

## Retail Technologies Corporation

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## IN THIS ISSUE

[StoreMobile Introduction](#)

[StoreMS POS Dashboard](#)

[Warehouse Optimization RF](#)

[JDA® MMS® Support Services](#)

## Introducing StoreMobileRF for Tablets and Wireless Devices

**Providing MMS users the tools they need to build loyalty and improve the Shopping experience in a Mobile environment**

As technology strives to meet the demands of today's consumers, retailers search for affordable solutions that maximize their investment. However, implementing a mobile strategy is more than just a hardware or technology decision. It encompasses an entire strategy, that if done right, will change your entire store selling experience for both the customer and your staff. At RTC, we have designed a fully integrated Mobile solution that leverages your current JDA® MMS® investment, to help you stay ahead of your competitors while offering consumers a richer, more rewarding and more interactive shopping experience.

The first step in building a successful mobile strategy is to equip your staff with the right tools and solutions to be successful. That's why RTC created our StoreMobile™ Suite of Applications. StoreMobile is one of the first truly mobile solutions designed for JDA MMS users. StoreMobile launches today's retailer onto the Mobile playing field by making traditional back office functions obsolete. Functions such as: inventory counts, receiving, transfers or item look ups can be done real-time, from anywhere in the store, from a simple RF gun or handheld device such as the Motorola ET1, or even popular Apple devices such as the iPad, iPod or iPhone.

StoreMobile maximizes staff efficiency and effectiveness providing a significant return on investment by keeping sales people on the sales floor and giving them the tools and information, they need, literally right in the palm of their hands. This powerful wireless solution allows MMS users to improve their operational work flow while viewing, collecting, and managing key information real-time to MMS. StoreMobile eliminates the need to be chained to the back office to do inventory and unnecessary

paperwork. With its simple user friendly design and inputs, inventory management can be done accurately and efficiently, from anywhere in the store, maximizing your productivity and customer services by keeping your staff visible to customers.



RTC has recently partner with Motorola Solutions to launch StoreMobile on the ET1 Enterprise Tablet. The ET1 is design for enterprise. It is retail hardened for use everyday in your warehouse or selling floor. It has all the features you need to connect with Shoppers like never before.

*"I believe mobile technology will continue to gain traction in the store operation similar to how high speed networks replaced dial up modems", says Bruce Hicks RTC President and CEO. "Giving store personnel high speed wireless devices that can provide them "instant" access to inventory information across the entire chain and the internet, then act upon that information while servicing their customer, provides the store with an edge over their cyber store competitor. People like to interact with people; however, "showcasing" will only grow without providing the "tools" to compete on the store sales floor. StoreMobile RF on tablets such as the Motorola ET1 and a variety of Apple devices, such as the iPod Touch, iPad, and iPhone are game changers for the store."*





## Thoughts from the Boss!

The next "revolution" in the retail industry is pretty obvious at this point. If you have been under a rock for the past couple of years, I will state the obvious . . . "MOBILITY". First high speed wireless networks, then smart phones, and now it is the culmination of all these technologies merging at the speed of light toward complete mobility in retail technology. It won't matter where the product comes from or how the customer receives it. The fact is, it can be purchased anywhere, anytime, and delivered wherever and whenever the customer wants it. How is this going to become the standard in retail? Simple:

**The adoption of mobile technology, insures increased customer satisfaction and guarantees ROI for the retailer.**

Now for the bad news for many retailers. Although JDA MMS is still an industry leader in ERP solutions in large chain retail, to date this legacy application lacks a definitive mobile strategy capable of taking its customers into the world of retail mobility. At RTC, we are committed to assisting retailers in winning the mobile revolution, without requiring a systems revolution. Our long term business plan has been to take the lead in designing and implementing bridges between today's world and the retail world of tomorrow. Through our MMS Xtend suite of applications we are taking the "bull by the horns" on behalf of all JDA MMS

customers. Our StoreMobileRF and Warehouse Optimization RF solutions are leading the way by offering retailers innovative tools to increase staff productivity and enhance customer service. Our StoreMS Dashboard delivers the functionality retailers need to stay ahead of problems and take preventative steps when needed.

Believe me, this is just the beginning. We continue to deliver the MMS enhancements, consulting services and retail POS solutions that retailers need. Our next generation StoreMS POS solution will soon be released and with the announcement of Verifone's new Verishield Protect, boasting end to end encryption and running on the Apple iPod Touch and iPad, you can be assured PCI "Best Practices" is on our minds. We are confident this approach will take the mobile POS application completely out of scope for PCI.

