

Welcome!

Happy New Year and welcome to the latest edition of the RBS "Bits & Bytes" Newsletter!

We hope that your first rush of the new year was a successful one! RBS is expecting 2008 to begin as strong as 2007 ended. New sales are prospering, the RBS staff levels are growing, and many new features are being added to the VisualRATEX and POS software.

CAMEX 2008 is going to be one of the best shows ever for RBS! If you are attending CAMEX, please plan to stop by and visit us at booth #1505 or attend one of our many sessions.

Recently, RBS asked for feedback via a Customer Satisfaction Survey. I would like to personally thank those of you that took the time to fill out the survey. Your input is very important to RBS' future growth. While the survey response rate was not as high as expected, we hope that you will continue to support RBS when we ask how we can improve your satisfaction with the various services we provide.

According to the Chinese calendar, we have recently entered into the "Year of the Rat." The Chinese believe the "Rat Year" is a year of plenty, bringing opportunity and good prospects to us all. I hope the same for you as we enter this new year.

Sincerely,

Jere Warner
President
RATEX Business Solutions
800.417.2839 x4101



camex

Campus Market Expo 2008

CAMEX 2008 is right around the corner! RATEX Business Solutions will be presenting several sessions on Saturday, March 1, 2008. A detailed description of each session is below.

We hope to see you there!

Date	Time & Location	Session Description
Saturday March 1, 2008	8:30 a.m. – 9:30 a.m. 203A Henry B Gonzalez Convention Center Block 6, Session 6-19	<p>"Release 36A Overview: Get Ready for the Exciting Changes to VisualRATEX!"</p> <p>If you have VisualRATEX, you need to join us for this session! We will be providing an exciting overview to the changes in the VisualRATEX release 36A. Some of the new enhancements that will be covered are the Open Item Accounts Receivable, the enhanced General Ledger report writer, a retail benchmarking tool, our web Order Fulfillment module, and several General Merchandise enhancements to replenishment.</p>
Saturday March 1, 2008	10:00 a.m. - 11:00 a.m. 203A Henry B Gonzalez Convention Center Block 7, Session 7-19	<p>"The Complete Cycle : Web Orders and VisualRATEX"</p> <p>This exciting session will review the brand new VisualRATEX Order Fulfillment software. The software will allow you to import web orders into VisualRATEX and track them throughout the fulfillment cycle from creation to shipping.</p>
Saturday March 1, 2008	1:00 p.m. - 2:00 p.m. 203A Henry B Gonzalez Convention Center	<p>"A Review of the General Merchandise Buyer's World in VisualRATEX"</p> <p>This session will be a complete review of the new and improved replenishment features added to the General Merchandise software and numerous other enhancements.</p>

	Block 8, Session 8-19	
Saturday March 1, 2008	2:30 p.m. - 3:30 p.m. 203A Henry B Gonzalez Convention Center Block 9, Session 9-19	"New and Exciting Changes in the VisualRATEX Accounting Software" This session will cover the enhanced General Ledger Financial Report Writer and the new Retail Benchmarking tool. We will also review the enhanced Accounts Receivable module, including scholarships and grants, payment processing and client tracking.

Development

The Development group has been working hard these past few months to improve VisualRATEX, support new installations, and work with the Support Group to resolve various issues.

CISP PABP Certification

Obtaining CISP PABP certification for our VR POS is a high priority for RATEX. We are in the process of obtaining CISP PABP certification, and we are working with K3DES to accomplish this goal. As part of our process, we have examined our POS programs, how we store data, as well as other aspects of our business. We have modified our POS system to encrypt the credit card information, masking credit card numbers, and removing any credit card information that is not needed once the transaction is authorized. At this time, the encryption process is working on Linux and Unix. We are in the process of porting the encryption process to the Windows server; we plan to offer an encryption solution for Windows shortly.

The Development Group is installing the encryption process at this time. Please submit a request to vrsupport@ratex.com and we will schedule a time to begin the installation process.

Release 36A

We are close to freezing the next release of VisualRATEX, release 36A. We have been working very hard to add new features and functionality to this release of the software. Prior to releasing 36A, the software will go through our QC process to try to ensure that you receive a solid and functional product.

Check out the presentations at CAMEX, presented by RATEX, as well as our customers, that highlight these new features:

- **General Ledger Report Writer** – the GL Report Writer is in beta test right now. Those testing GL Report Writer are telling us that this blows the doors off our Legacy version and we have a tool to convert Legacy reports over to VisualRATEX.
- **Accounts Receivable** – Accounts Receivable in VisualRATEX is in the final phase of internal review. This application is a rewrite of the Legacy version and requires updates in VisualRATEX and POS.

