

In This Issue

- ◆ RTC Achieves Gold Certification
- ◆ Drug Fair and Duane Reade Successfully Launch CLR
- ◆ We Can Do It All...For You
- ◆ RTC Entertains Customers in Vegas
- ◆ RTC Wows Attendees at JDA FOCUS

Customer Updates



RTC implements JDA Performance Analysis by IDEAS for NBC



Margaritaville's Orlando location transitions to RTC Systems Hosting Services



Peavey Industries completes roll out of StoreMS POS



Variety Wholesalers continues roll out of StoreMS POS in Roses and Maxway divisions



ABC Fine Wine & Spirits rolls out StoreMS Customer Loyalty Rewards



Peavey Industries rolls out Loss Prevention Analyzer and Dashboard Management Module



RTC continues to provide assistance to TSC Stores Canada with their Allocation and Replenishment efforts



Centinela Feed implements HTP-Link iSeries Communication Solution

Microsoft **GOLD CERTIFIED**

Partner

RTC Achieves Gold Certification in Microsoft Partner Program

RTC recently announced that we have attained Gold Certified Partner status in the Microsoft Partner Program, further establishing ourselves as a leader in delivering retail enterprise products. As a Gold Certified Partner, RTC has met all the competencies and specializations for ISV/Software Solutions and has demonstrated significant expertise with Microsoft technologies.



RTC President and CEO Bruce Hicks comments, "I am delighted that RTC has achieved Microsoft's Gold Certified Partner status. This is a testament to our StoreMS technical team, who continues to develop innovative solutions that exceed our customer's expectations not only today, but also into the future. I am certain that this achievement will further accelerate our development of solutions built on the Microsoft software platform and increase the excitement and interest in our products and services."

"Rising consumer knowledge and high expectations are pressuring retailers to respond to rapid changes in consumer demands, local requirements and customized assortments," said Tom Litchford, U.S. retail industry director, Microsoft Corp. "RTC's StoreMS application suite addresses this trend by helping retailers better know their customers and anticipate and react to sales and customer purchasing patterns in a way that will differentiate their experience and increase loyalty. We're excited that RTC is now Gold Certified, and we'll continue to work together with RTC to help our mutual customers achieve business success."

Microsoft Gold Certified Partners hold the highest level of certification offered in the Microsoft Partner Program and provides the recognition to companies who have a successful record of developing and marketing software solutions based on Microsoft technologies. Microsoft Gold Certified Partners receive a rich set of benefits including training and support to help them stay current on Microsoft technologies.

StoreMS CLR Enables Two Drug Store Chains to Successfully Launch Customer Loyalty Programs

RTC's StoreMS Customer Loyalty Rewards (CLR) solution plays a key role in the breakthrough success that some of our customers are having with their loyalty programs. By offering special discounts, coupons or other rewards real-time at the Point-of-Sale, you can provide customers with instant gratification which will make them shop at your stores more often. CLR has been a key component for retailers like drug chains Duane Reade and Drug Fair, by providing them the necessary infrastructure to fully leverage their marketing programs and lure customers back to the store, thereby increasing sales revenue.

In an article published in the August 2008 issue of **NRF's Stores Magazine**, Drug Fair, a 55-unit regional chain based in Somerset, N.J., discussed the proven success they have received through their "We Care" marketing program. RTC's StoreMS CLR manages this program which encourages customers to visit the store more frequently to redeem rewards and discounts. You can read the Stores Magazine article at http://www.stores.org/Current_Issue/2008/08/Edit14.asp.

Con't on Page 2

Store Systems

RTC's StoreMS Application Suite can provide you with capabilities that will enable you to be a step above your competition by providing a strong focus on customer loyalty and enabling you to offer excellent customer service. StoreMS will help increase your customer satisfaction levels and grow your revenue. In addition, we recently announced StoreMS Dashboard, an on-line analytical tool that enables a preemptive approach to support and will provide your staff a level of remote system monitoring that is unsurpassed in the industry today.



Duane McGlamery
VP Store Systems



Brian McWhirter
Dir. Store Systems

We Can Do It All...For You

RTC's strategy to become a 'total solution' provider to mid-tier retailers has now become a reality. This uniquely positions RTC to provide very robust and proven solutions at an affordable price, something only large retailers have been able to afford in the past. In addition, not only can RTC provide you with the hardware, software and services needed for a smooth implementation, we can also host your solutions and provide the daily managed operations for a small monthly fee. Imagine not having to worry about whether data has processed or whether reports are available and accurate. Let RTC's team take that responsibility and allow you to focus on more important things.....like **retailing**.

JDA Solutions

RTC is one of only four JDA Authorized Value Added Resellers in the world. This relationship with JDA enables us to deliver host solutions such as their Merchandise Management System-I (MMS) and Performance Analysis by IDEAS. When combined with RTC's StoreMS Application Suite, these integrated solutions will provide you with a robust infrastructure on which you can continue to grow your business.

JDA, MMS-i, and Performance Analysis by IDEAS are trademarks or registered trademarks of JDA Software Group, Inc.

"Wow, these guys can provide all the solutions I need and run them for my business!"

Consulting Services

RTC's Consulting Services team continues to exceed our customer's expectations. They are the glue that brings everything together for our clients. If you are a retailer looking to replace your existing in-store and/or host systems, RTC's Consulting Services team can help to seamlessly integrate all the pieces that RTC can deliver and help train your staff to run them effectively for your business. RTC's seasoned team is made up of ex-Retailers, Business Analysts and Programmers that will treat your business as if it were their own. We encourage you to talk to any of our customers and learn more about their experience with RTC's Consulting Services team.

