

Fall 2014

Paladin Think *POSitive* Newsletter

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► THE PARADIGM SHIFT IN
RETAILING: PART 3

by Charles Owen

Over the last two quarters we've talked about the new paradigm in retail, which has given consumers more choices and information than ever before. Retailers can take action by offering advanced customer services, providing more responsive and proactive staff, up-selling, and developing e-commerce options. Product sales can be boosted by streamlining and automating the day-to-day operations that can sap your time and energy. We emphasized the importance of a customer loyalty or rewards program and mentioned ways to eliminate slow movers while expanding the breadth of offerings to reach your niche market. Finally, we encouraged store owners to map out a concrete plan for growing the business.

This quarter, we'll focus on what may be the most critical part of implementing a plan to take advantage of this paradigm shift: embracing technology.



Making the most of technology has been a common thread throughout this series. In previous installments, **we've discussed the following sure-fire** methods to leverage technology to improve the customer experience and, ultimately, your bottom line:

- Provide fast checkout, historical lookups, no-receipt returns, custom promotions, and preferential treatment for your best customers.
- Embrace e-commerce to bring additional buying options to your customers without a significant capital investment.
- Implement a customer rewards or frequent shopper program to give customers a sense of belonging while increasing ROI. These programs also allow you to better target your marketing dollars and meet customer needs more effectively.

Add in-store marketing

Enhance the shopping experience by incorporating multimedia presentations at the store's entrance, at checkout, and on end-caps. It's been proven that this type of elective "in-your-face" marketing really works.

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Automate tasks to focus on selling Technology, specifically point-of-sale software, can enhance the customer shopping experience in a number of important ways. Back-end store operations like ordering, receiving, price updating and margin control can be automated, allowing retailers to spend more time connecting with customers. Faster checkout, purchase history lookups, automated receipt and statement emailing, and integrated loyalty rewards programs keep customers coming back.

Leverage data to streamline inventory management

The right point-of-sale solution can deliver comparative revenue reports with daily, weekly, or monthly statistics, year-over-year. Slow mover, employee productivity and end-of-day till reconciliation reports are a few clicks away. Inventory ordering and receiving can be an automated process that enables electronic communication with the **store's main supplier(s)**.

Maximize your point-of-sale investment

If you're simply using your point-of-sale software for the checkout line and to run a few reports, you're likely not getting the most out of it. Your POS solution should be **performing the lion's share of time-consuming tasks** like inventory and margin management, ordering and supplier interactions, integration with financial systems, credit card PCI compliance, and much more.

The bottom line

It is important for retailers to know and understand their business, their customers, and their growth path, regardless of what they're selling. The best way to embrace this new paradigm shift in retailing is to remember that the customer is still, and will always be, king.

Charles Owen is a Business Alliance Executive with Paladin. Drawing from his 30 years of experience in retail sales, he recently shared a presentation on the paradigm shift in retailing and how store owners can take advantage of it to improve retail operations, profits, and customer loyalty. A link to his full presentation is available on our website at http://info.paladinpos.com/Orgill_SeminarFeb2014.pdf.

▶ OCTOBER SPECIALS

Paladin is pleased to offer two exciting promotions through October 31, 2014: 500 free gift cards when you switch to Mercury and free shipping on all hardware orders over \$500.

500 free gift cards when you switch to Mercury



If you're not currently offering gift cards in your store, there's no better time to start. Not only do you receive payment in advance of rendering products and services, gift cards are like a

billboard in your customers' wallets, reminding them to visit you. In addition:

- Customers spend 46% more at businesses that offer gift cards
- More than 80% of Americans use gift cards
- Over 1/3 of gift card recipients are new customers

Switch to Mercury by October 31, 2014 and you will receive the MercuryGift Express Card Package absolutely **free!** This **valuable package includes your store's name, logo or other information printed in black ink on 500 pre-designed cards, 500 carriers, and a metal display.** [Click here to receive more information on this offer!](#)

Free shipping on all hardware orders over \$500 Now through October 31, 2014, receive free shipping on any hardware order over \$500. You can purchase hardware through [Paladin's online store](#) or by calling 800-725-2346. If you order online, use the code FREESHIPPING to receive your discount.



▶ PALADIN POS: POWERFUL SIMPLICITY



At Paladin, we have worked hard to create a user interface that makes every task easier and faster. Your people can be more productive and responsive to your customers' needs instead of learning complex software skills or memorizing detailed business procedures.

A large, user-friendly display appeals to workers of all ages and abilities. We purposely keep the icons and buttons to an absolute minimum—no confusing displays and options make it easy to find what you're looking for.

