



Strong's Market

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Dear Ken

Having been in the grocery business for 16 years, I can't recall any investment I ever made that paid for itself in less than 2 years time. That is, until I made the leap to a Toshiba 1595 Symphony scanning system with the dedicated help of your company. After being frustrated with the lack of interest by our long time cash register dealer, Grocers Supply directed me to Cash Register Systems.

In September of 2007, we began the process of converting, creating, building, and modifying our scanning file. Once the process was completed, the improvement in sales, gross profit, accuracy, and labor savings was dramatic. It continues to this day. I have calculated that our overall improvement in gross profit margin at 4% which was almost twice what I had hoped for. We already had Toshiba Tec scales in our meat department that could generate a UPC label, but prior to scanning, the cashiers simply manually entered the price from the label. (so it is entirely possible if not probable that 6.59 for 3lbs of ground beef was entered as 5.69). Now, everything is scanned at the front end.

Speaking of accuracy, I should also note that the speed of ringing up the items within the transaction has jumped markedly since reading blurred labels or stopping the line for a price check have been virtually eliminated. The cashiers love the system because it is simple and fast to operate.

The real key to the success is with the Toshiba Symphony software which runs on the back office server located in the store office. The software is very user friendly and allows me to design and maintain "batches" of like priced items like cigarettes as well as prepare the weekly ad price changes well ahead of the actual effective date. The batches are date and time sensitive so I can be on vacation and know that the correct prices will change automatically. I probably have 50 price batches already created to handle almost any circumstance easily. Speaking of convenience, if something is priced wrong and I am not at the store, I can log in remotely via the internet and fix the problem---without ever leaving my home. Another overlooked advantage in moving to scanning has been a 2 hour/week labor savings in shelf stocking since we no longer need to price mark. That savings translates to 2000-2500 dollars per year.

Just a quick final note about CRS support --- it has been outstanding and professional. While my system may not have all the "bells and whistles" of other systems, it also is "substantially" less money. My only real regret is that I didn't make this move sooner. The combination of CRS and Toshiba Symphony has been a great experience for me.

Sincerely

Casey Fitzgerald