

Retail Pro International Customer Newsletter



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We listened and we heard you.

Dear Valued Customer,

At Retail Pro International, our sole purpose for being is to make sure retailers like yourself are armed with the most relevant technology and current information about your software to provide you with a competitive edge. A key component to achieving this purpose is paying close attention to your needs, wishes and requests.

Well, we've listened to you and the overwhelming response was "We want to know what is going on at Retail Pro!" and while we might not be able to grant *all* of your requests, we can and will be communicating with you on a regular basis.

The Executive Management team is proud to announce the launching of our customer e-newsletter: The Retail Pro Review. The goals of the Retail Pro Review can be broken down into 3 main areas:

1. Provide our valued customers with regular, relevant communication about their product and industry
2. Improve the customer experience and overall customer satisfaction
3. Provide a forum for open feedback about both customer success stories and challenges

The Retail Pro Review will be delivered quarterly and will cover a wide range of topics and subject matter as well as have standard sections designed to improve the Retail Pro customer experience. Examples include feature articles such as Customer Spotlight, Support Trends, What's New, A Day in the Life and more. These features will be designed to give you an in-depth perspective on how other customers are maximizing their Retail Pro Solution. In addition we will also be providing sections, such as Tips and Tricks, Product News, Fact of the Day, Questions and Answers and more designed to provide end users with specific information by function to make sure they are using Retail Pro as effectively and efficiently as possible.

Also in every edition you will find a letter from Kerry Lemos, our CEO. Kerry will provide a candid look at the state of the business, the market, the company strategy and vision and investments we are making to make sure we realize our goals and what it means to you.



Finally, and something the Executive Team at Retail Pro feels is most important, we will be providing you with an opportunity to voice your opinion on both the good and the bad. At Retail Pro International, our goal is to ensure our customers are happy and satisfied. In order to accomplish this goal we need your feedback. So in every issue you will find a survey and an email address as a way to let us know what is on your mind. Please let us know.

The Executive Team is excited about all the positive developments underway in terms of product, growth and the future. We think you'll be excited as well. So watch that inbox for future issues and enjoy a sneak peek below.

Sincerely,

The Executive Team

Kerry Lemos

Ken Sapp

Bill Colley

Richard Kolodynski

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Letter from the CEO

As CEO I am excited to have this opportunity to share with all of our valued customers the great developments and positive progress that is taking place at Retail Pro. In this first issue of our customer newsletter we are proud to report that since the formation of Retail Pro International LLC in late June of this year we have been on a consistent trajectory of financial success and improved delivery and service. The new Retail Pro has made great strides on improving our product stability, our support response and growing our revenues, thanks to you: our loyal clients, our new clients and our business partners around the globe. One nice feature of this customer newsletter is the brief, but valuable, partial listing of new customers who have made the decision to adopt Retail Pro as their POS solution. It demonstrates the tangible success we are enjoying in a crowded and competitive marketplace. We thank each and every client for their trust and partnership.

We have been busy in the last four months, focusing both on improving our internal systems and growing our presence in emerging markets. Take a look at the article about doing business in China, it shows how a strong product mated with great industry knowledge can position a company like Retail Pro, not just as a leading vendor, but also as a true partner to companies who want advice and guidance when contemplating entering into a new emerging market.

We are committed to Retailers worldwide and maintain a laser-like focus on making our solutions a key component of their retail success. We continue to invest in our extremely popular Version 8 product, while also building more extensive features into our Oracle-driven Version 9 product. Our renewed vision is taking the form of a next generation product strategy, which will bring the best of today's technology together and offer all our clients not just a future product to migrate onto, but, unparalleled choice in how they want to deploy their POS systems. Our vision is not simply a concept; we have begun investing in building the POS product of the future. For those of you who find yourselves at the NRF Tradeshow in New York this coming January, please stop by our booth for a demonstration of our thin-client POS prototype.

Please know that we take very seriously our responsibility to maximize the time and money you have invested in your Retail Pro solution and that our goal is to keep you satisfied and successful, even in these challenging times. We intend to have long and extended business



Serious software
for serious retailers™

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Issue 1

relationships with each of you by continuously earning your trust and leading the industry in advanced, practical, rock-solid POS solutions that serve retailers in every corner of the globe.