If you are not sure how your company is going to evolve and compete in this "revolution", I suggest you call us and arrange a consultation with DeVan McArthur, our EVP Consulting. I have always prided myself on having extreme industry "Vision" and I must say that when I hired DeVan McArthur as my partner back in 1990, I hired a "Visionary" that thinks so far ahead of everyone else that we call him Mr. Utopia!!

## RTC's New Warehouse Optimization RF Suite Helps Peavey Mart Significantly Increase Productivity



In 2010, Peavey Mart selected RTC to implement their advanced radio frequency capabilities in JDA® MMS®. Peavey Mart, a Canadian hardware retailer with 29 stores across Western Canada, decided to increase their warehouse productivity and efficiencies, and they looked to RTC's Warehouse Optimization RF, to provide a solution. Peavey was experiencing many of the same challenges most growing retailers face as business grows and their inventories expand. Inefficiencies in their warehouse systems were identified and RTC partnered with Peavey executives like Carolin Miller, Manager Information Services, to identify solutions and ultimately increase overall productivity.

"We have seen a dramatic increase in our overall productivity as a result of our Warehouse Optimization implementation", says Carolin Miller. "Our PO receiving processes have increased 25%. However, the most significant increase is in our picking accuracy. We have seen a 90% accuracy increase at the quantity level and a 48% increase at the SKU level. These numbers are directly related to the increased accuracy and accountability that RTC's Warehouse Optimization application delivers."

*"When we set out to develop the Warehouse Optimization*

*RF application suite, we wanted to ensure that the functions we provide would allow businesses to streamline internal business processes while increasing accuracy, says Fabian Rosario, RTC VP Special Retail Systems Projects. "We also placed significant emphasis on usability--making sure the end product contains screens that are intuitive and effectively utilize functionality from the underlying MMS distribution center application. The results we have seen indicate that we indeed achieved those goals and I am thrilled at how well it has helped Peavey's operation."*

Warehouse Optimization RF is part of our MMSxTend suite of applications which are perfectly integrated with JDA MMS and designed to offer a cost effective value add solution for retailers looking for an extensive set of features and capabilities, at a Great price.

### Optimization Areas Include:

- Physical Inventory
- Purchase Order Receiving
- Putaways
- Letdowns
- Manual Moves
- Picking
- Shipping
- Inquiries and Reports





## New Hires



RTC welcomes **Kevin Marron** as our latest addition to the RTC team as Manager of "Cloud 9" Services!! Kevin brings over 20 years experience working for Drug Fair Group and in 2004 earned Director of Management Information Systems. Kevin was part of the JDA MMS Implementation Team for Drug Fair and spent the majority of his career programming and managing within that environment. This vast wealth of experience, both working directly for a large chain retailer and extensive experience within JDA MMS makes Kevin the perfect hire for managing RTC's retail operations outsource data center. RTC's customer service levels just went from top of the charts to Cloud 9!!

## RTC Offers 24/7 MMS Support Services at an Outstanding Value

**MMS Users, if an upgrade path is not for you, consider Support Services from RTC and stay on your current version of JDA Software, with the support, attention and responsiveness you need, but at half the cost.**

Are you currently running a version of JDA® MMS® released 9 years ago or older, and are unwilling or unable to upgrade at this time? You may neither have the budget nor manpower to take on an upgrade at this time. Furthermore, you may have a significant investment in MMS internal development and enhancements in your current version, which may be financially unfeasible to incorporate in an upgrade.

If you are in this difficult position, RTC has a solution that can keep you on your current version of MMS while cutting your support costs in half. RTC's Support Services offers 24/7 JDA MMS support for your current version of MMS at a cost that is 50% less than JDA. Best of all, RTC's Support program provides all the same 24/7 service and support you need but with dedicated attention to detail you want.

RTC currently supports several clients in our Orlando data center. Contact RTC today to learn more about how our Support Services can make an immediate impact on your business. Our knowledgeable support staff has over 22 years' experience managing

MMS environments for retailers and we pride ourselves on our responsiveness and attention to detail.

RTC's clients leverage our vast retail and IT skills to ensure smooth managed operations and programming services at a very affordable rate. RTC will ensure that your solutions run smoothly and are always available for your users.

RTC looks forward to supporting you, on your current version of MMS, as long as you wish to continue on that version. We value your MMS business and have invested heavily in the development of MMS through enhancements and bolt-on modules that allow retailers like you to fully maximize their JDA MMS investment. I hope you will see how this program helps to provide you a practical alternative to upgrading or ending MMS maintenance altogether.

To learn more, please call Lee Williams @ 1-800-993-3944, to discuss the details and receive a no obligation quote based on your current JDA maintenance budget.



**Contact RTC today to learn more about all of our MMSxTend solutions  
800-993-3944 or [www.RTC-Group.com](http://www.RTC-Group.com)**



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