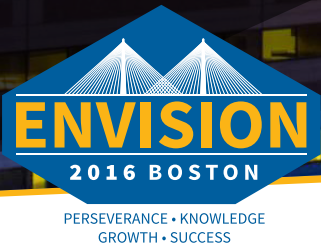




WELCOME TO
ENVISION
2016!



PERSEVERANCE • KNOWLEDGE
GROWTH • SUCCESS



Welcome to Boston!

Thank you for joining us at Retail Control Systems' 2016 Envision Conference! We are proud to present an inspiring line up of learning opportunities at a central location in Boston; a major industrial, financial, and educational hub which has a rich history and one of the finest ports in the world. As the need for ecommerce increases for our retailers, this year we have partnered with Red Rook as a co-sponsor to provide a series of sessions focused on ecommerce. This will benefit attendees who will be able to capitalize on an even greater number of training sessions and networking opportunities than offered in the past.

The Envision Conference is designed just for you with the goal of educating and inspiring you to achieve greater success in your business. RCS and Red Rook view the Envision Conference as your guide to discovering additional important strategies and operational tools to help you succeed. We hope that you enjoy the conference as much as we enjoy putting it on for you!

Thank you for attending.

Sincerely,

A handwritten signature in cursive script that reads "Dave Albert".

Dave Albert, President
Retail Control Systems

In this booklet

Keynote speaker	3	Session descriptions.....	8
Quack! Quack!	4	Hotel floor plan	18
Agenda at a glance.....	5	Vendor zone	20
Day one agenda	6	Notes	25
Day two agenda	7		

Keynote speaker

7 Secrets to Compete & Win Against the Chains!

If you are not constantly looking at new, innovative ways to take care of your customers, to make their shopping experience better, to make it easier for them to do business with your store – rest assured your competition will be.

Using real world examples and strategies from successful independent retailers throughout the globe, Paul Erickson provides a thoughtful approach to winning retail differentiation. The presentation methodically reduces high achieving independent retailers major differentiating factors to a workable comprehensible 7 point plan you can begin to emulate immediately within your store.



SEMINAR PRESENTER:

Paul Erickson, Senior VP Client Services RMSA

Based out of Minneapolis, Minnesota, Paul is widely recognized for his talents as a retail educator. Mr. Erickson has conducted seminars and workshops to such groups as National Shoe Retailers Association, FN Platform, Outdoor Retailer, New Balance Athletic Shoes, America's Mart, Independent College Book Store Association, CAMEX, MAGIC, International Kids Expo, World Shoe Association, PGA Merchandise Show, National Sporting Goods Association, Ontario Fashion Exhibitors in Toronto, Chicago Merchandise Mart, British Columbia Western Apparel Mart and The Global Retail Conference in Barcelona, Spain. He has been featured in Fortune Magazine and on the CBS Evening News.



PERSEVERANCE • KNOWLEDGE
GROWTH • SUCCESS

Quack! Quack!

We hope you will join us on Tuesday for an unforgettable tour of Boston on a Duck Boat! The Duck Boats will be loading promptly at 5:25 pm. All attendees should meet at the main entrance at the Boston Marriott Copley Place by 5:15 pm.

You've never toured Boston in anything that comes close to Boston Duck Tours. The fun begins as soon as you board your "DUCK", a W.W.II style amphibious landing vehicle. First, you'll be greeted by one of the legendary tour ConDUCKtors®, who'll be narrating your sightseeing tour of Boston. Then you're off on a journey like you've never had before. You'll cruise by all the places that make Boston the birthplace of freedom and a city of firsts. It's time for "Splashdown" as your ConDUCKtor® splashes your DUCK right into the Charles River for a breathtaking view of the Boston and Cambridge skylines, the kind of view you just won't get anywhere else.

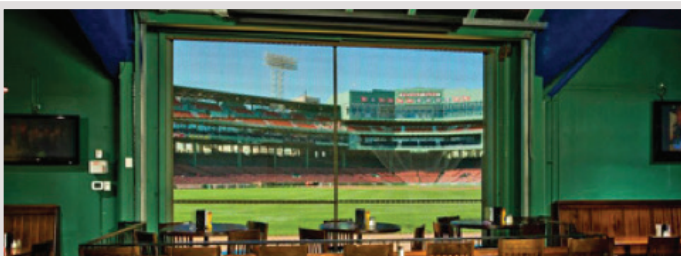


Our destination will be the Bleacher Bar located at the legendary home of the Boston Red Sox - Fenway Park!

Lying beneath the bleachers in center field, a few feet from Ted Williams' Red Seat is the Bleacher Bar. This is where we will enjoy great food, drinks and an incredible atmosphere.

Be sure to bring your camera because you'll want to snap pictures of Fenway Park through the window that looks directly on to center field, it's the only view of its kind.

After the event, a charter bus will be available to escort you back to the Marriott Copley Place. There will be two buses, the first departing at 9:00 pm, and final departing at 9:30 pm.



the **BLEACHER BAR**
at Fenway Park

Spouse tickets are available for \$99.00!

If you're interested, simply ask an RCS Staff Member for details.

Dinner sponsored by NCR Merchant Solutions.

Drinks sponsored by Red Rook.

