



20th Anniversary

## THOUGHTS FROM THE PRESIDENT'S DESK



**Bruce Hicks**  
RTC President & CEO

As we begin the second decade of the new millennium, I can't help but reflect on RTC's coming and going of our twentieth anniversary. I can clearly remember starting RTC as an IBM business partner that only provided point of sale software along with well over one hundred other companies very similar to ours. We worked hard to build a better "mousetrap" than our competition and we believed we did.

As the years passed, we learned that retail technology meant far more than point of sale software and we slowly began to expand our software products and services. At the ten year mark, we started to get it. We understood that, in order to be a full service company in retail technology, we had to be experts in all aspects of retail automation. While it seemed a daunting task, we built a business plan that would have us expand into retail warehousing and merchandising systems, as well as high speed communications and supply chain management.

Today, we offer services for small and medium size chain retailers, that run every single aspect of retail technology and we author many of the software products they run.

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- Announcing StoreMS POS Platinum with Integrated CLR
- StoreMS Dashboard Delivers POS Integrity

### Customer Updates



Newfoundland Labrador Liquor Corporation  
Rolls out HTP-Link.



Petsense opens 31st store with RTC's System  
Hosting Services performing all the day to day  
managed operations for JDA MMS



NBC Rolls out Mobile Wireless Solution in 30  
Rockefeller Plaza store

**DUANE**reade™  
YOUR CITY. YOUR DRUGSTORE.

Duane Reade to complete Roll-out of StoreMS  
POS by September and launch new electronic  
Customer Loyalty Rewards program

## Variety Wholesalers Completes Roll-out of StoreMS Point-of-Sale

Variety Wholesalers (VW) has successfully completed the roll-out of RTC's StoreMS POS solution on 1,250 IBM registers in their Roses and Maxway divisions. RTC's VP of Store Systems, Duane McGlamery, partnered with Gary Boxler, Director of Information Systems Support Services for VW, to install StoreMS POS in a total of 112 Roses stores and 157 Maxway stores throughout the Southeastern U.S.

"At the on-set of the project, VW formed a committee of 12-15 key resources covering all aspects of their business. This team partnered with RTC resources to create the backbone for all decisions and plans. Strong leadership by VW along with a "long haul" commitment by the entire team was the edge to a very successful business architecture re-engineering", says McGlamery.

The implementation included not only StoreMS POS, but also RTC's HTP-Link iSeries Communication solution for polling stores and ISD's Transaction Management software. RTC's Consulting Services Group performed the integration between StoreMS POS and JDA's Merchandise Management System (MMS-i).

"RTC was a true business partner thru the entire project," says Boxler. "Their team always acted with a sense of urgency, and we never had to follow-up to ensure that our priority issues were addressed in a timely manner."

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# 20th Anniversary

## Looking Ahead And Celebrating the Past

2009 MARKED THE 20TH ANNIVERSARY OF RTC

Since 1989, RTC has been focused on developing long term technology partnerships with retailers by utilizing a combination of industry best practices and client uniqueness to help retailers leverage the latest technologies to minimize their costs while at the same time increasing productivity. Our partnership philosophy remains as the cornerstone to RTC's success today.

In September, RTC celebrated our 20th anniversary which in our industry represents a monumental achievement. We have seen competition come and go over those years, but RTC remains a pillar by which other companies measure themselves. Over the years, our team has grown, but we still work daily to deliver solutions at a better than expected value for our customers. POS technology and software have changed significantly over the last two decades and we have been at the forefront of these innovations. Today, our StoreMS Application Suite and MMSxTend Modules offer customers the latest and most technologically advanced features and functionality available.

Thank you to our customers, vendor partners, employees and everyone who has been part of RTC's 20-year history. We look forward to continuing to grow our relationships even stronger in the next 20 years and beyond.



Special thanks to our customers listed here and the many other customers that we could not list.



### RTC Announces StoreMS POS Platinum with Integrated Customer Loyalty Rewards

RTC is pleased to announce our latest in-store solution offering - StoreMS

POS Platinum. This new offering enables mid-tier retailers to leverage the technologies that RTC has developed for Tier 1 customers at an affordable entry level price.

RTC has been providing innovative solutions to retailers for more than 20 years. This vast experience, along with former retailers on staff, enables us to deliver solutions that empower our clients to overcome the challenges they are facing today. A perfect example of that is the introduction of RTC's StoreMS Platinum solution which has many retailers very excited.

Historically, customer loyalty and gift card programs have been reserved for large retailers with big budgets and huge marketing departments. However, in today's economy, consumer demand has been smothered by high unemployment, low housing prices, and crushed financial markets and this is significantly impacting mid-tier retailers. Customer loyalty programs and relationship building initiatives have become increasingly vital for more retailers to help increase shopper market basket size and frequency of visits to their stores. These types of programs are enabling smaller retailers to continue to grow their revenues even in these difficult economic times. Isn't it time for you to take the plunge?

RTC's StoreMS Platinum offering has combined RTC's StoreMS Point-of-Sale, parts of StoreMS Customer Loyalty Rewards, and StoreMS Gift Card capabilities all integrated into one seamless, easy to install package. The combined power of these solutions is revolutionary and will enable mid-tier retailers to offer their customers the same service levels as the 'big guys'!

