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**FINGERPRINT
AUTHENTICATION SYSTEM
INSTALLED!**

DID YOU KNOW?



ANZAC SPIRIT PREVAILS AT MEMORIAL

In the spirit of a true ANZAC alliance, New Zealand based AdvanceRetail Technology has provided a major data solution to one of Australia's internationally renowned tourist attractions - the Australian War Memorial.

Based in the country's capital city of Canberra, the leading cultural institution receives over 800,000 to a million visitors annually and was built to commemorate in a fitting, relevant and dignified fashion the sacrifice of Australians who died in war.

From the time of its inception the Memorial was envisaged as being much more than a shrine: it is also a museum housing an outstanding and diverse collection of material relating to Australia's experiences of war; a centre of historical research and dissemination of information relating to the country's military history, and a major archive holding official and unofficial diaries, documents and papers.

Following a 12 week implementation programme which included revising the Museum's existing business, IT security and accounting practices, the project went 'live' four days ahead of schedule.

The AdvanceRetail team working with AWM consisted of Norm Bevan – National Manager and Darin Mandy – Senior Consultant.

The new software, AdvanceRetail Head Office, Back Office and Point of Sale (POS) replaced a DOS based

product no longer supported in the market place that was unable to provide for the Memorial's needs.

The new system is used to manage and administer the retail and wholesale business of the Memorial and is able to facilitate the online sales of Memorial Shop products. To do this the system has been interfaced with another database, Piction, that captures online orders.

"We proposed the AdvanceRetail system in order to provide a data solution that would meet the AWM's current and future requirements.

"AdvanceRetail is capable of providing comprehensive reports and allows easy management of the AWM's unique retail procedures," says Norm Bevan.

AWM project manager during the installation, Helen Motbey believes the AdvanceRetail system has added value to the Memorial through the quality of the management information available to staff.

"Prior to this implementation there was insufficient documentation available to staff on how to do certain tasks within the system. The new system documents all processes required by AWM, so that if any of the 250 people employed by AWM need to know how to do something after the phase in stage and the go live, there was specific corporate documentation on all the common processes used.

Continued overleaf...

I.T. ENJOYS HUGE MIND-SHIFT IN RETAIL

AdvanceRetail Technical Director, Andy Bell visited the Retail Systems 2004 Exhibition and Conference in Chicago recently. One of the world's largest retail IT conferences, the show is held annually and has a strong reputation for highlighting leading edge retail technology.

Below Andy Bell reports back from the conference, which attracted over 4000 delegates from more than 40 countries.

Linking technology with core business processes and making capital investments based on a fully aligned strategy has driven the primary sector for decades and it appears the Retail Sector is now embracing this alignment in leaps and bounds.

This is a huge shift in mind set for the Retail Sector which previously often considered the IT department as simply the "guys who fix things when the system goes down."

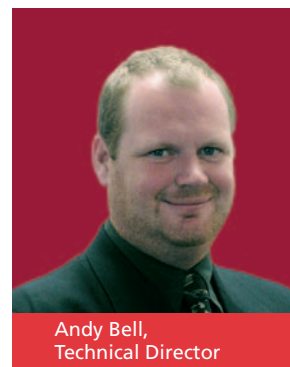
While technology will not solve all the problems the sector faces, business processes will, and

therefore the money retailing companies spend on technology should support these business processes.

Chicago Retail System Exhibition and Conference provides a forum for the annual Gartner Retail Technology Trends survey to be unveiled. This year a number of changes in retailing have made their mark including:

- Real time retailing is heating up
- IT budgets grow in year to year terms
- POS upgrades remain a powerful in store focus
- Self-checkout penetrates new retail segments
- Stored value cards come of age
- RFID activity moves faster than retailers publicly admit

Continued overleaf...



Andy Bell,
Technical Director

ANZAC SPIRIT PREVAILS

Continued from front page...

"We have also achieved greater security over the system and user rights/roles. The ability to build these based on job descriptions has helped people to understand their roles and responsibilities.