Agenda at a glance

Tuesday, September 20, 2016

7:00 am – 8:00 am	Registration and Breakfast	Pre-function/Tremont
8:00 am – 9:10 am	Welcome! Keynote speaker Paul Erickson, RMSA	Tremont
All day	Breakout Sessions	See page 6
Networking Breaks	Vendor Zone	Boylston
12:25 pm – 1:25 pm	Lunch	Pre-function/Tremont

Wednesday, September 21, 2016

8:00 am – 8:50 am	Breakfast	Pre-function/Tremont
8:50 am – 9:10 am	Vendor Spotlight	Tremont
All day	Breakout Sessions	See page 7
Networking Breaks	Vendor Zone	Boylston
12:25 pm – 1:45 pm	Lunch & Vendor Zone	Pre-function/Tremont



PERSEVERANCE • KNOWLEDGE
GROWTH • SUCCESS

Tuesday, September 20, 2016

7:00 am – 8:00 am	Breakfast	Pre-function/Tremont
8:00 am – 9:10 am	Welcome! Keynote speaker Paul Erickson, RMSA	Tremont
Networking Breaks	Vendor Zone	Boylston

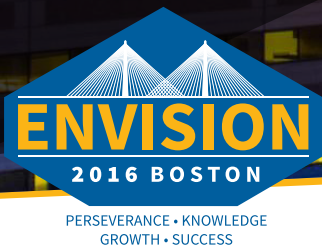
Times	Tremont	Brandeis	Northeastern	Harvard
9:20 – 10:10	Making Sure your Business is PCI Compliant Presented by Jordan Levesque, RCS	Order Management vs Batch Processing, and Using the Drop Ship Feature Presented by Diane Dupre, RCS and Derek Cardinell, Red Rook	Customizing your Touchscreen and Maintaining Buttons Presented by John Dempsey, RCS	25 Hidden Gems in NCR Counterpoint * Presented by Andee Williamson, NCR
10:10 – 10:30	Break & Vendor Zone Networking			
10:30 – 11:20	Retain Customers and Promote your Brand Presented by Jenna Flateman Posner and Ryan Rose, Clutch	The Future of Payment Processing * Presented by Diane Dupre, RCS with Chris Skoufos, NCR	How to Use Counterpoint to Groom Inventory and Convert Stale Product Into Cash Presented by John Dempsey, RCS	Ecommerce Panel: The Future of Retail Led by Derek Cardinell, Red Rook
11:35 – 12:25	Physical Inventory Presented by Ben Freese, RCS	Take a Road Trip with Andee to View Some of the Latest Features in NCR Counterpoint * Presented by Andee Williamson, NCR	Customizing Reports Using Crystal – Part 1 Presented by John Dempsey, RCS	Ecommerce: SEO and Internet Marketing * Presented by Jack Ogilvie, Techwood Consulting
12:25 – 1:25	Lunch & Networking			
1:25 – 2:15	See the latest in Hardware Advances from NCR Presented by Dustin Morse and Ben Freese, RCS	Price Rules and Promotions * Presented by Diane Dupre, RCS	Customizing Reports Using Crystal – Part 2 Presented by John Dempsey, RCS	Omni/Ecommerce: Trends Every Retailer Should Know Presented by Troy Lynch, Red Rook
2:30 – 3:20	Standard Solutions to Everyday Hiccups * Presented by Ben Freese, RCS	NCR's Most Popular and Best Kept Secret Apps Presented by Andee Williamson, NCR and Alex Koppelkam, RCS	Lean and Mean – Automate Purchasing to Buy Less, More Often – Part 1 Presented by John Dempsey, RCS	Ecommerce: Online Brand Strategy * Presented by Eric Yonge, EY Studios
3:35 – 4:25	Keeping your Business Secure Presented by Jordan Levesque, RCS	Take a road trip with Andee to view some of the latest features in NCR Counterpoint * Presented by Andee Williamson, NCR	Lean and Mean – Automate Purchasing to Buy Less, More Often – Part 2 Presented by John Dempsey, RCS	Security cameras for the Retail Environment and How Analytics can Drive Business Presented by Steven Jussaume, Axis

Wednesday, September 21, 2016

8:00 am – 8:50 am	Breakfast	Pre-function/Tremont
8:50 am – 9:10 am	Vendor Spotlight	Tremont
Networking Breaks	Vendor Zone	Boylston

Times	Tremont	Brandeis	Northeastern	Harvard
9:20 – 10:10	Using Data Dictionary and Zoom Tool Presented by Kevin Albert, RCS	Automate Sales Tax Compliance Presented by Art Duke, Avalara	Learn ways to Make your Store More Profitable by Providing Customers the Product they want, when they want it Presented by Paul Erickson, RMSA	The Benefits of Capturing Customer Information and How to Make the Process Easier Presented by Darlene McQueen, RCS
10:10 – 10:30		Break & Vendor Zone Networking		
10:30 – 11:20	Loss Prevention Presented by Dave Albert, RCS and Andee Williamson, NCR	The Future of Payment Processing * Presented by Diane Dupre, RCS with Chris Skoufos, NCR	Using Mobile Technology for Buying and Tracking Inventory Presented by George Moreno, 2B Solutions	Ecommerce: SEO and Internet Marketing * Presented by Jack Ogilvie, Techwood Consulting
11:35 – 12:25	25 Hidden Gems in NCR Counterpoint * Presented by Andee Williamson, NCR	Overview of RCS Enhancements to help Retailers Presented by Ben Freese and Darlene McQueen, RCS	Access to your Data Presented by John Dempsey, RCS	Ecommerce: Online Brand Strategy * Presented by Eric Yonge, EY Studios
12:25 – 1:45		Lunch & Vendor Zone Networking		
1:45 – 2:35	Standard Solutions to Everyday Hiccups * Presented by Ben Freese, RCS	Price Rules and Promotions * Presented by Diane Dupre, RCS	Open Counterpoint Forum for New and Prospective Customers Presented by Dave Albert, RCS	The Benefits of Cloud Computing Presented by Scott Holland, RCS with Tier Point
2:35 – 3:00	Conference Wrap-Up Hosted by Dave Albert, RCS			

