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Thanks for partnering with KWI. Your comments mean a lot to us.
Please [email us](#) – we love to respond!

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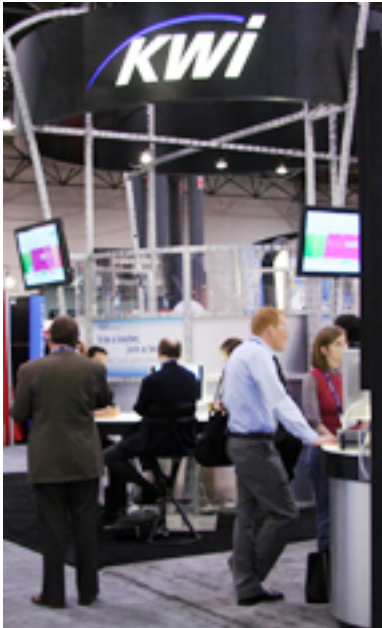


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KWI Showcases Wares at NRF



The BIG Show

As the industry's leading trade show, NRF is where retailers convene to catch up not only on industry developments, but also with each other. KWI was delighted to welcome a steady flow of attendees to our (modesty aside) spectacular booth, and to get some quality face time with many of our valued clients. Additionally, a highlight of the event was KWI's excited announcement of the launching of **"Store 6x"**, the latest POS application release from NSB, rich with new features such as:

Suggestive Selling: POS automatically calculates threshold discounts to customers as an incentive to increase their purchase.

Store Dashboard: real-time communication from head office to store; KPI's (key performance indicators) and store financial goals by day, week and month inclusive of LY and plan.

Improved Inventory Control: visibility into store-bound shipments from warehouse as well as other stores.

Time and Attendance: differentiate between shift in/out and meal/break in/out; allow all clock edits to be performed at POS.

Line Busting: using a remote hand-held device, store associates can scan items, review inventory and process customer transactions anywhere in the store via wireless networking. A great convenience appreciated by retailers and customers alike!

The show, which ran January 13-16 at New York's Javits Center, attracted thousands of retailers looking to upgrade their knowledge with quality education and an exciting Expo Hall. The event was themed "Retail's BIG Show" and it truly was filled with many big ideas. If you've never attended the NRF conference, we suggest you put it on your calendar for 2009. There's no better way to stay on top of retail trends.

Celebrating Success at The Four Seasons



Once again, it was our great pleasure to treat our clients at the NRF to an unforgettable culinary experience. This year's Annual KWI Client Dinner, a 4-star gourmet event, was celebrated on January 14th at the legendary Four Seasons restaurant. "We chose The Four Seasons," said KWI president Sam Kliger, "because they are renowned not only for fine food but also, like us, for exceptional service."

The dinner was enhanced with a presentation by Motorola executive John Rommel on RFID – Radio Frequency Identification. This technology offers a state-of-the-art solution to what Rommel called "a pain in the supply chain" ... problems with out-of-stocks and inventory control that cause retailers to lose \$69 billion annually. A vast improvement over bar code technology, RFID is totally automated, hard to counterfeit, and can read hundreds of tags simultaneously.

For more information, please contact Dan Markowitz at: danny@kwi.com or (516) 621-2400, ext. 305.



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KWI Delivers ... with a New E-Mail Function that's "Just the Ticket"



Writing e-mails to KWI just got more productive. From now on, each of your e-mails sent to "helpdesk@kwi.com" or "appsupport@kwi.com" will create a ticket in our FootPrints tracking system (*KWI RITS*). Every one of these e-mails will automatically yield a reply which includes a ticket number. These tickets will be worked by our technicians and ensure that problems sent to us via e-mail are tracked and resolved on a timely basis.

So how does it work? Effortlessly. Send an e-mail request for assistance to Help Desk or Application Support, and automatically receive a reply containing your unique ticket number. To check on the status of any ticketed query, simply access FootPrints at <http://kwirits.kwi.com/kwirits>.

FootPrints is also now available via KWI Back Office by selecting *Files > Human Resources/System > Help Desk Log (or App Support Log)*. If you need to establish a FootPrints account, contact your KWI Client Representative.

