



PALADIN
DATA CORPORATION

We Make Stores Run Better.

Spring 2011

Paladin Think **POSitive** Newsletter

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PRESIDENT'S CORNER



Ah, spring. Warmer temperatures, color returning to the landscape, and longer days. One can't help but get at least a little caught up in the whimsy of the season that represents our annual time of rebirth, renewal, and growth. It's also a time of renewed optimism, and many studies indicate a positive attitude, has a direct affect on a person's success.

In today's economy, with so many people struggling to make their businesses prosper, we need to look at everything available to us to be more productive, and **attitude is so very important.** Martin Seligman is Director of the Positive Psychology Center at the University of Pennsylvania and is the author of a book called **Learned Optimism** in which he offers a variety of simple techniques to develop a positive attitude and style during challenging times.

In Seligman's book he cites a variety of studies that show the huge difference in the performance and success of optimists when compared to pessimists. One study of a sales organization showed that, in the case of this group, the optimistic salespeople outsold the pessimistic salespeople by as much as 88%.

While not all people have a naturally positive outlook, Seligman did point out that an optimistic attitude can be learned. If the findings of these studies are true, and I have no reason to doubt they are, then optimism can play a pretty major role in our personal success and the productivity and profitability of our organizations.

Winston Churchill once said, "*Attitude is a little thing that makes a big difference.*" Let's use this annual season of rebirth, renewal, and growth to make sure our attitude has a positive effect on ourselves, the people around us, and our businesses.



ACE REWARDS UPDATE

As we told you in our last newsletter, the Paladin Point-Of-Sale solution has been certified and approved to accept ACE Rewards, and provides more than 4,500 ACE hardware stores throughout the United States with an affordable, easy-to-use POS option that until now was not available.

The ACE Rewards Program offers a variety of benefits to customers who have enrolled in the program including points for purchases that can be used as cash, special member only offers, every day in-store discounts, advance notice on super sales and online rebate submission.

Since our initial announcement many of our existing Ace store customers, as well as many new Ace stores have converted or are in the process of converting to the Paladin solution and more inquiries are coming in daily. We're proud to say the solution is running flawlessly, and the stores that have made the conversion to the Paladin Point-Of-Sale system are delighted with the efficiency and the additional services now offered to their customers. As a reminder for all other store brands Paladin offers our Rich Rewards Customer Loyalty package. Contact Paladin Sales if interested.

UPS - ADDED PROTECTION

With all of the severe weather we have been experiencing this season and in anticipation of potentially more bad weather to come, it's more important than ever to protect your computers. By installing an uninterruptible power supply (UPS), your vital data and valuable equipment is better protected. A UPS System provides reliable battery backup and power protection from damaging blackouts, brownouts and surges. Over the past few months several Paladin customers have experienced some serious power outages (Paladin corporate included) due to things like severe weather, floods, inexperienced electricians, etc. Without UPS protection the damages and downtime could have been a lot worse. This is serious business and the only way to gain

peace-of-mind is to connect each Paladin POS terminal to a reliable UPS unit. Paladin highly recommends the added protection and you will be glad you did if and when an unfortunate event occurs.

TECH TIP - SEARCHING THE KNOWLEDGEBASE

Paladin's Knowledgebase is a great self-help tool that can assist with answers to many different types of questions. When researching the Paladin Knowledgebase for a Solution less really is more when it comes to your selected search criteria. First of all, think of the action you are trying to accomplish or problem you are trying to solve. Are you wanting to add, create, delete, or remove something? Once you understand the action in which you are trying to accomplish then you can move onto the subject matter. Is it a Customer, Report, Inventory, or Sales/Coupon? Keep in mind all the synonyms that people may use for these terms. What one person calls a P.O. another may call a Purchase Order. Or what you may call a Receipt we call an Invoice. Last, keep in mind Boolean Logic where the addition of an "and", or, "not", or " " (quotes) can broaden or narrow your search.

"When researching the Paladin Knowledgebase for a Solution less really is more"

Once you know the action you want to take and towards what, then simply enter those key words into the search box to find your solution. Examples: "Delete Customer", Add Sale, Print or Labels. By adding the quotes (as depicted in the example) the entire string will be searched versus individual words. If you follow this type of search etiquette it will significantly narrow down the search because it will pull up all the solutions that have those key words in it. Where if you type in a whole sentence for your search it will pull up Solutions with the other words as well.



CRITICAL THINKING: IN A CRISIS BY JEREMIAH COOPER

Many of us have been in a crisis at one time or another and probably had one of two reactions: sheer panic and **shutdown** or autonomic reaction and **reflex**. While both of these are natural reactions, neither of them will help you in trouble-shooting Paladin POS during a down situation. So, to steal an old anecdote for approaching an emergency situation from my paramedic days, “The first pulse you take is your own.” The way to survive a crisis is not to allow yourself to slip into crisis mode. This can be accomplished through Critical Thinking. I am going to list some of the tips and tricks that we teach new technicians in identifying problems and trouble-shooting them. The point of this is not to turn you into “computer people” or “Paladin technicians” but to provide you with information and training to give you better piece of mind if misfortune meets your POS operations.