Note: Sessions marked with a * are repeated



Session descriptions

Tuesday, September 20, 2016

Breakfast & Registration 7:00 am – 8:00 am - Sponsored by Red Rook	Tremont
8:00 am – 9:10 am	Room
<p>Keynote - 7 Secrets to Compete & Win Against the Chains! Presented by Paul Erickson, RMSA</p> <p>If you are not constantly looking at new, innovative ways to take care of your customers, to make their shopping experience better, to make it easier for them to do business with your store – rest assured your competition will be.</p> <p>Using real world examples and strategies from successful independent retailers throughout the globe, Paul Erickson provides a thoughtful approach to winning retail differentiation. The presentation methodically reduces high achieving independent retailers’ major differentiating factors to a workable comprehensible 7 point plan you can begin to emulate immediately within your store.</p>	Tremont
9:20 am – 10:10 am	Room
<p>Making sure your Business is PCI Compliant Presented by Jordan Levesque, RCS</p> <p>Keeping on top of all the necessary requirements for PCI Compliance can be a daunting task. How do you work through the hundreds of controls required for compliance? This session includes the items you can start today to help ensure your system security.</p>	Tremont
<p>Order Management vs Batch Processing, and Using the Drop Ship Feature Presented by Diane Dupre, RCS with Guest Derek Cardinell, Red Rook</p> <p>Order Management is an easy way to fulfill orders, pick merchandise, and pack orders for shipment. We will discuss this process vs. batch processing. We will also discuss using the drop ship feature to accommodate your customer requests. Derek will discuss how you can utilize these functions to accommodate your ecommerce requests.</p>	Brandeis
<p>Customizing your Touchscreen and Maintaining Buttons Presented by John Dempsey, RCS</p> <p>Did you know you can add buttons to your touchscreen to perform hundreds of actions? In this session we’ll show you how easy it is to add, edit and copy your touchscreen, create run pages, add items to your ticket screen and more.</p>	Northeastern
<p>25 Hidden Gems in NCR Counterpoint * Presented by Andee Williamson, NCR</p> <p>Join Andee on a cruise through NCR Counterpoint and discover the 25 hidden gems most people don’t even know exist. There will be a variety of modules covered including Purchasing, Inventory, and Point of Sale. This session is interactive and questions from the session attendees are welcome.</p> <p><i>* Session repeated Wednesday at 11:35 am</i></p>	Harvard

Session descriptions

Tuesday, September 20, 2016

10:30 am – 11:20 am	Room
<p>Retain Customers and Promote your Brand Presented by Clutch</p> <p>Today's 'always on' shopper has instant, on-demand access to price and product information that can distract, disrupt and even destroy a brand's path-to-purchase. As companies lament the challenges and disadvantages this creates, most marketers recognize the wealth of intelligence consumers share through their actions and decisions that can deliver deep customer understanding, which can cultivate relationships that enhance loyalty. The issue is that centralizing and synthesizing this fragmented data across an array of channels into actionable customer segments and profiles has largely been an impossibility...until now... introducing Clutch, the future in Loyalty Solutions!</p>	Tremont
<p>The Future of Payment Processing * Presented by Diane Dupre, RCS and Chris Skoufos, NCR</p> <p>This session will provide you with an update on where we are at with EMV, as well as the benefits of turning on Apple Pay and Google Wallet.</p> <p>* Session repeated Wednesday at 10:30 am</p>	Brandeis
<p>How to Use Counterpoint to Groom Inventory and Convert Stale Product Into Cash Presented by John Dempsey, RCS</p> <p>In this session, we will discuss how you can use NCR Counterpoint to identify slow moving/stale inventory. We will also discuss strategies to reduce inventory levels, so you can invest in products that sell!</p>	Northeastern
<p>Ecommerce Panel Led by Derek Cardinell, Red Rook</p> <p>Four Magento design experts discuss the future of retail and field industry questions.</p> <p>What percentage of your holiday shopping was done online in 2015? In a survey conducted by the National Retail Federation (NRF), consumers, on average, said 46% of their holiday shopping was done online, up from 44.4% in 2014. How can you be sure you're not left behind? In this session, we have lined up 4 reputable ecommerce professionals who have designed sites for customers just like you. They will talk about ecommerce trends, what to expect, and answer many of your questions related to taking your business to the next level.</p>	Harvard

Session descriptions

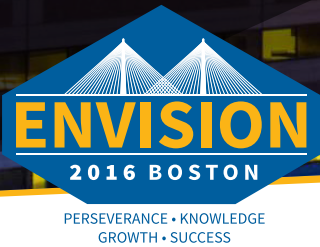
Tuesday, September 20, 2016

11:35 am – 12:25 pm	Room
<p>Physical Inventory Presented by Ben Freese, RCS</p> <p>Physical Counts can be an overwhelming task. Come learn how to accurately take stock of your inventory. In addition to covering the physical count process, this session will show you how to complete a physical count using the latest technology.</p>	Tremont
<p>Take a Road Trip with Andee to View Some of the Latest Features in NCR Counterpoint * Presented by Andee Williamson, NCR</p> <p>Buckle up for a road trip with our very own Andee Williamson. During this leisurely stroll, Andee will be looking in the rear view mirror to show features added over the last few releases, as well as looking down the road at what's coming.</p> <p>* Session repeated Tuesday at 3:35 pm</p>	Brandeis
<p>Customizing Reports Using Crystal – Part 1 Presented by John Dempsey, RCS</p> <p>Part 1 - Through this intro to Crystal Reports, learn how to create your own reports as well as modify existing reports. We will discuss commonly used tables and views to help you select the right data to include in your report, as well as linking methods and effects. We will cover grouping, sorting, arithmetic functions, conditionally displaying and suppressing columns, formatting, embedding sub-reports, passing parameters and more. Due to the volume of information, this will be an extended class period and is intended for users who own, or will be purchasing a copy of Crystal Reports.</p>	Northeastern
<p>Ecommerce: SEO and Internet Marketing * Presented by Jack Ogilvie, Techwood Consulting</p> <p>SEO, SEM, PPC, and content management: Increase online traffic and conversion.</p> <p>How can you make sure your ecommerce site is found when customers are looking for products that you offer? This session will discuss SEO, SEM, PPC, and content management, which will allow you to increase online traffic and conversion.</p> <p>* Session repeated Wednesday at 10:30 am</p>	Harvard