Please be sure to update your e-mail contact lists to reserve use of helpdesk@kwi.com and appsupport@kwi.com for issue notification.

For more information, please contact Jean Nelson at: jnelson@kwi.com or (516) 621-2400, ext. 313.



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Meet The Field Team!



Name: **Augusto "Gus" Castano**

Position: **Regional Loss Prevention Manager**

Joined the KWI team: October 2007

Credentials: Degree in Criminal Justice from University of Houston. 10 years retail Loss Prevention experience as Investigator and Manager with J.C.Penney, Foley's, and Macy's.

Most interested in - at work: Investigations and interviews

Most interested in - at play: Spending time with my family and friends; traveling.

Most memorable experience: Meeting my wife

Favorite movie: Shawshank Redemption



Name: **Janice McCort**

Position: **Sales Manager**

Joined the KWI team: March 2004

Credentials: Joined The Zellman Group, LLC in March of 2004 as the West Coast Regional Loss Prevention Manager. Moved to NC in 2007 and became the Sales Manager. Prior to Zellman, spent 20 years at May Dept. Stores, with roles as Director of Risk Management and Asst. Director of Loss Prevention. Also worked 2 years as Director of Internal

Investigations at Hecht's, as well as several years in direct sales.

Most interested in - at work: Investigations and interviews are the most exciting. However, providing our clients with LP resources and solutions that are high quality and more than they expect is the most rewarding.

Most interested in - at play: Hanging out with my family.

Personal motto: **"Count your blessings."**

Most memorable experience: Two weeks touring Northern and Southern Ireland in the fall of 1997

Favorite movie: Steel Magnolias

Favorite book: the five people you meet in heaven

Most prized possession: My cat, Felicity, and my dog, Louis



Name: **Kimberlee Woo**

Position: **Director of Loss Prevention-West Coast**

Joined the KWI team: June 2007

Credentials: Majored in Administration of Justice at San Jose State University. Ten years in the loss prevention field, including positions as field auditor, regional loss prevention manager and senior loss prevention manager. Certified in Basic WZ interviewing and interrogation and advance interviewing and interrogation techniques. C.F.I (Certified Forensic Investigator).

Most interested in - at work: Interviewing subjects to find out what makes them do what they do.

Most interested in - at play: Spending time with my animals, hanging out with my friends.

Personal motto: **"Minds are like parachutes -**

they only function when open.”-Thomas Dewar

Most memorable experience: Bungee jumping off of a 100 foot bridge in Napa back before it was a “cool sport.”

Favorite movie: Harry Potter

Favorite book: The Memory Keeper’s Daughter – Kim Edwards

Most prized possession: My dog

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KWI and Steiner Sports Team Up for Retail Power!



Steiner Sports Marketing, founded by sports marketing guru Brandon Steiner, is the largest company of its kind in America. Its inventory of sports memorabilia and collectibles includes more than 10,000 items. The company currently maintains relationships with over 5,000 professional athletes of today and yesteryear from virtually every sport. Once a one-man shop, Steiner Sports has grown into a booming, 100-plus employee, \$50 million enterprise with both online and brick-and-mortar channels.

Avid fans can find everything from photos to jerseys and hats, balls and bats, pucks, helmets and display materials. The incredible inventory includes a stellar collection of valuable autographed items and exclusive relationships with top sports legends like Derek Jeter, Joe Torre, Martin Brodeur, Tiki Barber and many, many more. New current and vintage items are constantly appearing, creating excitement online and in Steiner's five New York metropolitan area stores.

The operation also encompasses "**Last Licks**" – an expression referring to the last attempt at bat. This cleverly named ice cream and sports memorabilia outlet is heaven on earth for sports fans. It's the only place where you can walk in for two scoops of mint chocolate chip and walk out with a sports item autographed by one of the top pros. In addition to serving up "the scoop" on refreshment and players, this unique chain is a great spot to throw a party.

Business at both concepts is further enhanced by book signings and other star athlete appearances.

So what's Steiner's latest exciting acquisition? They've signed on KWI as technology partner. They made the switch when business growth demanded a Tier One solutions provider. KWI is proud to become a member of this exceptional team lineup ... and we look forward to many winning retail seasons ahead.