- **Document Imaging** – Document Imaging is a new product that will allow clients to view and scan invoices and other related information at the click of a button. This product has been developed and we are in the process of incorporating into our base.
- **Order Fulfillment** – Order Fulfillment will allow clients to manage sales orders for all merchandising modules. The system can work in standalone mode, or you can automatically process Internet orders from your web site. Either way, the orders are processed through the POS system. We are currently beta testing Order Fulfillment in a standalone mode and plan to start testing the Internet portion shortly.
- **Open To Buy** – Open To Buy is an exciting new product that we are planning to add to our product base. We are in the process of beta testing Open To Buy and it will be made available soon.

Support

Your feedback is essential to us!

Last October, RBS sent out a RBS Satisfaction Survey invitation to our clients who use our products and services daily. Using your feedback, RBS will develop a metrics report that reflects your input as well as a quality improvement plan for the upcoming year. There is still time to complete the survey and contribute your thoughts and opinions to the improvement plan for customer service changes. If you have not provided us with your feedback, please take a moment to complete the survey using following link: [RBS Satisfaction Survey](#)

We value your thoughts and ideas and request your input as RBS begins to report on customer satisfaction. It is with your help that RBS is able to strive for improvement and cater to our clients' business needs. Thank you for your time and cooperation. If you have any questions, please do not hesitate to contact us.



Sales

This sales year for RATEX Business Solutions is shaping up to be a very successful year for the organization. In addition to attending several of the major trade shows of the year, RBS has also incorporated many of the regional shows as well. The addition of these shows has introduced RBS and our powerful VisualRATEX solution to stores actively researching new bookstore solutions that may not have otherwise had exposure to our organization and solutions. Coming off the heels of the October/November 2007 trade show circuit and the ICBA conference, RBS has reinforced and grown its already hearty sales queue.

In addition to our previously mentioned successes for this year in our prior newsletter, we're delighted to make you aware of our most recent accomplishments with the signing of **Wake Forest University** (Winston-Salem, NC), **Kutztown University** (Kutztown, PA), **University of Kansas** (Lawrence, KS), and **San Jose State University** (San Jose, CA). RBS thanks them for their selection of our organization and the VisualRATEX solution. We looked forward to a successful and harmonious relationship with each of them.

The RBS sales team would also like to make you aware of additional products that can be easily added on to the VisualRATEX solution to further improve your already powerful implementation. These products consist of the following:

- a) **MIT Reporting** – An innovative and powerful web based reporting solution that allows you to extract data directly from VisualRATEX to support various reporting formats and data representations.
- b) **Above-the-Treeline** – RBS has developed and incorporated a specific export utility within VisualRATEX to support this valuable tradebook department and industry support program.
- c) **ICBA/CCRA** – RBS has developed and incorporated specific export utilities to support the “**Big Red Button**”. Now you can easily compile and export the various sales figures from VisualRATEX to support your store’s ICBA membership.
- d) **Canadian Booknet** – RBS has developed and incorporated a specific export utility within VisualRATEX.
- e) **Order Fulfillment Module** – VisualRATEX now supports a specific module for the processing and handling of catalog and e-commerce orders. This new addition to the product is a very robust solution offering picking, packing, order status and real-time inventory updates as orders are processed.

If you are attending CAMEX in San Antonio, TX this week, please take a moment to visit with RBS at booth 1505. We would be happy to see you and discuss any aspect of the system and organization with you. Safe travels and thank you for your continued support!

I'll see you on the road.

Mario DiMascia

For more information about sales, please contact Mario at madimascia@ratex.com.

New Faces at RBS!

Please welcome the following employees to RBS!

Quality Control & Support Analyst

Please welcome Ralph Edwards to RBS! Ralph joined us in February of 2008. He retired from the University of Connecticut, where he worked as the CFO/Controller for 24 years, and currently resides in Santa Cruz, CA. Ralph has a strong background with VisualRATEX Accounting and will assist clients with their accounting needs in addition to joining the Quality Control (QC) team. Welcome, Ralph!

Office Manager

Please welcome Cindy Castle to RBS! Cindy joined us in November of 2007 as the Office Manager for RA/RBS. Her duties include all facets of our RBS office accounting and general office management. She will also be assisting with planning the RA and RBS conferences. Welcome, Cindy!