Session descriptions

Tuesday, September 20, 2016

1:25 pm – 2:15 pm	Room
<p>See the latest in Hardware Advances from NCR Presented by Dustin Morse and Ben Freese, RCS</p> <p>Join this session for a look at the latest hardware and software advances from NCR and to learn how to keep engaging your customers even when the unexpected happens.</p>	Tremont
<p>Pricing Rules and Promotions * Presented by Diane Dupre, RCS</p> <p>This session is intended to review additional features beyond the basic information, including Margin Indicators, Price Rules, Price Sheets and BOGO.</p> <p>* Session repeated Wednesday at 1:45 pm</p>	Brandeis
<p>Customizing Reports Using Crystal – Part 2 Presented by John Dempsey, RCS</p> <p>Part 2 - Through this intro to Crystal Reports, learn how to create your own reports as well as modify existing reports. We will discuss commonly used tables and views to help you select the right data to include in your report, as well as linking methods and effects. We will cover grouping, sorting, arithmetic functions, conditionally displaying and suppressing columns, formatting, embedding sub-reports, passing parameters and more. Due to the volume of information, this will be an extended class period and is intended for users who own, or will be purchasing a copy of Crystal Reports.</p>	Northeastern
<p>Omni/Ecommerce: Trends Every Retailer Should Know Presented by Troy Lynch, Red Rook</p> <p>Stay ahead of your customers' expectations in the world of Omni-channel retail: Magento and Beyond.</p> <p>Don't get left behind. Last year more than 46% of customers purchased products online. Marketplaces such as Amazon, social media, and mobile solutions are all contributing to this trend. Where are you positioned in serving your clients with these omni-channel solutions? Join this session to learn how leading merchants are transitioning their business to a mix of online and offline sales.</p>	Harvard




Session descriptions

Tuesday, September 20, 2016

2:30 pm – 3:20 pm	Room
<p>Standard Solutions to Everyday Hiccups * Presented by Ben Freese, RCS</p> <p>We've listened to your calls and read your emails! This session will review some of the most common Counterpoint requests and their solutions. From updating report filters to pinpointing the data you need, to adding a new pay code to your touchscreen – RCS has you covered!</p> <p>* Session repeated Wednesday at 1:45 pm</p>	Tremont
<p>NCR's Most Popular and Best Kept Secret Apps Presented by Andee Williamson, NCR and Alex Koppelkam, RCS</p> <p>Enhance communication, drive traffic, interact with your customers, and manage your store better. These are just a few of the benefits that are available by utilizing the NCR Retail Applications. In this session we will discuss the benefits of CP Mobile, Customer Connect and Smart Alerts. Plus! you'll see real examples of how an existing customer is using these applications.</p>	Brandeis
<p>Lean and Mean – Automate Purchasing to Buy Less, More Often – Part 1 Presented by John Dempsey, RCS</p> <p>To get the most out of your inventory investment, your purchases need to be timely, cost-effective, and designed to ensure that you have enough inventory on hand to meet demand, while avoiding overstock or stockouts. This session will highlight the key features in purchase order to help you effectively manage your inventory.</p>	Northeastern
<p>Ecommerce: Online Brand Strategy * Presented by Eric Yonge, EY Studios</p> <p>Developing an Online Brand strategy that will delight customers and blow away the competition.</p> <p>How do you differentiate yourself from your competition in the marketplace? Unfortunately, it's not always that easy. To be the first product your potential clients think about, you have to create a brand. This session focuses on developing an Online Brand Strategy that will delight customers and blow away the competition.</p> <p>* Session repeated Wednesday at 11:35 am</p>	Harvard

Session descriptions

Tuesday, September 20, 2016

3:35 pm - 4:25 pm	Room
<p>Keeping your Business Secure Presented by Jordan Levesque, RCS</p> <p>It's crucial to do what you can to secure your business, and most importantly, secure your customers' card data. Although large retailers are the ones that make the front pages when they lose credit card data, increasingly it is the small and mid-sized retailers that are under the greatest threat. New tools and techniques are allowing credit card thieves to enter and steal your customers' data with ease. Join this session to learn what RCS is doing to help you protect your business, and your customers' valuable credit card data.</p>	Tremont
<p>Take a Road Trip with Andee to View Some of the Latest Features in NCR Counterpoint * Presented by Andee Williamson, NCR</p> <p>Buckle up for a road trip with our very own Andee Williamson. During this leisurely stroll, Andee will be looking in the rear view mirror to show features added over the last few releases, as well as looking down the road at what's coming.</p> <p>* Session repeated Tuesday at 11:35 am</p>	Brandeis
<p>Lean and Mean - Automate Purchasing to Buy Less, More Often - Part 2 Presented by John Dempsey, RCS</p> <p>This session is a continuation of the previous "Lean and Mean" purchasing session. Attend this session to focus on generating mins and max for purchasing and transfer advice.</p>	Northeastern
<p>Security Cameras for the Retail Environment and How Analytics can Drive Business Presented by Steven Jussaume, Axis</p> <p>Come and learn about the newest addition to the RCS product line. Steven Jussaume will be covering Axis products and solutions in the retail environment and how retail analytics can be applied to gain business intelligence for a combination system that can be used for both loss prevention and marketing.</p>	Harvard
5:15 pm - Boston Duck Tour	
	<p>QUACK! QUACK! Loading the Ducks for a Boston Duck Tour to Fenway Park</p> <p>We hope you will join us for an unforgettable tour of Boston on a Duck Boat! The Duck Boats will be loading promptly at 5:25 pm. All attendees should meet at the main entrance at the Boston Marriott Copley Place.</p>
	<p>Meet at main entrance at 5:15 pm</p>

Session descriptions

Wednesday, September 21, 2016

Breakfast 8:00 am – 8:50 am - Sponsored by Red Rook

8:50 am – 9:10 am

Room

Vendor Spotlight

Tremont

During this time we will take the opportunity to introduce our vendors, and highlight their products.

9:20 am – 10:10 am

Room

**Using the Data Dictionary
Presented by Kevin Albert, RCS**

Tremont

The Data Dictionary for NCR Counterpoint contains the default values and field labels supplied by NCR Counterpoint. Did you know you can change these field labels to make them your own? This session will show you just how to do it.

**Great Companies Automate Sales Tax Compliance
Presented by Art Duke, Avalara**

Brandeis

Many of today's most successful businesses are turning to automation as a strategy for growth, resource management and business process optimization. Sales tax compliance automation is no exception, and all types and sizes of companies, including yours, stand to benefit.

