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21 YEARS

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

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Rollout Planned for KWI Credit Card Processing

A Better Transaction Solution

At KWI, our mission continues to serve you better in every way. That's why we now have a very powerful credit card application in the works, designed to speed your processing with seamless service that saves you money!

This new capability will roll out within the next month or so, and will be offered to you via a new KWI division dedicated to the service.

If you've been a KWI customer for a while, you've seen us expand our capabilities in the past, with services such as Loss Prevention and Customer Relationship Management. Each of these services is provided by a dedicated team of experts in that specialty, and delivers best-of-breed performance. Our credit card processing will do the same. It all adds up to a total service solution under one roof that's streamlined, comprehensive, customized and cost-effective.

So stay tuned for the formal announcement soon to come. Or, to get a scoop on KWI credit card processing, call us now to discuss your needs.

For more information contact David Drucker at: ddrucker@kwi.com.

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Seeing is Believing:
FootPrints Issue Tracking System Now Open for Viewing

Late last year, KWI announced the implementation of a new issue tracking system called FootPrints. Since then, we've gained valuable experience with the product while performing a lot of data migrations from old system to new. We're pleased to report that all core customer support processes have been fully integrated and, as promised, FootPrints is now available for direct access by KWI customers.

This means KWI customers can now enjoy online access to view active and closed tickets, problems and requests, for both POS and Back Office. This access will allow customers to:

- view all tickets

- sort by any column

- run pre-defined reports

- run custom searches and reports

- generate metrics

- download report results to files

As you'll see, FootPrints enables us to maintain and report a great deal of valuable data regarding problems and requests, including, in the case of POS tickets, the stores and callers. Down the road, KWI will also offer customers the ability to submit their own tickets for POS and Back Office problems and requests.

As part of our ongoing commitment to service excellence, KWI will continue to refine our FootPrints configurations, integrate additional processes and share new insight regarding data mining best practices.

When you're ready to get started with FootPrints, simply contact your KWI Client Services representative to schedule a brief overview, as well as obtain your company's account information and the details on how to access FootPrints over the web.

For more information contact Mike Ruvolo at: mruvolo@kwi.com.

Meet the Application Design Team!

Name: **Jonathan Pachman**

Position: **Software Architect**

Joined the KWI team: September 2006

Credentials: Over 25 years IT experience beginning in mainframe Systems programming and Database design work. Gradually worked my way through client/server application development, leading to java J2EE Web development. Have worked in many industries (e.g. Merrill Lynch, Lehman Brothers, Chase Bank, Verizon). Studied art at Boston Museum School of Fine Arts/Tufts.

Most interested in - at work: Creating useful solutions to difficult problems

Most interested in – at play: Music (play guitar), sports (love tennis, golf, etc.)

Personal motto: **"Thank the universe for second chances."**

Most memorable experience: Every day spending time with my son

Name: **Rob LoPresti**

Position: **Lead Programmer/Designer**

Joined the KWI team: June 1999

Credentials: I've held multiple positions in retail in both Management and Administration. In addition, have more than 8 years of technical experience.

Most interested in - at work: Software that can tolerate network and hardware failures.

Most interested in – at play: Poker, badminton, and chocolate covered pretzels.

Personal motto: **"You can build a pie in the sky one floating blueberry at a time."**

Favorite movie: Pulp Fiction

Favorite book: Vernor Vinge's *A Fire Upon The Deep*

Name: **Patricia Byrne**

Position: **Web Designer/User Interface**

Joined the KWI team: October 2006

Credentials: Started my career in print as an art director in publishing, then became very intrigued with the web. For the past 7 years I have been a senior web designer in the internet marketing field.

Most interested in - at work: Creating work that is pleasing to the eye and user-friendly.

Most interested in – at play: hip-hop classes

Personal motto: **"You had a bad day, sing a sad song, just turn it around."**

Most memorable experience: Giving birth to my daughter Emma.

Favorite movie: It changes every few years. Currently it's "Something's Gotta Give".

Favorite book: "How to" books on my craft.