1. Establish & Execute “Plan B”

Most of the time what makes a crisis a crisis is that you had a group of organized people and pulled the proverbial carpet out from under them. Several factors go into making Paladin POS and your computers run smoothly. However, the nature of computers and software dictates that eventually something will go wrong. Now because humans are creatures of habit, when you take something that they rely on and take that away, it tends to cause stress. Stress leads to panic and panic is the first sign of crisis. To circumvent this, you need a “Plan B.” Paladin technicians will always fallback to Plan B for crisis management. It is close to impossible to troubleshoot anything through the eyes of a person in panic. So I believe it is imperative to have “Plan B” ready for deployment. This will help you and the technician more easily find a temporary solution to the problem, giving Paladin technicians time to trouble-shoot the problem and find a permanent solution.

2. What DO I Have & What DON'T I Have

This concept throws me back to the days of watching MacGyver on T.V. The one thing that I took from watching that show was when presented with a problem MacGyver always took a mental inventory first of what he had and then focused on that to solve the problem. Trouble-shooting Paladin POS is basically the same thing. How a technician usually does that is by asking questions like, “is this happening on all or just one of your terminals,” “does windows boot up,” etc. This will help the technician narrow down the problem. Equally as important is what you don't have, and the more specific you can be the better you will be able to convey that to another person. Again, our technicians get this information by asking questions like, “can you show/explain what is happening,” “is there anything that triggers this to happen,” etc.

3. Validating Data

The first line of defense for trouble-shooting problems is a procedure that we wrote called Data Validation. This can be found in Paladin under the Maintain menu and is safe to run anytime. Its main purpose is to validate the data integrity and correct any non-standard data issues in the database. Should you ever encounter a problem, Data Validation is an excellent first line defense feature.

4. Restarting the “PaladinPOS” Application

The second thing a technician will usually do, if the data validation did not correct the problem, is to restart the Paladin application. While this may correct the issue for this instance, it should not be a common occurrence. If you find that you are doing this more than once in a blue moon, you will want to contact customer service as it could lead to a more serious issue if not addressed.

5. Reboot Computer

When all else fails and whatever is failing is a mission-critical



...CRITICAL THINKING - (CONTINUED)...

operation, you can restart the computers. This should really be the last resort and should not be performed on "Terminal 1" (your server machine) unless Paladin POS is not running on all of the computers. If you restart your system, you should use the "restart" through the Windows shutdown command first. If that does not shutdown and restart the machine then press and hold in the power button on the front of the computer for about 10 seconds and that should force the machine to shutdown. Although a "store down" situation is not common, many are cured by a simple reboot of "Terminal 1". However, if you ever have to reboot the computer, there might be a bigger problem lingering that needs to be brought to a technician's attention.

If a problem does occur, the Paladin's Customer Service Team will be there to help you. The Paladin technicians are professionals armed with the resources and knowledge to lead you through a fix. I know it's not easy to remain calm and collected when you are trying to run your store and deal with a computer issue, but resolutions are quicker when panic is left out of the equation.

UPCOMING EVENTS

National Retail Hardware Association
May 10, 2011 Las Vegas, NV

Orgill Fall Dealer Market
August 18, 2011 Boston, MA

NACDS Pharmacy & Technology Conference
August 27, 2011 Boston, MA



CASE STUDY: HORTON & SON'S HARDWARE

Horton & Son's is a 2nd generation hardware store located in Tipton, Indiana. After 14 years of using another POS system it became clear to owner Tim Horton that it was critical to his store's immediate and long term future to upgrade to a point of sale solution that would bring them into the 21st century.

Many things were considered when the decision to move to a new system was made. First was the cost of operating and maintaining the existing solution. Software upgrades, licensing fees, and general maintenance costs were increasing as time went on, and there appeared to be no relief in sight. Another was the added expense necessary to bring in an outside party on an annual basis to do a year-end inventory for tax preparation. While the existing system had the capability to maintain a true reflection of the store's inventory, it was extremely complex and required time and resources that were not available internally. Yet another was the functionality at check out. The process was cumbersome for employees and customers, and with customers requesting more and more real time and historical information about their accounts, a more robust and user-friendly solution was needed.

When the process of identifying a suitable system began Tim was shocked by the number of POS solutions on the market. After months of sifting through his options he narrowed his search and finally landed on the Paladin Point-Of-Sale Solution. After quick installation and approximately 3 hours of training for Tim and his staff, the system was up and running.

Horton & Son's now has a meaningful tool that provides the store with a quick and efficient way to manage and track inventory, control margins and pricing, and real time reporting on a customer's account. All of which saves time, money, and builds stronger relationships with customers.



[the intelligent POS system]

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