

POINT OF VIEW

Powerfully Simple Point of Sale



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"Retail is selling things that don't come back to customers who do."

Tony Farmer

What are the Benefits of a Modern Point of Sale System?

By Brian Bullock

Operating an independent hardware store that commonly stocks roughly 20,000 items without the benefit of a point of sale system (POS) is like trying to bail out the Titanic with hand pump. Merchants will sink before they succeed. That's why business experts say adopting the technology available in a point of sale system is so important for retailers today.

The average big-box store carries between 32,000 and 40,000 products. Those stores and the companies that run them spend millions developing their own point of sale systems, rewards and credit programs and more. Independent merchants can do business just as efficiently and effectively as the big chain stores, but on a more personal level, by enlisting the tools available in a comprehensive point of sale system and retail management platform. The key benefit of a point of sale system is being able to keep track of products in real time rather than relying on a cash register and employees who like to count. Sophisticated point of sale



systems manage both in-store and online sales transactions, customer relations through rewards programs and digital marketing, and they protect valuable data and records from fraudsters and hackers.

"While cash registers are pretty much large calculators, POS systems provide real-time inventory management, built-in loyalty options for customers, and can easily grow with a business," says Ramon Ray, founder of *Small Biz Technology*.

Easy Operations

Just as handwritten receipts and manual accounting practices gave way to mechanical and then electronic calculators, cash registers have given way to high-tech digital business platforms that start at the

POS. The beauty of modern systems is that they make doing business easier by automating routine tasks.

Applying the technological benefits of a point of sale system saves merchants time and money.

Technology Built for Your Business

One of the key features of a POS system is how it orders products from suppliers through electronic data interchange (EDI). Comprehensive systems offer multiple EDI connections, which is a huge benefit to stores that use more than one supplier. Automating these routine chores frees merchants up to spend more time with their customers.

Learn more on the [Retail Science website](#).



Managed Network Services Prevents System Anxiety

By John Oettinger

In this age of computerization and connectivity, there's nothing worse than a network with performance or security issues.

A business is only as good as its computer network, and downtime is a complete downer. It literally pays to have a network that is professionally managed.

Paladin Data Corporation's Managed Network Services ensures your network is performing its best 24/7 with real-time monitoring and management.

The No.1 goal is to ensure your point of sale application stays up and running as reliably, quickly and securely as possible. It's important to have a managed, multi-tiered approach to security. Having simple antivirus, patch management and backups isn't enough these days.

The cost of data breaches by computer hackers is expected to reach \$2 trillion by next year. While most business owners may think those attacks target big business, the Verizon 2018 Data Breach

Investigation Report shows that 58% of breaches hit smaller businesses.

Small independent businesses have just as much to lose as large corporations but are at a disadvantage without large IT department resources. That's where Paladin can come to the rescue with high-end solutions at a small business price. Having the company that specializes in developing, installing and managing your Paladin digital business platform also protecting and managing the networks on which your equipment and software runs is a wise choice.

If a business is having performance issues on their network, the traffic control, troubleshooting and security Managed Network Services provides is invaluable. It increases uptime, performance and security, and it provides one (telephone) number to call for all support.

Contact Paladin Data Corp if you would like to find out more about Managed Network Services.

Learn more on the [Retail Science website](#).

Executive Perspective: Now is Not the Time to be Complacent

We all know that owning a brick and mortar retail business is no picnic, but if run right, it has its rewards. With all the chain stores and internet sales carving away at your customer base, it's more important than ever to stay relevant and focus on growing your customer count and improving your relationships with existing customers.

One effective way to accomplish this goal is to employ a retail technology solution to take on the heavy lifting so that you can spend more time with your customers and less time in the back office. When it comes to things like ordering, restocking, accounting and reporting, retail technology tools can do a cleaner and more efficient job than doing it manually.

Deciding on a retail technology platform is overwhelming. Once that dragon is slain, then you must implement this new technology into your daily operations. When you finally have the technology in your store scanning products, checking-out customers and processing payments,



Charles Owen
Chief Retention Officer

you're done, right? Wrong! Your journey has only begun. Adding technology is an evolution, not a destination.

The biggest mistake merchants make is to become complacent after adding technology to their store. The actual return on investment from any retail technology solution is achieved over time, as you learn more about your system and begin to implement those advanced features that will take you to the next level.

Check with your retail technology provider and ask them to direct you to the self-help tools and videos that will make the learning process easier. Be sure to attend their User Group Meetings as this is a tremendous opportunity to talk to your peers to glean new ideas, tips and tricks.

Bottom line: Never stop learning and advancing. Within a short period of time, you can be running your store more efficiently so that you can concentrate on growing your customer count and competing with the big boys.

Paladin Customers Honored

By Brian Bullock

Three Paladin Data Corp customers have been honored for their hard work. TJ Comstock in May was named chairman of the board of the North American Retail Hardware Association.



TJ Comstock

Proctor Ace Hardware in the Jacksonville, Florida area earned a pair of awards. And Kurt and Lisa Fetterman's 415 PRO Hardware garnered that organization's Paul L. Cosgrave Memorial Award. The 41-year-old Comstock has become sort of an independent hardware mogul in Montana. He and his wife Kami own a collection five stores throughout the state. One of them is Eureka Hardware, a store TJ's parents started and where he cut his teeth in the hardware business. TJ's first experience with NRHA came in 2010 when he won the organization's Young Retailer of the Year. The following year, he was elected to the NRHA board. He was elected as second vice chairman in 2016, and now is chairman, a position that TJ says has taught him a lot.