Kerry Lemos

CEO

Retail Pro International LLC

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What's Hot? PCI Compliance that's what!

PCI Compliance is hot. What's that you ask? Only the most robust set of payment security requirements organized by the Payment Card Industry (PCI) Security Standards Council designed and developed to protect both the retailer's and their cherished customer's account data from fraud and theft. And just who makes up the PCI council? Just a few thought leaders you may have heard of, little companies like American Express, Discover Financial Services, JCB International, MasterCard Worldwide, and Visa, Inc. Considering the impact of credit card fraud on retailers and that these major companies have taken it upon themselves to create best practices and standards, the Retail Pro team wanted to make sure our applications were compliant and most importantly our customers had the tools to protect their data and aid them in their own PCI compliancy.



As a current Retail Pro customer on a Software Assurance plan, you can have the peace of mind of knowing that all credit card transactions run through our latest generation products are protected and in accordance with PCI standards. So what does that mean exactly you ask? It means for each and every credit card transaction, which represents the overwhelming majority of all transactions, your Retail Pro solution will not store data beyond that single transaction preventing critical data such as full magnetic stripe, CVV2 or PIN data from falling into the wrong hands. So you can rest assured you will never have to explain to one of your customers how their credit card was corrupted after doing business with you.

Retail Pro went through great lengths to be PCI compliant and to make sure our customers and our customer's customers are protected to the greatest extent possible. This included meeting or exceeding requirements for security management, policies, procedures, network architecture, software design and other critical protective measures. All this to make sure you would never have to explain to one of your customers why he's just spent \$1,000 online without his knowledge or consent.

In addition, we also looked at principles and additional requirements that served as the foundation for the PCI council such as:

- Build and Maintain a Secure Network
- Protect Cardholder Data
- Maintain a Vulnerability Management Program
- Implement Strong Access Control Measures
- Regularly Monitor and Test Networks
- Maintain an Information Security Policy

We don't take these principles lightly and we went through considerable measures and costs to make sure our customer's retail management systems were covered and PCI Compliant. At Retail Pro we believe in principles that keep your customer's happy and that the additional investment is worth it because we believe if your customers are happy, then we will have happy customers as well.

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From Main Street to High Street, Boston to Beijing – Spotlight on China

One of the most unique advantages of Retail Pro International is that we can help you take your retail business to almost any consumer market in the world with ease. We believe you should be able to focus on your Retail strategy and move to any region or country you desire, without being limited or constrained by your technology vendor. This issue we are focusing on China.

Spotlight on China

With its massive population and growing consumer thirst for international brands, China is a market that almost every company has its sights on for retail expansion. With its double-digit annual economic growth, China is also one of the most complex markets to enter. Beyond the typical challenge of language barriers, there are tight and difficult government regulations regarding foreign investments, imports, Point-of-Sale payments, revenue reporting, and travel visas. Throw in a vast geography with several key regions to consider and rapidly-changing consumer demographics, you can see why companies should seek advice from experts to minimize risks before they invest.

Retail Pro International can add value to retailers far beyond just offering a government compliant, locally supported Chinese POS solution (both simplified Chinese and Mandarin). Retail Pro International has a Senior Consultant on the Chamber of Commerce in Beijing with 15+ years of luxury retail experience. Our in-country team includes our well-established Chinese business partners who have deep expertise in helping foreign brands enter the greater China market. They work with retail property owners, mall managers, location experts and speak at industry symposiums. They have experienced customers using various business models to get brands established – Franchise, Joint Venture, and Self-Establishment – each approach has its positives and negatives. About 400 store locations with some very well known global and popular local brands use Retail Pro every day to ring their sales and manage their inventory.

We can help you too. Contact your authorized Retail Pro Business Partner or contact us at sales@retailpro.com.

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New Retail Pro Customers

As the saying goes, "You are known by the company you keep. Choose your associates wisely". Well, you and Retail Pro are in great company. Independent retailers, global brand owners, licensees, franchisees, manufacturers, employee stores and discount outlets continue to select Retail Pro for their new stores in almost every part of the world; check out some of the brands carried through some of our recent additions in 2009.