DeVan McArthur
Executive Vice President
Consulting Services



Systems Hosting Services

Not only can RTC provide you with your in-store systems, Merchandise Management Systems and the consulting services to put it all together, we can also host your solutions in our Orlando data center and perform the daily managed operations to enable you to focus on what you do best....**retailing**. RTC will provide you with a secure, managed environment and a high level of technical support, while enabling easy access for your users.



Back row L-R, Terry Ingram, Todd Kohel, Jose Santana. Front row Director Managed Operations Karen Wilson and Executive Technical Consultant Eric Larsen

Hardware

RTC can also provide the hardware you need for any project. We are authorized resellers of IBM, Lenovo, Motorola, VeriFone, Preh Electronics and others. If you have a hardware need, please give RTC the opportunity to provide you with an aggressive quote.

ISD Transaction Management

RTC has recently become a reseller of ISD's Transaction Management Software to enable us to deliver authorization, settlement and tender management solutions to our customers. The ISD software is seamlessly integrated with StoreMS POS to enable us to provide the 'total store solution'.

New Customer Care Center

RTC is pleased to announce the launch of our Customer Care Center (CCC) in Orlando. The CCC enables RTC to provide our clients with a very high level of customer service and technical support around the clock, seven days a week. Whether it is software, hardware or user education, RTC's CCC team is just a phone call away.

Back Row (L-R) Jason Holland, Michael Zapata, Jacob Smith and manager Jim Richane. Front Row (L-R) Chris Lee, Brian Stevens, and Daniel Venegas.



StoreMS CLR article continued from Page 1

"RTC's StoreMS Customer Loyalty Rewards solution provides us with the ability to offer real-time rewards relevant to individual shoppers at the register, not just discounts applicable to all loyalty card customers. This solution is the key data collection vehicle for our We Care program at Drug Fair", says Kevin Marron, Director of Information Systems.

RTC's CLR solution provides the tools that a retailer requires to manage pricing promotions, electronic coupon generation, and an effective in-store customer loyalty program. The solution supports the utilization of a customer loyalty card that contains a magnetic stripe or barcode. When the card is swiped or scanned at the Point-of-Sale (POS), the system sends a request to the host-based, customer loyalty database, to retrieve the purchase history for that customer and any special promotions that this customer may be due based on that history. "Consumers like feeling as if they are someone special, not just

another member of the shopping community and StoreMS Customer Loyalty Rewards provides us with the functionality we need in our stores to make our most loyal customers feel special", Marron adds.

Duane Reade has had breakthrough success with its Dollar Rewards program which targets the top 10 percent of customers who were spending roughly \$600 annually. That figure jumped to more than \$750 in the first year after implementing RTC's CLR solution. StoreMS CLR provided the required infrastructure to enable detailed analysis of customer data to help develop marketing programs to increase the frequency of shopper visits.

These successful CLR programs all required a corporate strategy that is filtered throughout a business to all strategic areas. RTC's StoreMS Customer Loyalty Rewards solution then takes that strategy and makes it a reality.

Did You Know...

RTC is a leading hardware and technology supplier for the retail industry.



Registers, Laptops, Desktops, Servers, Scanners, Pin Pads, Displays, Access Points, Printers, etc. Our experts will work to get you the hardware solutions that fit your needs at a very aggressive price.

We are an authorized reseller of IBM, VeriFone, Motorola and many others. For more information or for an aggressive quote, please contact Lee Williams at 407/352-5607 ext 307.

RTC Entertains Clients at Margaritaville Las Vegas



A good time was had by all at Margaritaville Las Vegas, during JDA's FOCUS Conference.

RTC hosted friends, customers and guests to a relaxed atmosphere of good food and drink. The evening proved to be a welcome release from the hectic FOCUS schedule. Special thanks to customer and longtime partner Margaritaville Las Vegas.

RTC Wows Attendees at JDA 2008 FOCUS Conference

The RTC booth was a huge hit for attendees at this years JDA FOCUS Conference. Over 500 attendees visited the RTC booth over the three day event, and learned about RTC's latest releases of the MMSxTend Application Suite.



New Faces



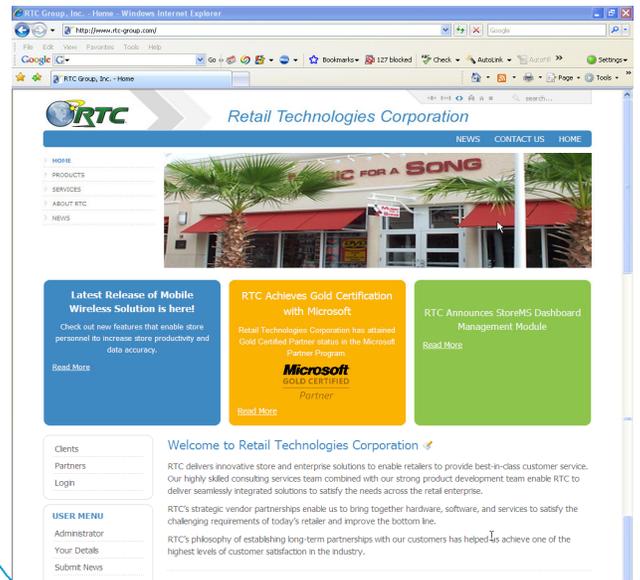
Please join us in welcoming the newest member of the RTC team, Todd Kohel. Todd is taking on a JDA MMS Developer/Programmer role for RTC and brings over 19 years of iSeries programming experience. Todd has worked at United Systems and Software supporting Life and Health Insurance applications for the last 12 years.

RTC Milestones

RTC Congratulates Don Smiley on his 10th anniversary.

* RTC is proud of the fact that we have 8 employees that have been with us for more than 10 years.

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www.RTC-Group.com



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