Most prized possession: My family.

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KWI Revs Up Ferrari Retail!

Although the name Ferrari needs no introduction, here's a bit of background. This legendary Italian sports car manufacturer, based in Maranello, Italy, was founded by Enzo Ferrari in 1929. The company manufactured race cars before moving into production of street legal vehicles in 1947.

Ferrari's cars are among the most desirable vehicles to own and drive, and are one of the ultimate status symbols of wealth in the western world. Throughout its history, the company has been known for success on the racing circuit, especially in Formula One.

The company has also developed a line of high quality, branded automotive apparel and accessories featuring the famous Ferrari symbol: a black prancing horse on yellow shield-shaped background. Now this retail line is about to roll out to exclusive locations nationwide (such as the Beverly Center in Hollywood/Beverly Hills). Stores will be operated under the Ferrari name – and they will be backed by state-of the-art technology from KWI.

"Ferrari constantly pushes the envelope of performance on its road cars, and they look for the same performance in every aspect of their business. They surveyed the retail IT industry very thoroughly before making the decision to choose KWI," says Sam Kliger, President.

"It is extremely gratifying to be chosen as their retail technology solutions provider," adds Dan Markowitz, Vice President. "The fact that Ferrari is a premium, high-tech brand makes the partnership even more exciting."

For more information contact Dan Markowitz at: danny@kwi.com.

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This Month's Short Cuts

1. LP Tip of the Month … *from Stuart Levine and Kimberly Bloomston*

Keep Tabs on Electronic Article Surveillance!

Are shoplifters taking advantage of your EAS system? No matter what EAS system you are using, it can only be as powerful as you make it. Take these precautions:

- Check your system periodically for sensitivity and power. If it is not working properly, it may need to be calibrated.

- Effectiveness is only as good as your tagging compliance rate. Verify that all associates know what merchandise should have an EAS tag, and where to place the tags.

- Train associates on how to effectively approach customers when the alarm sounds. Ensure that each associate understands company guidelines and has practiced an appropriate response.

- Keep an EAS log to identify the result of each alarm, i.e. forgot to remove the EAS tag, merchandise was not rung up, merchandise was from another store, false alarm, did not approach. If associates fail to approach customers and log results each time the alarm sounds, the system (and your staff) will not achieve peak performance.

The bottom line: store teams should work together

to ensure the effectiveness of your EAS system. Provide appropriate training as part of your ongoing LP effort.

For more information contact Kimberly Bloomston at: kbloomston@zellmangroup.com*.*

2. CRM Tip of the Month … *from Claude Johnson and Jubin Thomas*

All NCOA's are Not Created Equal

That's right - not all NCOA (national change of address) processing is created equal. Naturally, you want to send out your database and spend those precious marketing budget dollars with the assurance, not the *hope,* that you are capturing all customer moves.

To do so, you need to make sure your processor captures moves going back at least 48 months. Many processors offer an 18 month range, and may be using that range as the default. The cost between 18 month and 48 month NCOA processing is $0 for most retailers, but the difference in capturing moves is significant.

Recently, we tested the difference (for a client with 2 million+ record database), and found that we captured 21% more moves with the 48 month processing. That's nearly a quarter of their database that they would not have effectively reached! Don't let that happen to you.

By the way, if you're not doing NCOA processing on your database, that's a whole other serious issue.

For more information on NCOA processing, contact our CRM specialists at (516) 621-2400 or email: crm@kwi.com.

3. App Facts … *from the Application Support Team*

How can I create a purchase order?

There are several applications within KWI Back Office that you can use to create purchase orders. The most basic is Purchase Order Entry (Ordering - Purchase Orders). Using this application you can

create orders for one store at a time. Items must be added on one at a time.

To create orders for multiple stores you can use Multiple Store Purchase Order (Ordering - Purchase Orders). After searching on a style/color, you can add quantities for all sizes across all stores. This application will create a separate order for each store, which can then be viewed in the Purchase Order Entry application.

For more information contact Dan Markowitz at: appsupport@kwi.com.