



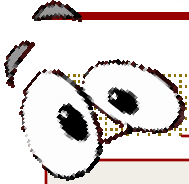
Scannerman's Thoughts:

"Retailers who want to survive Wal-Mart must focus on the needs of consumers in their neighborhoods...convincing customers they need something that cannot be standardized"

RETAIL HERO

EXTRA!

May 2007 Edition



Looking Forward

Affordable Support As You Go!

COMING SOON!

Physical Inventory Count Made Easy (or PIC—ME for short) helps to overcome some shortcomings in RMS related to physical inventory count...[More](#)

Code	Description	Counted
000001		1/17/2007 1:14
0001	Test 1	2/9/2007 9:46 A
002	Test 2	4/9/2007 2:30 P

Item	Description	Price	Qty. Counted
72363598820		\$0.00	42
72363598807		\$0.00	54
72363598402		\$0.00	80

JUST RELEASED!

The third in a series of online demos has just been released!

This one features our Visual Catalog program called "Catalog View".

Check out this exciting new feature, that simplifies ordering items that cannot be bar-coded on our [website](#).

REMOVING FINANCIAL BARRIERS FOR SUPPORT

Retail Hero recently re-structured their entire support program to make it more affordable to retailers who, up to now, did not see the value in paying up front for support services.

The new "Pay As You Go" program makes calling for technical support a breeze. All you need is a valid Visa Card or American Express and you're off and running!

Instead of paying up front for a yearly contract, RMS customers need now only pay for the time that they actually use. No more costly support contracts, you get the support you need whenever you need it, at a price you can afford.

With rates as low as \$20* for every 15 minutes can you afford not to call?

*Applicable to Retail Hero Customers Only.



Scannerman has a Point!

"Convincing customers they need something that cannot be standardized". That is an actual quote taken from Professor Ken Wong from Queen's University School of Business in Ontario. If what he's saying is true then retailers also need to realize that in order to convince people of this, they (the retailers) need to take advantage of certain tools that are not available "out of the box" or to quote Ken Wong "that cannot be standardized".

With more and more retailers switching to POS computers from the traditional cash registers it's no wonder that Microsoft has plans to capture 30% of a market where no single POS software supplier enjoys more than 10% of the available market.

Microsoft Dynamics RMS is an ideal POS system for the retailer but as an "out of the box" solution, it has many limitations. Now, thanks to the innovation of people like "Retail Hero", Microsoft RMS has additional functionality* that allows retailers to do more than just ring up orders in their POS. They can implement their own loyalty points programs, use a visual interface for non-barcoded items and even simplify the way they perform physical inventory. With these kinds of tools at their disposal, retailers can

IN OTHER NEWS...

ADDING MICROSOFT RMS TO THEIR GALLERY!

Interested in fine quality furniture, carpets or antiques from Asia? Well if you've ever been to Calgary you might know of the Buhran Gallery who for the past ten years have been collecting high quality antique furniture and architectural elements with a middle eastern flair.

Probably the only modern piece of equipment you'll find there is their newly purchased Point of Sale from Retail Hero. Utilizing Microsoft's RMS, Buhran Gallery now has

the ability to keep a tighter reign on their extensive expensive inventory, with a POS system that's not likely to become an antique any time soon.

now speak from experience when they tell customers that they "need something that cannot be standardized".

*Available only from Retail Hero™

<http://www.retailhero.com/>

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