



## “Bits & Bytes”

‘Quick Bit’

[www.ratex.com](http://www.ratex.com)



Above the Treeline (ATL) is a leading provider of collaboration-based bookstore intelligence via an online tool that offers independent booksellers the ability to analyze their store’s inventory, sales, and performance, as well as comparative information of similar stores in the same market. ATL presents the collected data in interactive charts, graphs, and reports so booksellers can easily read and analyze their information as well as provide the ability to drill down to specific data sets.

Above the Treeline has been integrated with the VisualRATEX Inventory Management and Point of Sale business solution, from RATEX Business Solutions (RBS), by providing automated daily inventory and sales data feeds to an ATL data processing facility. ATL processes the data nightly, so inventory and sales information are up to date. Above the Treeline offers you straightforward access and review of your data through an easy to understand presentation.

At a recent Collegiate Retail Alliance (CRA) board meeting, the CRA approved the development cost so **RBS could offer the ATL service at no cost to our clients.** The integration with the ATL offering has been embedded in the 36A release of VisualRATEX.

Thank you to the CRA for their continued investment in RBS, VisualRATEX, and the collegiate industry to ensure the dissemination of best practices to support the continual success of our stores!

For more information about Above the Treeline, please visit <http://www.abovethetreeline.com/> .

