



PALADIN
DATA CORPORATION

We Make Stores Run Better.

Winter 2012/2013

Paladin Think **POSitive** Newsletter

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ARE YOU REACHING YOUR GOALS?

We're winding up 2012 and starting a new year, and that's always a good time to re-evaluate your goals. Not just for your business, but for your life.

Why did you get into this business in the first place? Even if the reasons were largely economic, what are the driving forces behind those reasons? Did you set out to create a better life for your family? Did you want to serve the community by providing jobs and services? Evaluate how well you're doing with living out those deep-seated, core values.

Next, do you have measurable targets to help you get where you want to be? Writing down your goals helps you to better articulate them and keeps you accountable.

Take those "big idea" goals and reverse engineer your path to reach them. What's the last step you'd take before reaching the goal? The next-to-last step? Work backwards to get to today, and then get started on a concrete plan.

When things get overwhelming and you're just putting out fires, you can still make progress toward your goals. Ask yourself this question: What one action can I take today that will make the biggest difference in achieving my goals? Even tiny steps count because you're continually moving forward.

Prioritize your tasks. Rank tasks on a scale of one to ten. Nines and tens are projects you're passionate about — tasks you can't wait to get started on. When you look at a to-do item and think, "I'd rather be doing *anything* but that," assign it a one or two. Focus your time and energy on the nines and tens. These tasks will energize and motivate you, and they deserve your attention.

Delegate or outsource everything else when possible. Tasks that are ranked lower may be someone else's passion, and you will likely save time, energy and even money by delegating. Think about it — if you hate bookkeeping and it's not your forte, why would you spend four hours on the books when you could pay a professional to do the same work in an hour?

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Use the four hours you just saved to focus on the things you enjoy and you're good at, things that give you energy and increase your profits. Yes, owning a business means we often have to complete tasks we don't love doing, but you'd be surprised at how re-prioritizing just a few tasks will improve your productivity and bring you closer to your goals.

▶ YOUNG RETAILER OF THE YEAR

We're thrilled to report that Paladin customer Jason Stapleton was recently named as the NHRA's Young Retailer of the Year for 2012. Stapleton bought the Williston, South Carolina family business in 2009, transforming it into a modern home center and renaming it after his grandfather. Buck's Building Supply is thriving during an economic climate that is anything but hospitable.

In just two years Jason and his brother Joel tripled gross sales and increased inventory sevenfold by focusing on the customer and creating unique niches by buying out defunct store inventories. Stapleton added Paladin POS to modernize the store's inventory, ordering and customer service operations. He retooled the marketing campaign and revamped the layout of the store to make the best use of its 8000 square feet, all during a recession.

The Stapletons are serious about serving their community, which includes running a great store and providing top-notch service. We are proud to call them customers and wish the Stapletons and all our customers continued success in the coming year.

Congratulations!

▶ CUSTOMER PORTAL ACCESS



Employees can now access Paladin's customer portal from the **Help** menu within Paladin POS, without ever closing the program or surfing the web. This allows for improved productivity since Paladin POS

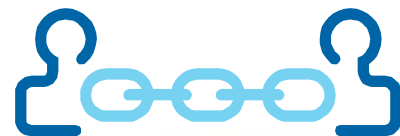
remains up and running, and limits internet access to only the Paladin knowledge base, training videos, release notes and case management system. Employees can now look up information or submit a support ticket conveniently and quickly. To allow access to the customer portal, follow these steps:

1. On the **File** menu, click **Setup**.
2. Select the **Company** tab.
3. Scroll all the way to the bottom and enter the **Username** and **Password** supplied by Paladin.
4. Click **Save**, then click **Close**.

Now anyone logged into Paladin POS can access the customer portal by clicking the **Help** menu and choosing **Training Videos**, **Knowledge Base**, or **Open a New Case**. We hope this will make it easier for stores to access technical information and customer support.