"Finally from the Australian War Memorial's perspective the biggest value will come from the interface that was scoped during the project implementation. The system will be interfaced with SAP and as such it is expected to deliver efficiencies across the organisation as there will no longer be manual data duplication and the capture of financial information will facilitate more timely reporting and accurate capture of the value of inventory transactions," said Helen.

Collected data will also be used historically to assist in the selection of product for the Memorial Shop.

According to AdvanceRetail's Senior Consultant and project manager, Darin Mandy, the Australian War Memorial project highlighted the strength of the system's flexibility, enabling the Museum to update its systems to meet today's needs while retaining the ability to grow to meet future requirements.

"The AWM's retail business posed a number of unique situations not often seen in general retail. I was able to tailor our software to each of these situations. The Memorial has a mix of Microsoft and a Novell backbone with around 20 key Servers.

"The AWM IT team commissioned a new SQL Server for our own requirements. The project sees a mix of "thick" client and "thin" client applications. The retail store has the normal requirement for LAN redundancy so the thick client is based here, two other "virtual" retail stores utilise our thin POS and this, together with all Head Office and Back Office applications is being delivered through Microsoft Terminal Services.

"The AWM has tested AdvanceRetail's flexibility and I think we have come through with flying colours," says Darin.

Footnote: Following the successful implementation of the AdvanceRetail Technology solution, Australian War Memorial project manager Helen Motbey has subsequently moved to a new challenge with the National Gallery of Australia.

RFID FOR FUTURE STORES

Unless you have been living on another planet you probably know new technologies such as radio frequency identification (RFID) will have a huge impact on the store of the future. This technology is growing in America and will allow an entire store's inventory to be updated instantly as well as provide data on products in the warehouse and items in transit. Because the information on the RFID tags can be updated, the technology will assure all kinds of efficiencies for the retailer, including whether or not an item brought back by a customer as a return was actually purchased from the retailer.

RFID will also provide new value for customer loyalty programmes. Preferences of individual customers will be known when they come in to shop. This may be achieved through an RFID tag imbedded into a loyalty card that is read as a customer enters the store.

AdvanceRetail PEOPLE

René Berghorst has joined the AdvanceRetail Technology team as Project Manager. Rene has more than 29 years experience in the software development industry in South Africa, including ownership of a software house specialising in financial and POS systems. René moved to New Zealand in mid 2003 and joined AdvanceRetail Technology shortly after arriving in Auckland. AdvanceRetail clients including Paper Plus, Ballantynes and Pharmacy Brands are currently being managed by René.



René Berghorst

NEWS FLASH

AdvanceRetail is proud to announce its first venture into the European market with the establishment of a new business partnership in Ireland. The new venture is off to a flying start with the first customer installations already underway. Watch for further details in future editions of RetailRadar.

SELF CHECKOUT SYSTEMS EVOLVE

Andy Bell continues...

Two emerging technologies showing surprising traction are wireless POS and self checkout. For relatively new systems not yet in widespread deployment internationally they attracted a significant level of interest.

Wireless POS terminals, which could be anything from hand held mobile POS, to cart mounted shopping assistants, are being increasingly deployed in supermarkets and this technology may be getting ready

to shed its emerging status. While self checkout isn't for every retailer those who have found success consider it a win-win scenario for both shoppers and merchants. Shoppers get another checkout option, either they can wait in line to be served by a sales associate or they can do it themselves. Self checkout may not be quicker for the consumer but it empowers them in satisfying ways. These units can also be programmed to operate in several languages, an attractive feature in multi lingual communities.

FINGERPRINT AUTHENTICATION SYSTEM INSTALLED!

Rite Aid is in the midst of installing DigitalPersonna's fingerprint authentication system in approximately 3400 stores across America.

Rite Aid pharmacists and pharmacy technicians use the DigitalPersonna technology to sign on to the drugstore's new pharmacy dispensing

system. It is the first US pharmacy chain to use fingerprint recognition technology to augment existing security and privacy policies. In total more than 30,000 pharmacists and pharmacy technicians will use more than 10,000 DigitalPersonna systems.

DID YOU KNOW?

Eight per cent of retail business is lost through "out of stocks", of which 25 percent is actually in the back store room of the shop all along! The lesson? Reduce out of stocks just marginally and profit levels will increase accordingly!