**Learn ways to Make your Store More Profitable by Providing Customers the Product they want,
when they want it
Presented by Paul Erickson, RMSA**

Northeastern

The old saying that "Cash is King" couldn't be truer than it is today. Join Paul as he goes through a step by step process on how to improve your cash flow and increase top line sales. The presentation includes: Using your POS system more effectively, markdown strategies that will improve cash flow AND profits, how to increase your stock sell through better planning and forecasting to prevent overbuying, deliveries scheduled when the goods are needed not on the whim of the vendor, and saving open-to-buy dollars for in season opportunities. The presentation teaches from experience – not theory. Learn specific techniques to improve your cash flow now.

**Benefits of Capturing Customer Information & How to Make the Process Easier
Presented by Darlene McQueen, RCS**

Harvard

Capturing customer data is one of the fastest ways to help grow your business. With hot email tools like **Customer Connect**, there is no better time than now to put a strategy in place to capture this valuable data. During this session, we'll share ideas and demonstrate Counterpoint enhancements and strategies to help you through the process.

Session descriptions

Wednesday, September 21, 2016

10:30 am – 11:20 am	Room
<p>Loss Prevention Presented by Dave Albert, RCS and Andee Williamson, NCR</p> <p>NCR Counterpoint offers a number of features to help you secure your business and mitigate loss. We will review the recommended security features in Counterpoint, take a sneak peek at Smart Alerts and show you how to run and use the exception reports to monitor sales activity. Plus, we will show you our NEW Loss Prevention Report!</p>	Tremont
<p>The Future of Payment Processing * Presented by Diane Dupre, RCS</p> <p>This session will provide you with an update on where we are at with EMV, as well as the benefits of turning on Apple Pay and Google Wallet.</p> <p>* Session repeated Tuesday at 10:30 am</p>	Brandeis
<p>Using Mobile Technology for Buying and Tracking Inventory Presented by George Moreno, 2B Solutions</p> <p>Come see how mobile apps can save you time and improve accuracy of your daily tasks. Mobile solutions such as 2B-Inventory, Sales and Picking use a rugged hand-held mobile device with barcode scanner to perform tasks including creating new purchasing orders, receiving, physical count, transfers, creating new tickets and orders, as well as pick verification of orders. Manage inventory from anywhere in your store, on or offline.</p>	Northeastern
<p>Ecommerce: SEO and Internet Marketing * Presented by Jack Ogilvie, Techwood Consulting</p> <p>SEO, SEM, PPC, and content management: Increase online traffic and conversion.</p> <p>How can you make sure your ecommerce site is found when customers are looking for products that you offer? This session will discuss SEO, SEM, PPC, and content management, which will allow you to increase online traffic and conversion.</p> <p>* Session repeated Tuesday at 11:35 am</p>	Harvard

Session descriptions

Wednesday, September 21, 2016

11:35 am – 12:25 pm

Room

25 Hidden Gems in NCR Counterpoint *
Presented by Andee Williamson, NCR

Tremont

Join Andee on a cruise through NCR Counterpoint and discover the 25 hidden gems most people don't even know exist. There will be a variety of modules covered including Purchasing, Inventory, and Point of Sale. This session is interactive and questions from the session attendees are welcome.

* Session repeated Tuesday at 9:20 am

Overview of RCS Enhancements to help Retailers
Presented by Darlene McQueen and Ben Freese, RCS

Brandeis

During this session, we will preview some of the enhancements available from RCS to add to your Counterpoint Experience. We will feature some Goodwill (Thrift) enhancements, as well as enhancements that will benefit any retailer.

Access to your Data
Presented by John Dempsey, RCS

Northeastern

In this session, we will discuss exporting data from Counterpoint tables and views for use in excel or other application software. Topics will include Quick Reports, Data interchange, DB Export, and more.

Ecommerce: Online Brand Strategy *
Presented by Eric Yonge, EY Studios

Harvard

Developing an Online Brand strategy that will delight customers and blow away the competition.

How do you differentiate yourself from your competition in the marketplace? Unfortunately, it's not always that easy. To be the first product your potential clients think about, you have to create a brand. This session focuses on developing an Online Brand Strategy that will delight customers and blow away the competition.

