



PALADIN
DATA CORPORATION
We Make Stores Run Better.

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Paladin Think **POSitive** Newsletter

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BEYOND BRICK AND MORTAR



E-commerce. The word strikes fear in the heart of many a brick-and-mortar store owner. The statistics can be cause for concern – in 2011, internet marketing experts reported that 78% of Internet users

conduct product research online and 40% of US smart phone users compare prices on their mobile device while shopping in-store. Shoppers often use local stores as a showroom and then purchase products online for a lower price. Armed with smart phone apps like Amazon's Price Check, where customers can scan a barcode and compare prices in-store, consumers are more price-savvy and have more buying options than ever before.

How can retailers compete? Rather than fighting the online behemoth, embrace it.

Selling via the internet provides an opportunity to extend customer reach by establishing new virtual territories. This doesn't have to mean an expensive capital and time investment to create your own branded shopping site. You can leverage established virtual stores like Amazon, eBay, and Google and hitch your cart to a safe, secure and trusted horse.

In addition, the internet marketplace can actually entice customers to come to your store. Mega retailers like Walmart, Sears, and the Container Store are accommodating online shoppers in their stores by offering pickup locations for online sales. This eliminates shipping costs for the customer and allows retailers to reduce inventory costs. Providing customers with the option to return items in-store that were purchased from your online store increases customer satisfaction and gets consumers in the door.

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With in-store pickups and returns, you can offer online shopping and still give customers the opportunity to experience your customer service first-hand.

Many stores offer some form of price-matching, even informally. Do your customers know this? Publicizing your willingness to match online pricing for certain items can give your customers the security to know they're getting a good deal, even if they don't actually take you up on your price-matching offer. Don't give the business to the competition just to hold on to slightly higher margins.

And of course, there are the tried-and-true methods for that crucial element – getting customers in the door and keeping them in your store. How-to workshops and knowledgeable, friendly and helpful sales staff add value to the brick-and-mortar experience that simply can't be matched by online shopping.

Going up against the e-commerce giant can be daunting, but it may be easier than you think to get in on the action and increase your revenues by as much as 20% or more.

▶ ACE HARDWARE'S DYNAMIC PROMOTIONS

Ace Hardware has recently released its Dynamic Promotions program, and Paladin is pleased to announce we have fully integrated it into our POS system.

Ace Hardware's Dynamic Promotions is a new way to give your Ace customers store credit. Ace provides a list of discounts, which are automatically incorporated into Paladin POS. Customers can receive these discounts via hard copy or emailed coupons.

Many of these coupons are "threshold" coupons, where the customer must meet a certain purchase amount before the discount is applied. Paladin POS monitors the transaction to make sure the minimum purchase amount is met and that all other discount requirements such as start/end date are fulfilled.

Paladin and Ace are working together to activate each Paladin-Ace store. You will receive a call from Paladin support as your activation time nears.

▶ POS TIP: UPDATE WINDOWS REGULARLY

Updating Windows on a regular basis keeps your computer safer and helps ensure programs run correctly. Specifically, several customers have had issues with recent updates to Paladin POS because Windows updates weren't completed.

The simplest way to keep your computer's Windows operating system current is to set it up to automatically download and install Windows updates. To do this, follow these instructions:

1. Click the **Start** button.
2. Type **Windows Update** into the search box.
3. Press **Enter**. When The Windows Update screen opens, you can see if there are any updates to install.
4. On the left, you'll see a link to **Change settings**. Use this link to set your system up to automatically receive and install updates as they become available.





► SPOTLIGHT: ROSS VALLEY PHARMACY

► REPLACEMENT PART NUMBER UPDATE

If you usually create a new inventory record for replacement part numbers, you'll be interested in this new feature.

All references to an inventory item must be unique, so a barcode cannot be shared between two inventory records. However, things get complicated because the replacement part number often uses the same barcode as the discontinued item. This means the barcode must be removed from the old item and placed in the new record. Beginning with Paladin POS releases 7456.1 and 7456.2, we've made this process much easier.