Pennant Request

Thank you to all of the colleges & universities for sending your college/university pennants to RBS! We are still accepting pennants! We would be proud to display YOUR pennant in our newly-renovated Training Room. If you would like to send a pennant, please send one that includes your school name, colors, and/or mascot to the following address:

RATEX Business Solutions

C/O Jessica Sobonya
2250 Hickory Road, Suite 10
Plymouth Meeting, PA. 19462

Retail Alliance Update

by Ami Mitra



We have many Retail Alliance updates to share with you! Please read on to learn more about new RA members and several programs that the RA is currently involved with.

Please stop by booth # 1505 during CAMEX to discuss these exciting programs, or contact Ami Mitra by e-mail at amitra@ratex.com or by calling 1.800.828.8630 x4121.

New RA Members

Please welcome the newest members of the Retail Alliance family:

Appalachian State University – Mike Coston – Director
Fullerton College – Nick Karvia – Director
San Jose State University – Phil Chiaramonte – Director
University of Kansas – Stephen Rhodes – Director
Wake Forest University – Buz Moser – Director

NACSCorp Textbook Program

NACSCORP held a Textbook Summit in October of 2007 for RA member stores to review the current program and any changes or enhancements that could be beneficial. I want to personally thank NACSCORP for holding such a summit and the RA store representatives for taking time away from their busy schedule to help the RA and NACSCORP enhance the NACSCORP Textbook program.

Program enhancements that resulted from that meeting include:

- ✓ **Print-on-Demand titles.** NACSCORP has downloaded 40,000 titles into the order system and have automated the conversion process.
- ✓ **Customer scorecard.** NACSCORP has created a tier for 20 - 24 units per order.
- ✓ **Stock information.** When checking stock, NACSCORP will now reveal inventory levels from all five individual warehouses (Oberlin and four Ingram warehouses). Please keep in mind that NACSCORP's shop logic is designed to ship the most economical way and not necessarily from the closest warehouse.
- ✓ **Waive the small order fee.** Effective January 1st, 2008, NACSCORP will waive the small order fee during the Winter Rush period. We will review eliminating the fee altogether in the future.

For more information about this program, please visit with Stephen at booth #1572 at CAMEX 2008 in San Antonio, TX.

Follett Millennium Partnership Program

Rich McDaniel and Ami Mitra met with Jerry Lynch, Gary Shapiro, and other key FHEG personnel to review the current program and look for ways to add additional benefits and efficiencies to both the

participating schools as well as Follett. We hope to have some news and updates for you next quarter as the ideas and research develops.

For more information about this program, please visit with Jerry at booth #1316 at CAMEX 2008 in San Antonio, TX.

Partnership Freight Program

As of today, the Partnership Freight Program is the least utilized program that the RA has to offer, but one that has tremendous financial benefits to the store. Lower your total cost of freight operations with the RA Freight Program, managed by PartnerShip Select Services. With PartnerShip acting as your "freight headquarters," this program is more than just great discounts off freight carrier base rates. With built-in program features that are specifically designed to save you and your staff significant time and money, the program offers efficiencies across several departments, from purchasing to shipping to accounting. RA members that are already using the program have reported invoice savings of 10-40% annually, in addition to saving 4-7 hours *per week* in accounting staff time.

For more information about this program, please visit with Tina at booth #1569 at CAMEX 2008 in San Antonio, TX.

Ingram Tradebook Program

Several years ago, the Retail Alliance, RATEX and Ingram Book Company forged a partnership to develop an EDI interface for the RATEX system. The goal was to create efficiencies in the larger independent college stores which would save both time and money. Through the efforts of all three organizations, we succeeded!

Today, RATEX users have several benefits available to them. Stores can create purchase orders in RATEX using the extensive Ingram data and then transmit them directly to Ingram. Orders are processed immediately and stores get an order confirmation. An optional service available is custom stickering. Stores can have a sticker designed to their specifications. These stickers are applied to every book during the packing process in the Ingram distribution center. When the order is shipped, Ingram provides an Advance Shipping Notification electronically which posts to the RATEX system. As books arrive in the receiving area, the carton can be scanned and all books in the order are immediately received in the RATEX system. The orders are then ready for the sales floor. As an additional benefit, electronic invoicing is available for stores who are capable of accepting them.

There is no charge to set up EDI ordering with Ingram. Some minor programming and testing is necessary.

For more information about this program, please contact David Read at Ingram Book Company (phone - 615-213-5294, e-mail david.read@ingrambook.com), or visit David at booth 1473 at CAMEX 2008 in San Antonio, TX.

Questions or comments about our newsletter?

Contact Jessica at jksobonya@ratex.com.