▶ IMPROVED CONNECTIVITY

We've been hard at work making it easier for you to connect Paladin POS to your other solution providers. Recently, we've added TranSentry 2.1, Jensen EDI, and Cardinal Health to the list of providers Paladin POS interacts with. Contact Paladin for more information.





▶ ACE REWARDS INSTANT SAVINGS

After several months of development, we are pleased to report that the Ace Rewards Instant Savings program is fully functional within Paladin POS. Beginning with version 7296, all stores participating in the Ace Rewards program have this remarkable tool available. For more information, please refer to the release notes for Paladin POS version 7296 and/or download Paladin's Instant Savings Guide, available here: <http://tinyurl.com/bme55td>

Ace Hardware's Instant Savings program eliminates the need for mailed coupons or online rebate redemption by granting customers their rewards immediately during checkout. It's less work for you and less waiting for your customers.

If you are an Ace Hardware store and are not yet enrolled in Ace Rewards, we encourage you to seriously consider making use of this marketing opportunity. Contact Paladin Support to learn more about enabling Ace Rewards for your Ace Hardware store.

▶ SPECIAL ORDERS MADE EASY

Paladin POS now supports a full featured special order system, allowing you to place special orders for both existing and non-stocked product. Each special order automatically generates a pending purchase order for every supplier identified on the special order.



For one-time special order items you don't want added to your inventory database, we've added a tab to the Advanced Lookup screen to enter all necessary ordering information without cluttering up your inventory records with items you'll likely never order again.

To get started, just open the invoice/quote screen and write up a quote, pulling items from your active inventory or using the new Special Order tab on the Advanced Lookup screen to enter non-inventoried items. For more information on how to use this powerful new feature, refer to the release notes or knowledge base, or contact Paladin Support.

This feature is currently available to all Beta and Ace Rewards customers (in version 7281 or later), and will be available to all customers very soon in the next General Release.

▶ JANUARY TRAINING SPECIAL

We have a special 2-for-1 offer on training for the entire month of January. This month only, buy one hour of training for \$95 and get a second hour free! You can buy training in increments of one-half hour or more and we'll double your training time. Submit a support ticket or call us at (800) 725-2346 for more information.

2 FOR 1 OFFER !





UPCOMING EVENTS

United Hardware Spring/Summer Dealer Market
January 4-6 | Minneapolis, Minnesota

House-Hasson Hardware Spring Dealer Market
January 17-19 | Nashville, Tennessee

Handy Hardware Spring Market 2013
January 31-February 2 | Houston, Texas

AFT Spring Show
February 18-20 | Fargo, North Dakota

Ace Hardware Spring Show 2013
February 21-23 | New Orleans, Louisiana

Orgill Spring Dealer Market 2013
February 21-23 | Orlando, Florida

True Value Spring/Rental Market
February 23-25 | Atlanta, Georgia

Blish-Mize Spring 2013 Dealer Market
March 22-23 | Overland Park, Kansas

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.



Microsoft
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HOW WE USE PALADIN POS

Did you know Paladin itself uses Paladin POS internally to manage our sales and inventory? In addition to selling software, we also sell labels, paper, computers, displays, barcode scanners, printers, and other equipment. And we have to keep track of our products and transactions just like any retailer. Paladin POS meets our needs in those areas and offers us some unique benefits to boot.



We use Paladin POS to track sales trends, analyze slow moving inventory and evaluate the effectiveness of promotions, among many other things. In addition, running Paladin POS in a production environment allows us to fine-tune the software in a variety of ways to make it a more user-friendly, efficient, and valuable system for managing customers, transactions, and inventory.

We are continually striving to make our software and service better, and using Paladin POS in-house is just one way we're able to do that. As always, we want to hear your ideas — please don't hesitate to contact Paladin Support if there's anything we can do to help you run your business more effectively.



[the intelligent POS system]

WWW.PALADINPOS.COM

CALL 800.725.2346