For more information, please contact Dan Markowitz at: danny@kwi.com or (516) 621-2400, ext. 305.

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This Month's Short Cuts



Time-saving tips and ideas that are right on the money – from the staff of KWI.

1. KWI Merchant Services Tip of the Month ... from David Drucker and Phyllis Gricco

Avoid Higher Rates for Credit Card Processing

Credit card downgrading is common in every specialty retail business. A downgrade simply means that you are being charged a rate increase because the type of card your customer is using has a higher processing cost or because a transaction was processed incorrectly by you, the merchant. As a result, the transaction is downgraded from the preferred rate. Here are the criteria for each level of processing:

Qualified Rate:

- Standard consumer credit card is used
- Card is swiped accurately and data properly obtained
- The customer's signature is captured
- The transaction is "Batched" or "Settled" within 24 hours

Mid-Qualified Rate:

-

The card info is manually entered or “keyed” and all (AVS Address Verification) info entered

- The consumer uses a Rewards card
- Transactions are not settled/batched within 24 hours

Non-Qualified:

- Card is manually entered with no (AVS) info entered
- The consumer uses a Corporate, Government or International card
- Authorization code is manually keyed in to your processing terminal
- Transactions are not settled/batched within 48 hours

As you can see, when transaction information becomes less reliable and timely, the transaction rate becomes higher. Next month, we will provide a few simple methods that you can use to help prevent downgrades.

For more information regarding downgrades, please contact David Drucker at: ddrucker@kwi.com or (516) 621-2400, ext. 720.

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2. LP Tip of the Month ... from Stuart Levine and Kimberly Bloomston

How to Shrink Your Shrink

A recent survey from 32 countries released in *The Security Magazine* shows that global retail shrink cost retailers \$98.6 billion last year. The survey found that in the United States, Canada and Australia, employee theft is reported as the largest area of loss. Controlling this loss can be achieved by following a few simple guidelines:

- **Complete bag checks.** Consistent bag checks on *all* employees will send the right message. The goal is deterrence!
- **Monitor trash disposal.** Utilize clear bags and collapse all boxes. Bag the trash at night and take it out in the morning. Have the trash checked by a separate individual, no matter who takes it out.
- **Hire the right people.** Train managers on proper interviewing techniques in order to hire trustworthy and well-balanced individuals. Conduct background checks on each applicant.
- **Track employee purchases.** Keep an Employee Purchase Log that monitors purchases made by each employee. When an employee comes to work wearing product, verify purchase by reviewing the log.
- **Analyze POS transactions.** Look for trends. Keep an eye out for transactions that appear fraudulent by monitoring excessive activity by store and associate.
- **Audit receipts for compliance.** Verify that associates are properly trained on register functions. Audit the receipts for compliance on signatures, original receipts and reasons. These simple actions can go a long way to protecting your identity.

You can protect your business from employee theft by verifying that these practices are in place and holding each manager accountable.

For more information, please contact Kimberly Bloomston at: kbloomston@zellmangroup.com or (516) 625-0006, ext. 406.

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3. CRM Tip of the Month ... from Claude Johnson and Jubin Thomas

Competing with yourself these days?

There is a confusing phenomena going on these days in retail: the bitter competition within a retail chain. Apparently, 'brick and mortar' stores are run by one division and 'e-commerce' by another, 'catalog' another and so forth. None of the divisions share any information, each trying to outdo the other for customer supremacy.

Do you really think the customer cares for any of this? What can be done? Well, first you have to get the heads of all channels to agree that sharing is not a sign of weakness; in fact it can create advantages for each division.

Sharing information will not change the buying patterns of all the customers but will significantly improve the company's total sales for those customers where sharing occurs. Our research for one client showed that a customer who shops an additional channel is worth on average \$1,213 more!

Start by defining the customer's trade area. For customers who are avid buyers on the website, let them know the locations of stores near them where they can do business as well. Or, if a brick and mortar customer does not live in a primary zip code, send them a message directing them to the website.

So in honor of Valentine's Day – we ask that you share the "information" love.

If you have any questions about your CRM strategy or if you would like to discuss multi-channel strategies, please contact KWI-CRM at: crm@kwi.com or (516) 621-2400, ext. 367.