Fashion/Apparel/Footwear

1. CALVIN KLEIN
2. GUESS
3. TOM FORD
4. LK BENNETT
5. JUST CAVALLI
6. LEVIS
7. VALENTINO
8. SKETCHERS
9. DIESEL-ARUBA
10. DIESEL -COSTA RICA
11. DIESEL CURAÇAO
12. ENERGIE/MISS SIXTY
13. BABY PHAT & PHAT FARM
14. LESPORTSAC
15. UNITED COLORS OF BENETTON
16. MOODS OF NORWAY
17. OSCAR DE LA RENTA
18. STEPHANO RICCI
19. GIORGIO ARMANI/ARMANI EXCHANGE
20. GUESS ACCESSORIES
21. TIE STOP
22. MONIQUE LHUILLIER
23. BIG AND TALL SPECIALITY FASHION GROUP
24. SPECIALITY FASHION GROUP - LEBANON
25. SPECIALITY FASHION GROUP-JORDAN
26. SPECIALITY FASHION GROUP-LEBANON
27. EVOLUTION FOOTWEAR
28. JAWAD FASHION BAHRAIN
29. JAWAD FASHION FACTORY
30. WARNACO
31. FLIP FLOP SHOP
32. RELEVE DANCE WEAR
33. FAMOUS LABELS
34. STELLA BEE MATERNITY
35. IT FASHION
36. AMBIANCE FASHION
37. BOUTIQUE BLOOM
38. TOTTO

- 39. ORYGYNs
- 40. HIP HOP
- 41. COCO AND LILLY
- 42. COLUMBIA
- 43. SEBAGO
- 44. MOUNTAIN HARDWARE

Specialty/Gifts/Optical/Jewelry/General

- 45. FERRARI STORES
- 46. OLIVER PEOPLES EYEWEAR
- 47. TIFFANY & CO
- 48. PRINCESS JEWELRY
- 49. OPTICAL SHOP
- 50. SYK JEWELERS
- 51. SHADES ALABAMA
- 52. OLIVER WEBER
- 53. MORELLATO JEWELRY
- 54. CINEMA SHOP
- 55. PC DIRECT
- 56. CIRCO TOYS
- 57. GEE KAY ELECTRONICS
- 58. EMIRATES SOUVENIRS
- 59. THE STATIONERY SHOP
- 60. INDOOR-OUTDOOR STORE
- 61. PET HAUS
- 62. SPECIAL GIFT HOUSE
- 63. LITTLE LABELS
- 64. SEE YOU SOON
- 65. TAKES TWO TO TANGO
- 66. DORA RAE
- 67. MEGANS TREASURES
- 68. HOUSE OF SAGE

Sports/Uniforms

- 69. RITZ CARLTON GOLF
- 70. CHYMIK UNIFORMS
- 71. BX-PERT
- 72. EL SPORTS
- 73. SEASPORT
- 74. STORM BASEBALL
- 75. SIERRA NEVADA RECREATION
- 76. BUFFALO BIONS
- 77. NO LIMITS SPORTS
- 78. SKYLANDS SADDLERY
- 79. TEXAS SKI RANCH
- 80. ALL SPORT
- 81. WOLFIS BIKE SHOP



Home Goods/Health/Food/Beauty

- 82. LAURA ASHLEY OSLO
- 83. GNC
- 84. AL NAHAS PHARMACY
- 85. MAZE HOME
- 86. WORLD HEALTH
- 87. PLANET HAIR
- 88. BELLISSIMA BEAUTY
- 89. FARAH PHARMACY
- 90. JOY BEST INTERNATIONAL
- 91. COFFEE BREAK
- 92. JAWAD FURNITURE BAHRAIN
- 93. JAWAD FURNITURE KSA
- 94. JAWAD FURNITURE QATAR
- 95. CABINET WORKS
- 96. KM CONCESSIONS
- 97. SIMPLEE GOURMET
- 98. MAISON DU CAFE
- 99. MINI MART
- 100. LOST IN BEAUTY

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Retail Pro Newsletter Survey

So hopefully you're excited as we are about the Retail Pro Review e-newsletter. We have just two requests...

1. Tell us what you want to read! Please list any topics, subjects, or suggestions and we will do our best to get them in future editions. Send to newsletter@retailpro.com
2. Send us your best tip, trick, customer success story, the good and bad. If yours is one of the first three we choose to publish, we will send you an Apple iPod Nano. Send to newsletter@retailpro.com

Thanks for reading. Until next time.

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