



TOUCHING THE SPEED OF RETAIL

Software Solutions for The Independent Retailer

Run  **it**
Retail. Real Simple.



Demo It



Integrate It



Control It



Profit



Retail. Real Simple.

Retail used to be a lot easier. You bought it, you sold it, you bought some more and sold some more. Now running a retail business is a lot more complicated, and you need more than intuition—you need information.

What's selling and what's not? Who's buying and how often? How many are in stock and when should I reorder? Can my cash flow support my open to buy? Which vendors give me the best terms and contribute most to my sales and profits?

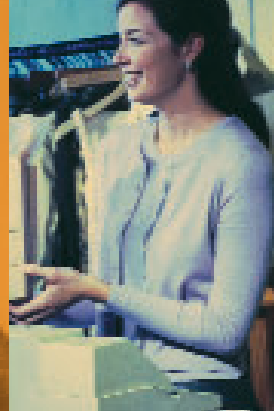
That's where *Run It* comes in. A comprehensive point-of-sale system that lets you collect, store, analyze, and manage information on sales, customers, inventory, cash flow and more. It's simple to use and it's designed for the single-store or multi-store independent retailer. You'll get the same kind of information the big guys get, but without the big guy expense.

"They were great! A personal retail specialist walked me through the entire process, starting with the software demo and then making sure the system was pre-configured for my specific needs and finally installing it in the stores—quickly, and with no headaches."

"Run It's online test drive feature was a great way to be introduced to the software. It has helped me and my staff quickly and conveniently get a feel for the system."

**The Resort Shops -
A Lilly Pulitzer Signature Store**

SIMPLE TO LEARN, EASY TO USE



Quick Tip

Demo the system online at www.runit.com.

See for yourself how Run It can help you manage your inventory, create efficiencies at point-of-sale, and capture useful customer information.

Demo it. Be confident in your choice.

Sure, we say it's simple. But we prefer to let the system speak for itself. Check out the features of *Run It* with our online demo at <http://www.runit.com>. One of our retail management will guide you through the features of the *Run It* software. They'll help you understand how *Run It* can be configured for your specific needs, and show you firsthand how the system can benefit your business. All with no obligation and no pressure. So check it out, think it over, and give us a call.

Easy to implement

The simplicity of the system makes it easy to learn, easy to train, and easy to use. In fact, *Run It* was the first and remains one of the only proven Windows-based systems designed for the independent retailer. We'll help you integrate your existing information into *Run It* to ensure a smooth transition.

- Easily installed—you'll be up and running quickly
- System pre-configured to meet your specific needs
- Intuitive touch-screen or mouse interface
- User-friendly at both point-of-sale and in the back office
- Full support by *Run It* system experts, including custom configuration, training and maintenance



Run It—A Powerful Retail Point-Of-Sale Management System

A few of the many features of the Run It system:

Point-Of-Sale Efficiencies

- Interactive POS touch screen assures rapid checkout times
- Intuitive interface reduces staff training time
- Easily captures customer information
- System accommodates every POS transaction type
- Recaps any transaction for any date range
- Secure passwords let you control data access

Essential Management Information

- Tracks merchandise performance through key indicators including sell thru, stock-to-sales, turn, and GMROI
- Utilizes proven merchandising protocols to balance sales, stock and orders to optimize profit
- Analyzes customer purchasing patterns for smart marketing decisions
- Tracks staff performance to better manage sales promotions and incentives
- Provides seamless integration of financial data with account payable, receivable and general ledger

Valuable Operational Tool

- Allows convenient access to your business information from your office or remotely through our real-time Web interface
- Open database flexibility and proven technology platforms ensure maximum compatibility
- System wraps around your specific retail environment with easily understandable, "retail proven" processes
- System is scalable to accommodate your information needs as your business grows
- Simple user experience and depth of data access lets you realize benefits immediately

"We are an upscale men's shop in New York that receives a large number of custom orders. With our main factory 1000 miles away, having access to the availability of materials while the clients are in the store is vital. Run It's real-time version has provided us a distinct advantage in servicing our clientele."

Oxford Clothes



Quick Tip

Minimize your hardware investment and maximize accessibility of your data by utilizing Run It's real-time web solutions. Let our experts be your IT department.

REAL TIME WINDOWS SOLUTIONS

Seamless integration and flexibility

It's not just another computer system that looks good on paper—*Run It* can be customized for your needs, can easily accommodate your existing data, and gives you control over your business information from anywhere. The bottom line: knowledge is power—power to impact profits.

