PALADIN
DATA CORPORATION
We Make Stores Run Better.

Spring 2010
Paladin Think *POSitive* Newsletter

PRESIDENT'S CORNER

"It Just Works!" That seems to be one of the most frequent comments from Paladin POS users. As engineers we have a tendency to over communicate the technical advantages of our point-of-sale solution and forget to address those which are most important to you. The Paladin POS solution is affordable, simple, easy to use, powerful, efficient, and "it just works."

Many of the customers who have converted to Paladin POS from another system tell us they go through a certain culture shock when they discover how our solution streamlines so many functions of their jobs. Our solution allows you to find efficiencies in ordering, inventory management, reporting, and the all important customer transaction and interaction. You save money, which is high on everyone's list right now, and time. Time that can be used to be proactive in developing short and long term plans to grow your business, be better managers, and develop stronger relationships with customers. I would like to tell you it can help you lose weight and look younger but that might be a stretch.

As much as I enjoy talking to people about the amazing technologies that make up the Paladin POS solution, at the end of the day they don't really matter. What does matter is the benefits those technologies provide you in making your store run better and more efficiently. "It Just Works!" And we'll continue to make sure the Paladin POS solution continues to be the most affordable, simple, easy to use, powerful system on the market.

ARE YOU PCI DSS COMPLIANT?

If you're a merchant who accepts credit cards, then you probably know that the new Payment Card Industry Data Security Standards take effect July 1st of this year. <u>Non-compliance means you **could** have to shut down credit card processing.</u>

The Payment Card Industry Data Security Standard (PCI DSS) is a strict set of security requirements applying to **ANY** company that processes, stores or transmits credit card information. The Payment Card Industry Security Standards Council (PCI SSC) is an independent body that was created by the major payment card brands to administer and manage the Payment Card Industry (PCI) security standards with a focus on payment account security.

Compliance enforcement is the responsibility of the payment brands and acquirers, not the PCI SSC, so it is important to familiarize yourself with the exposure outlined in your merchant account agreement. Non-compliance could be devastating to a small business as a result of fines, increased processing fees, and/or loss of credit card processing privileges.

Additional information may be obtained through your payment brand (Visa, MasterCard, American Express, Discover, and JCB) and through the website set up by the Payment Card Industry Security Standards Council at www.pcisecuritystandards.org. Or talk to your Paladin POS representative about the steps you can take to meet the deadline.

PHARMACY FOCUS

Paladin has provided pharmacy store owners with professional Point of Sale solutions and services for years. But over the past 18 months, Paladin has added several revolutionary new features including:

- Flexible Spending Account (FSA) certification
- SIG-IS/IIAS eligible item detection and EDI updating
- Free-text customer messages on the receipt and/or on the signature capture pad
- Prescription proof-of-pickup electronic signature capture
- Stop-meth patient information collection, signature capture and reporting
- Support for most pharmacy system barcodes
- Custom naming of the footer on the receipt
- Item price-tag label production

These value-added features demonstrate Paladin's commitment to the Pharmacy market but more importantly, accommodate our customer's needs and wants. However, the most basic feature that is most liked by pharmacy owners and managers is still the ease-of-use. There is testimony after testimony from our Pharmacy customers of how easy the product is to learn and use. Paladin's goal is to serve the pharmacies with innovative new features but still keep the system intuitive and simple to operate.

PHARMACY STORE TECH-TIP

Stop-Meth Log Reporting -- With Paladin POS you can print a log report of your stop-meth transactions. Go to Sales Analysis Reports – What I Need to Know – Transaction Report and select your date-range criteria. Then select the Stop-Meth Class under the class beginning and ending ranges. Next, determine your sorting option and press Run. This will produce a report with all of the items that are classified for stop-meth tracking. If you identified Pseudoephedrine as the only stop-meth class item, then this report will return only Pseudoephedrine transactions.

If you have more than Pseudoephedrine defined in the stop-meth class, and only want to produce a Pseudoephedrine log report, then select the Pseudoephedrine part number for your criteria instead of the stop-meth class.

If you want to report on a specific patient, then enter the patients ID Number in Additional Settings within the Keyword Search field under the heading "NoteField". If you do not have the ID Number and want to search by the patient's name, then enter the customer's name instead. Note: The customer name search method only works if you collect the patient's name in the stop-meth pop-up box at point of sale.

This log report currently includes the entire invoice detail and the electronic signature, if captured. In the next Paladin POS software update there will be an option to mask all of the invoice detail with the exception of the stop-meth or Pseudoephedrine transactions and the electronic signature.

