

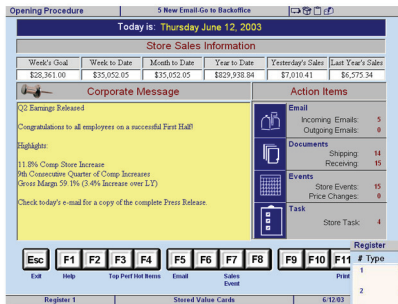


## Store21 Specialty Retail POS

### Overview

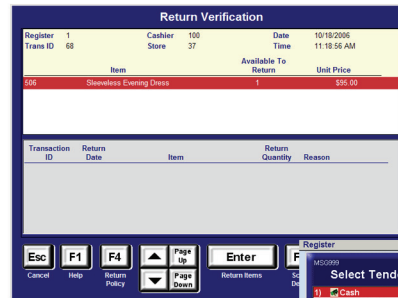
Store21® Specialty Retail POS is rich in functionality, yet it is easy to use. It provides your sales personnel with full transaction processing capabilities while allowing them to continue to focus on customers. Through its integrated back office functions, Store21 gives store managers the freedom to work from the sales floor as easily as in an office.

- Assist and retain more customers
- Streamline register functions to speed transactions
- Enforce your pricing model with automated deal pricing
- Eliminate excess paperwork through electronic forms, timekeeping, and scheduling functions
- Automate shipping and receiving functions with Store21 on a PC or a handheld



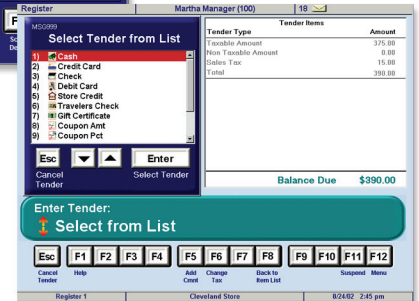
Automatic deal pricing is one of many features that make Store21 easy to use. Associates are guided step by step.

The store opening screen puts key information front and center.



The return verification screen helps prevent return fraud and accidental overpayment by displaying the details of the original transaction.

The tendering screen allows multiple tenders to be used in one transaction.



### Business Benefits

- Proven in the field. Store21 offers stability, reliability, and configurability to the majority of the top 100 specialty retailers
- Rich functionality. A single transaction can include send sales, returns, exchanges, layaways, alterations/repairs, and special orders. Extensive back office functions complete the picture
- Ease of use. Cashiers can be trained in less than an hour because the intuitive design leads the user through the transaction
- Improved labor management. From scheduling to payroll management, Store21 helps managers plan, track, and report on productivity and goals
- International capability. Store21 supports multiple currencies and multiple languages (unicode or double-byte), even on one register. It also offers tax support and localization for multinational retailers

## Rich back office functionality

Store managers find the information they need easily, without the burden of too much information. Store21 fully integrates back-office functions, so that store managers have a single tool to profile customers, control inventory, and monitor employee productivity. They have quick access to forms, scheduling tools, shipping and receiving information, inventory, sales and more. Electronic timekeeping and electronic forms reduce overhead and eliminate redundancy. The new back office-only functionality can be run on a non-dedicated machine and does not require peripherals.

## Instant information

With Store21, your stores can look beyond the local database and communicate with a centralized database via dialup or WAN. Associates can verify pricing, locate merchandise, validate returns, and perform a variety of other information-based activities that help retain customers and close sales. Information accuracy depends on how frequently polling occurs, so Store21 supports both trickle polling and nightly polling.

## Fast authorization; PCI validated

Though your stores can dial directly to the bank or processor to perform authorizations, Store21 allows you to improve the process through Centralized Payments. By communicating to a central server through your WAN/VPN, and that server communicating with the processor, you can cut an 18-20 second process down to 2 seconds. That's a huge benefit to your associates and your customers. Centralizing payments may also reduce your processing fees. Store21 has been PCI validated by a third-party assessor, which can ultimately help you achieve certification.

## Store21 can be deployed with these specifications:

- Microsoft® Windows 2000/XP operating system
- Developed under PowerBuilder 10 technology
- Sybase ASA9 database
- Pre-integrated with Relate™ Retail CRM
- Designed for international use, supporting multiple languages, currencies, and tax regimes

## Operational Benefits

Provide outstanding customer service with advanced automation tools and features such as merchandise lookups. Store21 aids in your clientelling efforts by allowing you to capture customer information and transaction histories. As you learn more about your customers, you can present profit-building up-sell and cross-sell suggestions.