- Manage your Gift Card Program like large retailers, but at a price you can afford.
- Offer customers variable amounts of Gift cards.
- Refund purchases to new gift card.
- Increase your sales, customer loyalty and profits.

Gift Card Facts:

- 55% of Gift Cards require more than one trip to the store
- Less than 85% of Gift Card holders redeem the full value of their cards
- Gift cartds are one of the fastest and easiest items to add value to any sale

Gift Card Services Key Features:

- Issuance and activation of new cards
- Fixed and variable amount cards
- On-Line card balance inquiry
- Making a purchase with a card
- Adding value to an existing card
- Refund of a purchase on a card
- Merchandise credits on a card
- Retrieval of gift card history at POS
- Safeguards against double activation

Giving someone a gift card is a gift that is appropriate for any occasion

Reduce your Gift Card processing fees by as much as 20%

We are the "MD of Retail IT".

At RTC, we fix what ails your retail sales environment. We prescribe the right in-store solution for your situation and we deploy the best support and customer service to ensure that our solution works, and your retail systems flourish. RTC has been providing in-store software solutions to retailers for the past 20 years and our 3rd generation includes many complimentary applicationsthat are essential for a healthy viable retail environment.

We are "The **MD** of Retail **IT**".

Products and Service List:

StoreMS Application Suite
- Point-of-Sale
- Customer Loyalty Rewards
- Gift Card Services
- Dashboard

MMSxTend Application Suite
- Mobile Wireless Solution
- Advanced Coupon Management
- Loss Prevention Analyzer
- Dashboard Management Module
- Advanced Replenishment Module
- Plan-O-Guide Management Module
- SKU & Style Performance Turbo Module

HTP-Link iSeries Communication

Solution Software-as-a-Service (SaaS)

System Hosting Services - ASP

Consulting Services

For more information or a free demo, please contact

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THE MD OF RETAIL IT

Retail Technologies Corporation