"I think it's extremely valuable," TJ says of

the association. "One of the things about NRHA that surprised me is the amount of the trainings they have and the amount of information they have available is really quite unbelievable. They're an under-utilized resource in our industry."

The Proctor family has been in the hardware business in Jacksonville since 1945, and in 1964, their store became the first Ace store in the state. This year, the business, which now has three locations, earned Ace's Coolest Hardware Store award and received The Hardware Connection's Retail Beacon Award.

Brothers Steve and Joe, and Lizz Proctor are the current owners. Tommy and Joey are the fourth generation of Proctors involved in the family business. Proctor Ace Hardware has been a Paladin customer since 2013.

The Fettermans have turned 415 PRO Hardware into a success in Dallas, Pennsylvania and earned PRO's Cosgrave Award, symbolic of it's 2018 Retailer of the Year.

They opened the store in 2016 and have been Paladin customers ever since. 415 PRO Hardware also earned the 2017 PRO Hardware Retailer of the Year honor from Bostwick-Braun, its Toledo, Ohio-based supplier.

Make Holiday Marketing Pay Off

By Brian Bullock

It's not even remotely beginning to look like Christmas, but for retailers it's time to start planning those holiday marketing campaigns. And getting ready for the busiest time of the shopping year means more than recycling last year's decorations, promotions and advertisements. Here are some ways experts say merchants can make the holidays the happiest time of the year.

According to *eMarketer*, all retail sales are projected to grow approximately 3.8% this holiday season to about \$691.9 billion.

The holidays are a perfect time to review historical customer data to see what items sold well last year and to find out who to target with special holiday promotions and advertising, and a sophisticated

digital business platform can make that chore a lot easier.

Small Business Trends suggests one way to increase customer loyalty is reach out through a rewards program and invite them to a pre-Thanksgiving evening of stress-free holiday shopping.

Mobile shopping continues to grow this year accounting for 41% of orders in the second quarter. So, having a mobile-friendly website is another key to success. Increasing your digital footprint should include listings on search directories such as Local.com and Google+.

Google says that over the past two years, searches for items "near me" or "where to shop" are up 85%. Learn more on the [Retail Science website](#).

Business of Excellence

Company: Do It Best Clinton Hardware

Owner: David Billman

Location: Clinton, MD

Years in Business: 72 (55 in family)

Clinton Hardware opened as an independent store just after the end of World War II. David Billman's family bought the business in 1963 and has operated it ever since.

Today, David is the sole proprietor of the store, which draws customers from all over southern Maryland.

A Do It Best store since 2000, it has built a strong reputation for extremely knowledgeable customer service. It was recently honored as one of the top 10 hardware stores in the state and has earned five stars on Yelp. The store carries approximately 19,000 products. In addition to its typical hardware lines, Clinton Hardware is a home chef's delight with a wide variety of grills, smokers, indoor and outdoor cookware, and a plethora of delicious rubs, sauces, spices and marinades.

Paladin is integrated with Do It Best and other suppliers through electronic data interchange (EDI). A little over a year since the change, David says he loves the direction his business is going.

"(With) my old system, you had to be a computer genius to do anything in it. The system I have now, Paladin, I can do by myself," David says. "I have full confidence in it keeping my store stocked but not over-stocked. I love it."

Best business advice: "If you want to get a lot out of your business, you have to put a lot into it. The more blood and sweat you put into your business, the more you will get from it."

[Read a case study about Clinton Hardware here.](#)

Paladin Tech Buzz



Database Appliance Improves System Performance, Security

By Brian Bullock

In a retail world constantly in search of ways to smooth and speed customer service and checkout, there are simple and effective ways to do it without reinventing the point-of-sale wheel.

Database appliances improve security, increase operational speed, and maintain better data integrity.



Paladin Data Corporation's appliances, about the size of a hard-cover book, are automatically managed.

There are no user-accessible controls, making it simple to install and effortless to use. They completely eliminate the need to ever buy a server again.

The appliances improve security by protecting a system from viruses, malware and intrusion that can infiltrate from infected emails or websites. Its only job is to manage and protect system data.

The data appliances improve operational speed for customer service with most stores seeing a two- to three-fold increase. They also vastly simplify SAQ compliance with credit card processors.

If a second appliance is needed, users also benefit from an automatic failover if the primary appliance fails.

A second appliance also increases overall system speed – two engines are faster than one – in cases where reports are needed throughout the day.

Any Paladin customers looking improve the speed and security of their store's network can find out more by calling Paladin Data Corp at 541-706-9553.

Upcoming Events



Paladin will be attending the following events. To arrange a visit, please email us at sales@paladinpointofsale.com

House-Hasson Fall Dealer Market

October 26-27 | Sevierville, TN

[Learn more about this event](#)

Speed Script User Conference and Trade Show FREE USER MEETING

November 9-10 | Olathe, KS

[Learn more about this event](#)



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