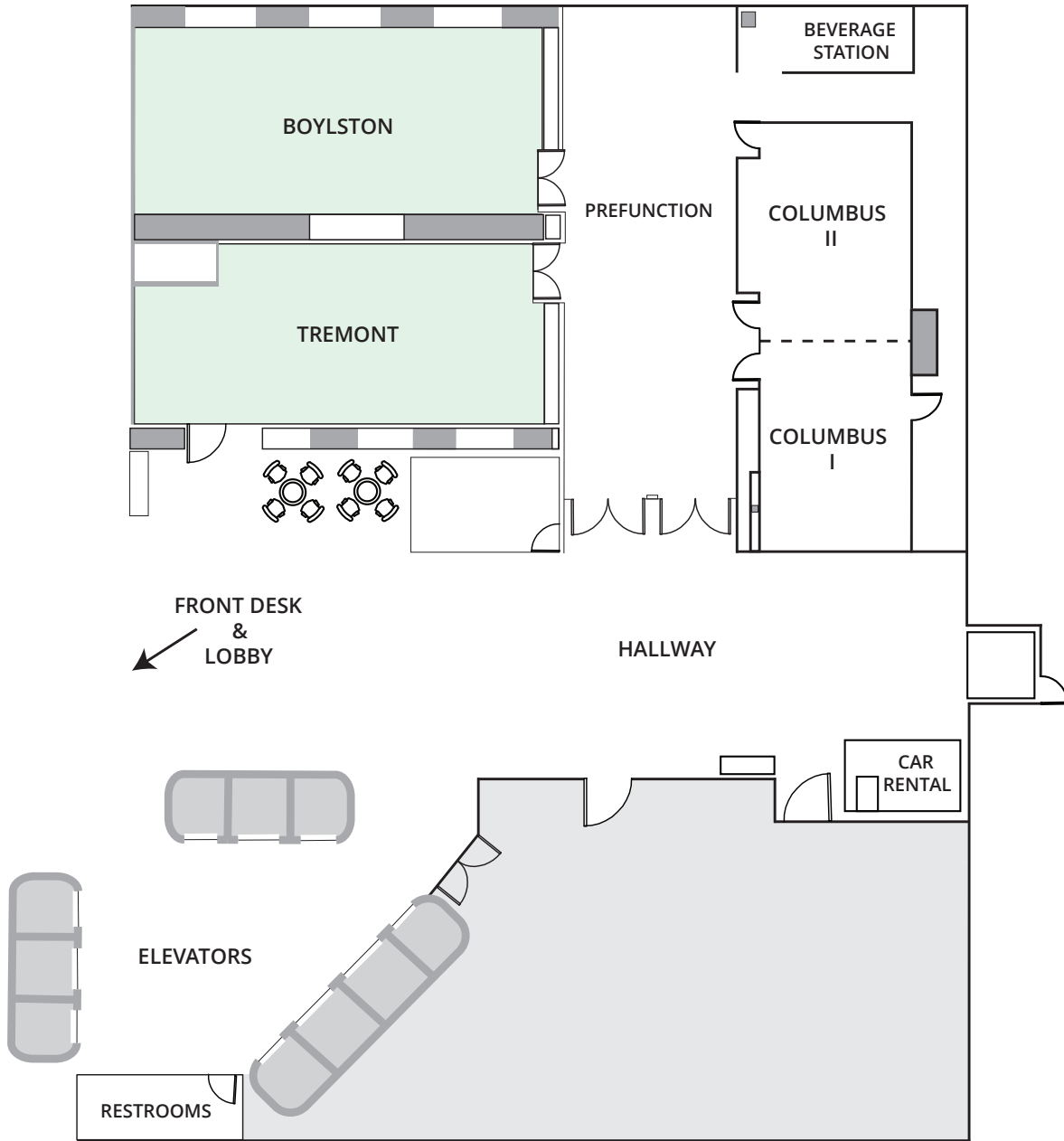
* Session repeated Tuesday at 2:30 pm

Session descriptions

Wednesday, September 21, 2016

1:45 pm – 2:35 pm	Room
<p>Standard Solutions to Everyday Hiccups * Presented by Ben Freese, RCS</p> <p>We've listened to your calls and read your emails! This session will review some of the most common Counterpoint requests and their solutions. From updating report filters to pinpointing the data you need, to adding a new pay code to your touchscreen-- RCS has you covered!</p> <p>* Session repeated Tuesday at 2:30 pm</p>	Tremont
<p>Price Rules and Promotions * Presented by Diane Dupre, RCS</p> <p>This session is intended to review additional features beyond the basic information, including Margin Indicators, Price Sheets and BOGO.</p> <p>* Session repeated Tuesday at 1:25 pm</p>	Brandeis
<p>Open Forum for New and Prospective Customers Led By Dave Albert, RCS</p> <p>I'm sure it's been a long two days and you have many questions. This session is designed to provide an open forum to ask questions, and review features that may not have been covered in the sessions you've attended.</p>	Northeastern
<p>The Benefits of Cloud Computing Presented by Scott Holland, RCS with Tier Point</p> <p>Do you lose sleep at night worrying about security, failing servers, or connectivity? Technology is only as good as the resources behind it. Join this session to learn why customers just like you have decided to host their infrastructure versus manage it themselves. This session will help you understand the benefits as well as the requirements.</p>	Harvard
2:35 pm – 3:00 pm	Room
<p>Conference Wrap-up Led by Dave Albert, President, RCS</p> <p>Join us in Tremont to unwind and reflect on the past two days. This will give you an opportunity to ask questions to our speakers and staff.</p>	Tremont