### THOUGHTS FROM THE PRESIDENT'S DESK Continued

Who could have dreamed such a dream when we started this company from our humble, self-describing roots called "Five Busy Guys"! Certainly, I did not. Yet, here we are, twenty years later, providing a vast array of software products and services for a wide variety of chain retailers. It is hard to believe that our vision of "Host to Post" in the early 90s is now a fairly common goal that many companies are striving for today.

I am very proud of what we have accomplished from such a humble beginning with little capital investment and no experience running a company. However, I am also very excited about the next twenty years. You see, we are now leaders in delivering retail technology in many ways. We know exactly what retailers need out of their technology partners and we are very focused on meeting those expectations. Big companies have stepped in and bought out most of the entrepreneurs that I have known over the past twenty years. However, much is lost in that transition. What was a passion is now a quarterly earnings presentation to shareholders.

Without question, the folks at RTC get it from top to bottom. Our competition should be concerned, as we still have the passion and we have twenty years of experience behind us from the ground up. The journey might be twenty years old, but I can honestly tell you we have just begun!! Congratulations to all the employees of RTC for a job well done. The new journey begins.

Warmest Regards,  
Bruce J. Hicks  
President, RTC

## Maximize Your Customer Touch Points



- ✓ Real Time Rewards
- ✓ Loyalty Status Reflected on Receipt
- ✓ Identify Customer by Name



## StoreMS Dashboard Delivers Superior POS Data Integrity and Accuracy

RTC's StoreMS Dashboard is 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. 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.

Learn more today, call Neil Banerjee @919-383-4588

## VW Roll-out Continuation...

Jerry Frucht, Senior VP of IT for VW remarked, "Variety Wholesalers began an extensive search for a POS software vendor a couple of years ago. Six vendors were given detailed specifications of our requirements. RTC was selected as the vendor that we felt most confident to be a partner in this effort. Over the past two years 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 two years ago".

With the installation now complete, StoreMS POS has significantly improved VW's throughput at checkout, enhanced their customer service, and streamlined their store operations. This investment provides VW with a solid platform on which they can continue to build upon in the future.

The successful rollout at Variety Wholesalers is an excellent example of RTC's ability to deliver software and technology with advanced features across a large organization efficiently, cost effectively and within the committed budget. VW CFO Keith Favreau remarked, "This significant project was successfully completed with minimal "bumps in the road" due to the outstanding teamwork between VW and RTC. RTC continually stepped up as a true partner, even with third party issues, to ensure success."

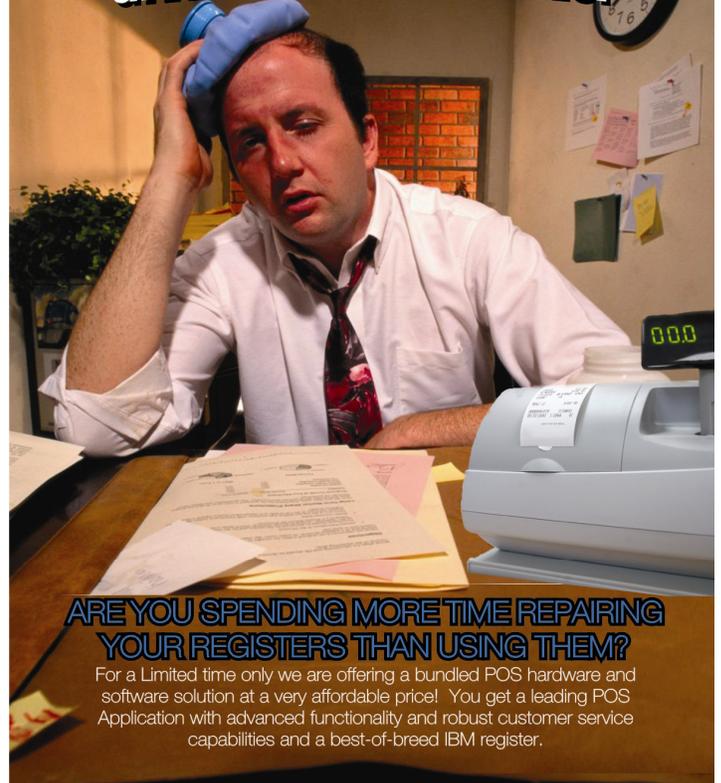
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# IS YOUR CURRENT POS SYSTEM GIVING YOU HEADACHES?



## ARE YOU SPENDING MORE TIME REPAIRING YOUR REGISTERS THAN USING THEM?

For a Limited time only we are offering a bundled POS hardware and software solution at a very affordable price! You get a leading POS Application with advanced functionality and robust customer service capabilities and a best-of-breed IBM register.

### COMPLETE TERMINAL FOR ONLY \$595 EACH

StoreMS POS Software sold separately

## RTC Milestones

RTC wishes to congratulate our greatest asset, our employees. We would like to recognize and thank them for all their years of dedication to our team!

### 20 Years

Brian McWhirter, Director Store Systems Development

### 10 Years

Neil Banerjee, EVP Sales & Marketing  
Eric Larsen, Executive Technical Consultant  
Mike Warren, Application Developer

*RTC is proud of the fact that more than 30% of our employees have been with us more than 10 years.*