The **F6/Alt Part #** box now supports cut/paste functions. To cut and paste a barcode from one inventory record to another, follow these steps:

1. Display the original (discontinued) item's inventory record.
2. Click **Alt Part #** or press **F6**.
3. Highlight the barcode you want to move and press **Ctrl+C** on the keyboard to copy the code.
4. Click **Remove**.
5. Click **Finish**.
6. Open or create the inventory record for the replacement part.
7. Click **Alt Part #** or press **F6**.
8. Click the box next to **Enter Alt Part #** and press **Ctrl+V** on the keyboard to paste the code.
9. Click **Add**.
10. Click **Finish**.

The barcode is now removed from the discontinued item and added to the record of the replacement item. We hope this enhancement makes life a little easier for you.

We love to be able to report on our customers' success, especially when that success goes far beyond just having a profitable business. Ross Valley Pharmacy's Paul Lofholm was named Pharmacist of the Year in 2007 and, in 2011, received the American Pharmacists Association's highest honor: the Remington Honor Medal. He is also a past president of the California Pharmacists Association and was inducted into the California Pharmacy Hall of Fame in 2006. These are just a few of the honors and awards he's received.



Lofholm's other accomplishments include more than 10 professional pharmacy certifications as well as authoring or contributing to numerous publications. He is a Clinical Professor of Pharmacy at the University of California, San Francisco and an Adjunct Clinical Professor of Pharmacy at the University of the Pacific and Touro University.

With his life-long dedication to supporting continuing education and student pharmacist programs and his passion for advancing the pharmacy profession, he has inspired five of his immediate family to become pharmacists. Another 10 or more extended family members have been prompted to pursue a career in pharmacy as well.

Ross Valley Pharmacy is a locally owned pharmacy offering traditional and compounding services and a number of programs designed to help patients regain control of their health. We congratulate Mr. Lofholm and his staff on their accomplishments.



UPCOMING EVENTS

National Hardware Show

May 7-9 | Las Vegas, Nevada

Do It Best May Market

May 18-20 | Indianapolis, Indiana

House-Hasson Hardware Summer Dealer Market

June 20-22 | Sevierville, Tennessee

McKesson Idea Share

June 26-30 | Las Vegas, Nevada

United Hardware Summer Dealer Market

July 12-14 | Minneapolis, Minnesota

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.



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APRIL SPECIAL: 1/2 OFF SHELF TAGS

Considering the switch to shelf tags? For a limited time, we're offering half off our shelf tag bundle **plus** free shelf tag holders. This bundle includes 2 boxes of laser shelf tags, 4 boxes of desktop shelf tags, and one box of shelf tag holders.



Laser shelf tags — These non-adhesive direct thermal sheets allow you to print large quantities of shelf tags at one time using your laser printer. Each box contains 250 sheets with 32 tags per sheet, for a total of 16,000 tags.

Desktop shelf tags — Designed to be printed using Paladin's LP2824 and LP2824 PLUS desktop printers, these convenient rolls allow you to print one or more shelf tags on demand. Each box contains 2 rolls of approximately 1100 tags per roll, for a total of 8800 tags.

Shelf tag holders — Eliminate the hassle of sticky bin tags. Shelf tag holders are designed to securely hold shelf tags and allow you to slide shelf tags in and out quickly and easily. The box contains 100 shelf tag holders.

All labels are 2" x 1.25" and are available with a yellow or gray top half, or in all white.

Regular retail for this bundle is \$484.87. For the month of April, you can make the switch to shelf tags for **half off**. Add the **Laser and Desktop Shelf Tags and Holders** bundle to your Paladinpos.com shopping cart, then use the coupon code **FREEPEGS** to get the bundle for just **\$233.94**.



[the intelligent POS system]

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