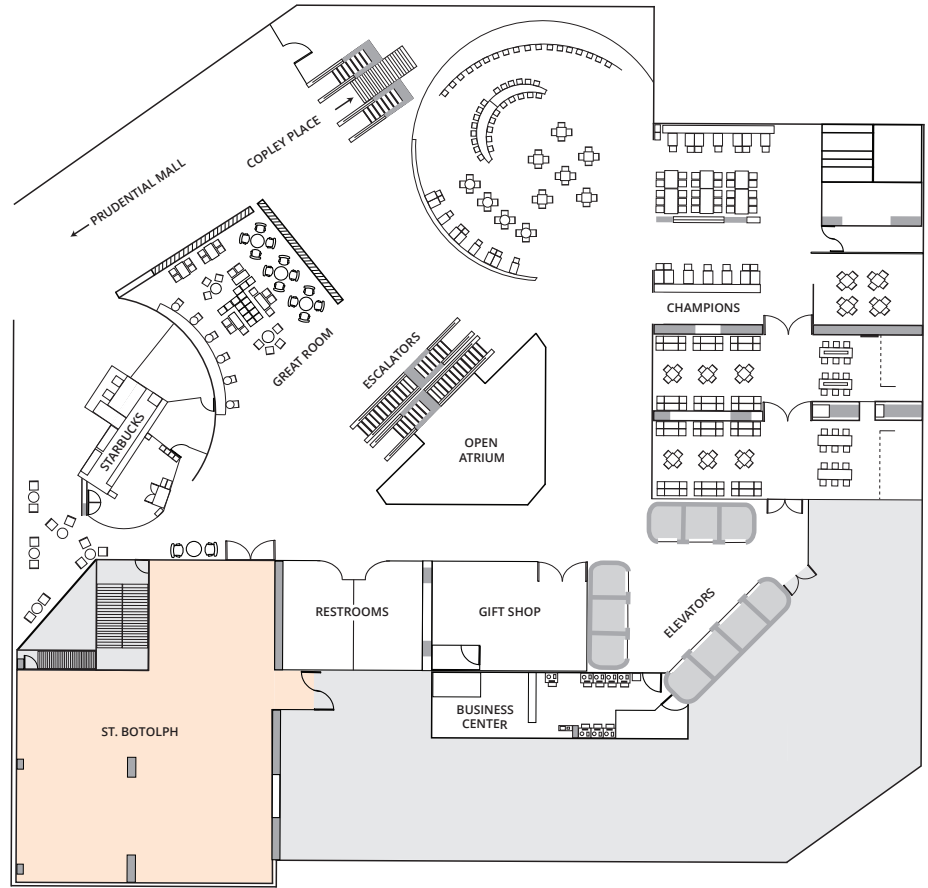
Hotel floorplan



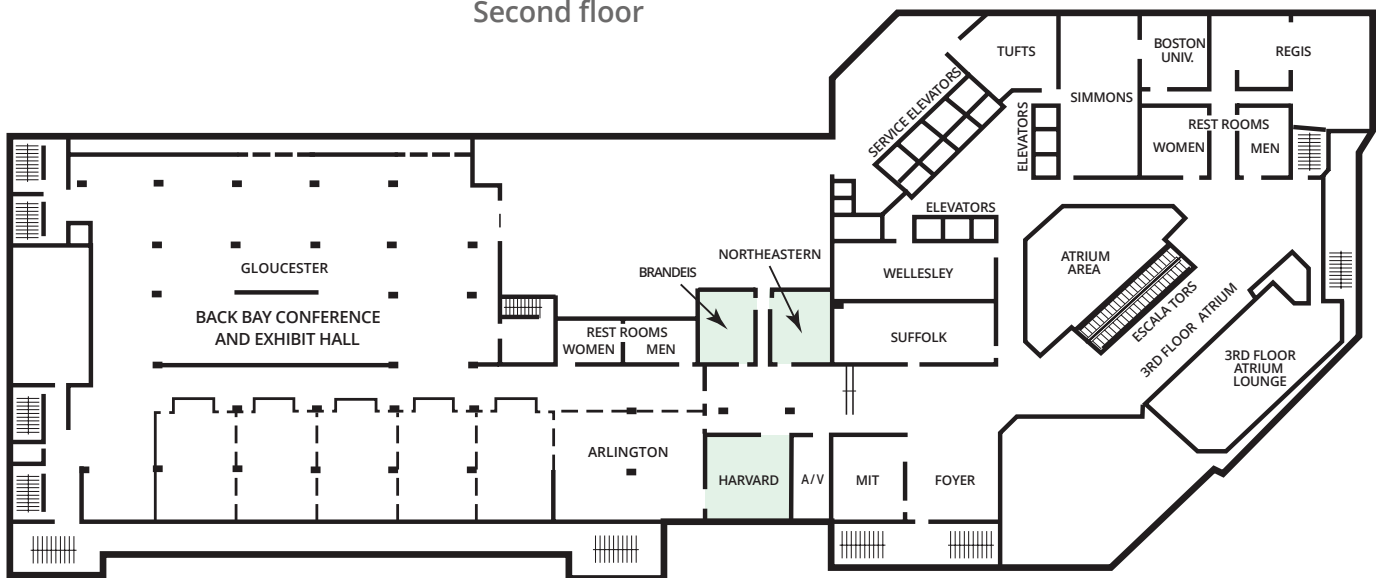
First floor

*All Session Rooms Highlighted in Green

Hotel floorplan



Second floor



Third floor

*All Session Rooms Highlighted in Green

Vendor zone

Located in Boylston

This year we are pleased to present more vendors than ever before! Be sure to stop by their tables to learn about the products and services they offer.



Making sales tax less taxing

Avalara helps businesses achieve compliance with sales tax, excise tax, and other transactional tax requirements. Our platform manages complicated and burdensome tax compliance obligations imposed by state, local, and other taxing authorities in the United States and internationally. www.avalara.com

Art Duke, Strategic Alliance Manager
919.627.9900, art.duke@avalara.com



Axis Communications is the industry leader of network IP cameras and products. Steven Jussaume is the regional sales manager covering northern New England and will be presenting on Axis products and solutions in the retail environment and how retail analytics can be applied to gain business intelligence for a combination system that can be used for both loss prevention and marketing. axis.com

Steven Jussaume, Regional Sales Manager
603.475.7335, steven.jussaume@axis.com



2B-Inventory is an app that runs on a rugged device with an integrated scanner. It securely connects to CounterPoint SQL (either via your wireless network or when the device is connected to a workstation via USB) to sync to the CP database. You can use 2B-Inventory with or without a wireless network providing anytime, anywhere access to inventory details. www.2bsolutions.net

The **2B-Inventory CP Pro Suite** has the following modules:

Item Lookup - check quantity on hand or edit item price/bin location

Receiving - receive against a vendor or reconcile with PO's/ Transfer In

Physical count - stay on top of your inventory with annual and cycle counts

Transfers - Quick Transfers or Transfer Out options

Mobile Tickets - create a hold ticket for line busting or on the go sales.

Purchase Requests - select vendor or have 2B auto create by primary vendor

Inventory Adjustments - perform adjustments using your reason codes.

2B-Picking:
scan to pick verify Orders

2B-PriceChecker:
self-service kiosk to provide real time pricing.

WIMS for CP:
Warehouse Inventory Management System. Quantity at bin level provides details on where your inventory is located inside the warehouse.

George Moreno, VP of Business Development
205.408.9991, George@2bsolutions.net

Vendor zone



Card Marketing Services believes that one powerful piece of plastic can revolutionize the way you connect with your customers. Gift cards and loyalty cards can transform your consumer base by turning your customers into repeat buyers and brand evangelists. Card Marketing Services can help you create a card program that delivers results for your business.