Fewer keystrokes allow you to process more transactions per hour. Compliance requirements like tracking meth-related purchases and electronic signature capture are streamlined, simplifying responsibilities and reducing compliance lapses.

Store owners often put off implementing a new POS system because they dread the disruption and expenses that typically follow. We have developed two options to get your store up and running as quickly and smoothly as possible:

- Option 1: A team of experts will come to your site and install Paladin at your store. We will train your **employees and ensure you are ready to "go live."** In five days or less, your setup is ready for customers.
- Option 2: Set up Paladin yourself, guided remotely every step of the way by a dedicated and knowledgeable Paladin Project Manager. Because the system is so intuitive and easy to learn, Paladin users report that they can train employees in half an hour!

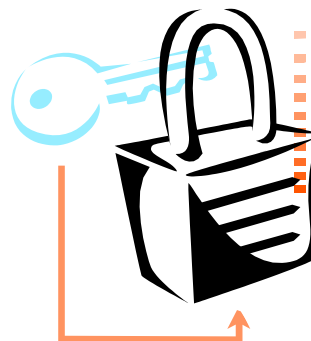
Policies and pricing variables (sales, coupons, special pricing for top customers, etc.) are automatically enforced, leaving your employees to interact with customers instead

of fumbling around the register trying to fix errors. Electronic integration with major suppliers allows you to maintain up-to-date product and pricing information.

Paladin has made a conscious and concerted effort to make its POS system extremely powerful, yet simple to use. While you're met with an intuitive, simple interface, don't be fooled...the engine behind the pretty face is both powerful and complex. Paladin's talented engineers have managed to create a system that is extremely user-friendly, while still allowing for complicated behind-the-scenes operations for inventory control, reporting, employee management, compliance tasks, accounting, and much more.

Your POS system should make your life less complicated, not more. Call us at 800-725-2346 to talk with our experts about how the most powerfully simple point-of-sale solution can streamline your store's operations.

▶ TREND MICRO'S MANAGED ANTI-VIRUS



Over the years, Paladin has installed Trend Micro's anti-virus program on thousands of computers running Paladin POS. In April of this year, we began issuing licenses for managed anti-virus programs for our clients.

Trend Micro's managed anti-virus program allows you to have anti-virus protection without having to manage the software yourself. Paladin's technicians become your IT professionals, making sure your anti-virus protection is set up and running properly.

As soon as the program is installed, it starts an active scan. Deep scans are performed at 2:30 AM each day, so computers should be left on overnight. A detailed report of any suspicious activity is emailed at 9:00 every Monday morning, including a list of any suspicious files that were blocked, and which computer was affected.

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The program costs just a few dollars per month for each computer, and this fee is added to your monthly Paladin subscription. It comes with a 2-part guarantee for any computer purchased from Paladin:

- If a virus gets past the anti-virus program and Paladin POS has to be reinstalled, we will perform a remote build and waive the \$199 fee.
- If a virus infection results in a damaged hard drive, Paladin will provide a new hard drive with Paladin POS installed (a \$495 value).



Many clients are so happy with managed anti-virus that they're requesting it for their non-Paladin store computers as well as home computers. It also works for tablets, cell phones and various other mobile devices. The program is a great way to keep your store safe, and so simple to set up you'll wish you had discovered it years ago.

For more information, take a look at our [Managed Anti-Virus video](#) or contact Paladin today at 800-725-2346 to get started!

▶ CONNECT WITH PALADIN

Have you checked out Paladin's blog yet? It's regularly updated with new and upcoming Paladin POS features, valuable tips to improve efficiency and save money, and helpful strategies to increase profits. You can subscribe to the blog to receive updates in your email inbox — just head over to blog.paladinpos.com to take a look.

If you use facebook, Twitter, Google+ or LinkedIn, we'd love to have you join us! You can also check out our YouTube channel with videos from customers and Paladin staff. Go to paladinpos.com and click the links in the lower right corner, or click the links below to connect.



▶ UPCOMING EVENTS

NCPA Annual Convention & Trade Expo
October 18-22 | Austin, Texas

House-Hasson Fall Market
October 9-11 | Sevierville, Tennessee

True Value Fall Reunion
October 10-12 | Denver, Colorado

Do It Best Fall Market
October 18-20 | Indianapolis, Indiana

Speed Script User Conference*
November 7-8 | Kansas City, Missouri

Wallace Hardware Fall Market*
December 2-4 | Pigeon Forge, Tennessee

** Paladin will be attending.*

To arrange a visit while we're in town, please email us at sales@paladinpos.com.

Microsoft Partner

Gold Independent Software Vendor (ISV)