HARDWARE STORE TECH-TIP

Matrix Price Updating Using MS Excel – This advanced feature is extremely effective for lumber yards and stores with high-commodity, low-margin priced items that need special attention. The Paladin POS Solution satisfies this requirement using an import and export feature referred to as the Paladin Data Viewer. The Data Viewer enables our customers to do a number of advanced functions including the exporting and importing of inventory items.

The matrix pricing method is accomplished by initially exporting the desired inventory items into a MS Excel spreadsheet. Once the spreadsheet has been created and the calculations and formulas have been established, our customers can maintain prices and margins in the spreadsheet for easy and quick file manipulation and updating. Each time price changes are applied to the document, the file can then be easily imported back into the active inventory and the changes applied instantly. The same file can be used for importing over and over again as it becomes the template for price changes.

Step 1 – Exporting the Sku's: To export your inventory items, go to "Maintain" menu at the top of the Paladin POS screen and select the Data Viewer from the dropdown and then the Inventory tab. Then, select the supplier for the items you want to manage and press the "View" button to see your selection. Next, press the "Save" button and save the file to your

desktop. The file will be saved as a tab-delimited text file with a .txt extension.

Step 2 – Creating the Template: Go to your desktop and right-click on the file that you saved and select the "Open with…" option and pick Microsoft Excel. The excel document will automatically sort the file into columns and rows. Next, clean up the file by removing unwanted sku's and any columns that you don't need or want. Once you are finished with the changes and adding any sorting options or formulas, then save the file as a Tab-Delimited Text file on your desktop. You now have your permanent matrix-pricing template that is ready to edit whenever you need to make price changes.

Step 3 – Importing the Changes: When you are done making edits to your matrix price sheet, save the file as a tab-delimited text file on your desktop. Then, go into the Data Viewer/Inventory tab. Next, select the "Import" tab and press on the "Load File" button. Find and select your matrix-price file and press the "Open" button. This will import the changes. Note: Before executing this final step, always make sure to create a backup of your data first.

For more information on importing, go to the Paladin Knowledgebase and search "import" or call Paladin customer support.

PALADIN POS ENTERPRISE SOLUTION IS HERE

If you've been intrigued by the ease of operation, sophistication and simplicity of the Paladin POS solution, but needed a system that would accommodate the needs of your multi-store operation, we have good news. Paladin has introduced a powerful Enterprise Edition POS Solution to handle the needs of multiple store locations. Two exclusive Paladin POS features are the driving forces of this exciting new solution; **Active Inventory Management** (AIM) and the **Real Time Virtual Server** (RTVS).

The **AIM** function of the Paladin POS Solution provides an easy-to-use and transparent view of your entire retail operation from ordering, to point-of-sale, and customer transaction history. **AIM** allows you to streamline and reduce operating costs in virtually every function of the business.
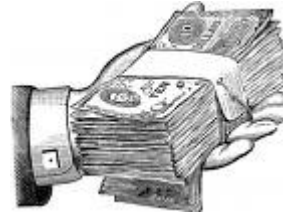
RTVS is the engine under the hood of the multi-store Enterprise Solution. **RTVS** allows you to have real time access to every function of your retail operation, enterprise wide, without the need of an expensive central server.

This new system offers:

- Inter-Store Inventory Management & Look Up
- Inter-Store Inventory Transfers
- Monthly Statement Roll-up
- Multi-Store Accounts Receivables & Balancing
- Distributed Sales Promotions
- Enterprise-Wide Suggested Ordering
- Aggregated Reporting
- Shared Configuration Settings & Controls

Talk to your Paladin sales representative for additional information.

NO FUSS AR – GET YOUR MONEY FAST

Paladin has teamed up with House Account Funding (HAF). HAF provides a solution that enables Paladin customers to outsource the management of their Accounts Receivables and tap into the full value of their receivables almost immediately. All of these services are paid for with a small percentage of the outstanding balances and deducted automatically.

The Paladin POS system automates this process by forwarding all new account customer transactions directly to HAF for accounts receivables processing. Our customers get their money within days and they are free to spend more time with their customers or family at the end of the month, when they would normally be printing, licking, sticking and mailing their customer statements.

Paladin prospects can use this additional money to pay for the Paladin POS System. Customers can use the money for remodeling their stores or pay for their children's college. More information about House Account Funding go to www.houseaccountfunding.com.

UPCOMING EVENTS

National Hardware Show
May 4 - 6, 2010 Las Vegas, Nevada

Orgill Fall 2010 Dealer Market
August 12 - 14, 2010 Chicago, Illinois

Microsoft
GOLD CERTIFIED
Partner

[the intelligent POS system]
WWW.PALADINPOS.COM

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