CMS not only produces nearly one million gift and loyalty cards on site every week, we also provide planning, creative, database management and customer service capabilities all under one roof. CMS is a true strategic partner that builds your card marketing campaign from the ground up and is there to assist you every step of the way. www.cardmarketingservices.com

Angela Votta, Card Marketing Services
615.771.9300 ext. 3308, angelav@enbp.com



Clutch empowers premier, consumer-focused brands to identify, understand, and engage their Most Valuable Customers (MVCs). Our advanced modular Customer Marketing platform, enables businesses to centralize and synthesize their customer data spanning in-store through our pre-built Counterpoint integration, online through our myriad of Ecom integrations, as well as social and mobile channels. The data is then analyzed in real-time to create sophisticated customer segments and

profiles for unprecedented customer understanding. The analysis is used to strategically develop powerful, personalized and automated loyalty and promotional campaigns as well as general communication deployed across online, in-store, mobile, social, email and direct mail channels. www.clutch.com

Jenna Flateman Posner, VP Strategic Alliance
646.637.3327, jenna.posner@clutch.com

Ryan Rose, Director of Business Development
646.637.3327, ryan.rose@clutch.com



Ecomitize is a world class web development company for all your eCommerce needs. We specialize in developing fast, reliable, mobile-ready Magento websites that seamlessly integrate with Counterpoint. Our system is cost effective and you will be astounded with our accelerated turnaround time. We handle everything from research and design to development, SEO/PPC and hosting. Ecomitize provides the most powerful, flexible, complete end-to-end solution available. We are eCommerce made easy! www.ecomitize.com

Michael Roth, Sales Manager
402.316.1603, mroth@ecomitize.com



PERSEVERANCE • KNOWLEDGE
GROWTH • SUCCESS

Vendor zone



MODERN RETAIL

Modern Retail's CounterPoint Integrator seamlessly connects CounterPoint to the most popular ecommerce platforms: Bigcommerce, Magento, Shopify and WooCommerce. Our integration minimizes the work needed in running your website by synchronizing the products you're selling online with your CounterPoint inventory. Additionally, all completed website orders are sent to CounterPoint, giving you a holistic view of all your customers' purchases, both online and in-store. www.modernretail.com.

Todd Myers, VP Sales and Marketing
800.640.1826, tmyers@modernretail.com



We are NCR, a global tech company—and we run the everyday transactions that make your life easier. We're the world leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With our software, hardware and portfolio of services, we make nearly 550 million transactions possible every day.

We're helping our customers respond to the demand for fast, easy and convenient transactions with intuitive self-service and assisted-service options. But what we do goes beyond niche technologies or markets. Our solutions help businesses around the world increase revenue, build loyalty, reach new customers and lower their costs of operations.

By continually learning about—and pioneering—how the world interacts and transacts, we're helping companies not only reach their goals, but also change the way all of us shop, eat, travel, bank and connect. Together, we are shaping the future. www.ncr.com



NCR Merchant Solutions is the preferred payment processing provider for Counterpoint users. NCR Merchant Solutions, through the Counterpoint Preferred Merchant Program, provides Counterpoint users fully integrated and value-added credit card processing. We offer:

- Our unique 'Meet or Beat' rate guarantee as well as a Rate Lock for Life Guarantee.
- Exclusive up-front and on-going discounts on the Counterpoint payment processing software.
- American Express Direct Settlement. Daily deposits inclusive of all card types ensure you get your money faster.
- Full suite of payment options including EMV and NFC (near-field communication like Apple Pay and Google Wallet).
- Superior service and support and dedicated account management.

From the time a purchase is made through settlement of funds, NCR Merchant Solutions manages the entire payments transaction process. We give customers the tools they need to boost sales and increase the pace of service. NCR Merchant Solutions is fully integrated

Vendor zone

with point-of-sale systems; no additional hardware is required. Our turn-key payment processing solution includes support and services for a wide variety of hardware, software and payment methods for customers. See us today for your no-cost, no obligation rate review!

Ashley Tucci, Senior Account Executive
207.756.2348, Ashley.tucci@ncrmerchantsolutions.com



RED ROOK™

CPMagento, part of the Commerce5 suite, is the most robust ecommerce integration available to NCR CounterPoint users. Delivering an omni-channel experience powered by Magento, CPMagento gives CounterPoint users an NCR Endorsed Enterprise-level integration including: CP Gift Cards and Loyalty, Amazon and eBay, multi- and boutique sites, B2B/wholesale management, shipping integration and more...
www.theredrook.com

Jason Burge, Executive Director/Strategic Partnerships
770.792.2212, jason.burge@theredrook.com

Troy Lynch, Chief Strategy Officer
770.792.2212, troy.lynch@theredrook.com

Derek Cardinell, Chief Marketing Officer
770.792.2212, derek.cardinell@theredrook.com

Jon D' Agata, Account Manager
770.792.2212, jon.dagata@theredrook.com



RMSA develops and markets a program specifically designed to match inventory levels to retail demand at the item and sub-classification level. The objective is increasing the quality of inventory management decisions and improving the financial performance of its clients.

The secret lies in the power of deep-level decision-making, precisely projecting inventory needs based on each item and sub-classification's unique sales patterns, seasonality, turnover potential and trend. These forecasts are developed independently and are updated and re-trended as new data is submitted.

This highly accurate dynamic forecast creates a detailed look into the future from the lowest inventory item level up, automatically.

RMSA provides professional associates to assist in better understanding the information from the RMSA forecast and to provide objective input and strategies based on the forecast recommendations. This has proven to shorten the timeline to performance goals and objectives. www.rmsa.com

Paul Erickson, Senior Vice President
800.727.RMSA, info@rmsa.com



PERSEVERANCE • KNOWLEDGE
GROWTH • SUCCESS

Vendor zone

shero

A full service Magento eCommerce agency with value-driven eCommerce experts that add momentum to your online sales and presentation efforts through eCommerce Design, Optimization, Strategy, POS/ERP Integration, and ongoing eCommerce Website Support. www.sherodesigns.com

Gentian Shero, CEO
845.656.3000, gentian@sherodesigns.com



Vend Lease is an equipment finance company which specializes in providing customized POS lease programs to the Hospitality Industry! As the POS industry's premier DIRECT FUNDING SOURCE (we are NOT a broker), we are able to put our industry expertise to work in helping you move more systems-"MORE APPROVALS=MORE SALES". www.vendlease.net

Debra Stoecker, Customer Representative
410.933.8122, dstoecker@vendlease.net



PERSEVERANCE • KNOWLEDGE
GROWTH • SUCCESS