- Easy access to all sales, inventory, cash flow, and customer information at the touch of a button
- No downtime—we'll convert your existing retail system and help you integrate all data into *Run It* prior to launch
- Our innovative web-based interface provides the ability to learn and train on the system before going live
- *Run It* software uses an open database, so reports can be exported to any program, including MS Excel, MS Word, Lotus and others

Designed for the independent retailer

For over 10 years we've been providing solutions that address the needs and realities of the independent retailer. The bottom line is that whether you have one store or many, you still need the same information to run your business. *Run It* levels the playing field and helps you compete with larger retail companies by providing you the same type of information about your business that they get about theirs. You'll know what's working and what's not and can adapt to adjust your business, merchandising and sales strategies.



The IBM SurePOS™ 600 Series delivers an ideal combination of affordability and performance. It is Web-enabled to support sales tracking, loyalty programs or supply chain management. And it is enabled for smooth systems management.



"Since we've had Run It, we are very happy to say that we now make more effective and informed business decisions based on the instant access we have to specific information. Sharper sales statistics, inventory and purchasing information have made a real positive impact."

Chicago Botanic Gardens

COMPLETE RETAIL SYSTEM



Quick Tip

Track customer behavior and target your direct mailings to make special offers based on their purchase patterns.

Knowledge is power. Detailed reports give you better control over your business.

It's one thing to put information into a system, but it's another to be able to get it out easily in a usable format. *Run It* lets you choose from more than 1000 different management reports that will help you analyze your business and provide the critical information you need to make smarter decisions.

- Access every type of merchandising, management, operations or retail transaction information
- See how your stores measure up to each other with detailed sales and historical analysis
- Manage your inventory by comparing current sales with existing stock, and set automatic reorder levels
- Track profitability trends by any variable such as department, brand, classification, store or season
- Use the customer database to establish Customer Relationship Management initiatives



Why Run It?

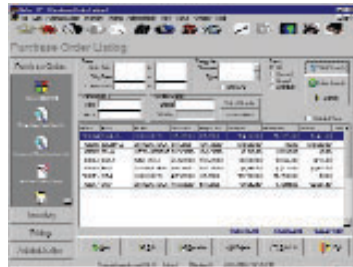
For over 10 years *Run It* has a proven track record of helping retailers manage their businesses more efficiently. Our singular focus and expertise has always been in understanding your business and providing the independent retailer with the most up-to-date technology solutions. We pride ourselves on being experts in the retail management technology business, and nobody can do a better job of preparing you, your staff and your system for a successful launch.

However, our commitment to you extends far beyond installation:

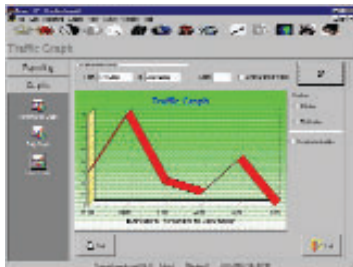
- Unparalleled premium tech support
- Nationwide system roll-out services
- Web-based real-time access systems available
- Approved IBM StoreProven™ partner
- Timely seamless upgrades



PAY: The transaction touch screen speeds up checkout time and processes credit cards faster through web-enabled approval facilities.



ORDER IT: Generate new purchase orders instantly and check status of others at the touch of a button with the Order It module.



KNOW IT: Schedule your staff more efficiently by tracking store traffic patterns through the Know It module.



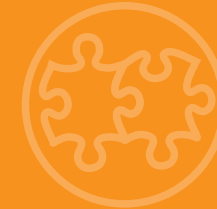
KNOW IT: The inventory reports in the Know It module will let you know which items are in stock and which ones contribute most to your sales and profits.

The bottom line

The bottom line is that the competitive landscape for the independent retailer becomes more challenging every day. To compete, you must buy better, turn faster, market smarter, and work more efficiently. The independent retailer's competitive edge lies in the ability to turn on a dime and react quickly to information. The *Run It* system is designed to give you the information you need, when you need it.



Demo It



Integrate It



Control It



Profit

Retail. Real Simple.

www.runit.com



Retail. Real Simple.

Run It Systems

447 Broadway, 3rd Floor
New York, NY 10013

Tel. 212.431.0707

Fax. 212.431.5666

Toll Free. 888.77.RUNIT

www.runit.com

IBM, the IBM logo, StoreProven, and the e-business logo are trademarks or registered trademarks of International Business Machines Corporation.

Run It and the Run It logo are trademarks of Run It Systems.
©2002 Run It Systems, All Rights Reserved.

