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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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## KWI's Newest Quality Crusade



Continuous improvement to benefit our valued customers is a cornerstone of the KWI commitment. We constantly seek to improve and evolve every aspect of our business, by responding to customer requests.

Our Back Office system demonstrates this principle of responsiveness. It reflects years of customer feedback which we have successfully incorporated. The result is an industry-leading, feature-rich product.

As we reach our 22nd year, your feedback tells us our Back Office functional levels are meeting your needs. But requests for improvements in reliability, performance and the communication of software updates are on the rise.

Well, we hear you and agree - it's time for us to take another significant step in our evolution. We are initiating a new core principle: *raise the KWI Back Office system to a significantly higher level in terms of quality and usability.*

To accomplish this, we are revising core aspects of design and development as follows:

- Enhancing the overall software design process to be more cohesive and focused on performance and testing.
- Implementing a new User Interface (UI) standard for dramatically improved navigation within and across applications.

Migrating to a new database that is more reliable, supportable and performance oriented.

- Constructing a new Quality Assurance (QA) environment for increasingly comprehensive testing before an application is certified and deployed.

Regarding process management, non-application requests (reports, cubes, EDI, etc.) will continue unaltered, however, application requests (input/output fields, screen layouts, program logic, database structure) will incur some process changes, as follows:

- Planned changes will be batched into consolidated application “releases” that will be cohesively designed, coded and tested – and released on a timely basis. Each release will be focused on a specific application within the KWI Back Office system (ex. Open Stock Replenishment). The release schedule per application will be no more frequent than monthly.
- Customers requesting application enhancements will receive ETAs per the release schedule.
- We will continue accepting many FastTrack requests for application enhancements; those approved will receive ETAs based on upcoming application release dates.
- We will gradually construct a release schedule that details application releases over the coming 6-12 months to improve planning and visibility.
- Hot fixes will be scheduled aggressively.

Customers will realize many benefits as a result of the new paradigm, including:

- Improved overall quality of KWI Back Office applications.
- Better awareness of new software

deployments.

- Faster delivery of requested enhancements at no additional cost.
- Greater flexibility and responsiveness.
- Increased resources for continual improvement (thanks to lower overhead per change).
- Ongoing strategic enhancements to benefit all customers.

Since the release schedule will develop over time, most existing ETAs for application changes will be unchanged in the near future. Long-term we are not anticipating significant impact to overall ETA timeframes since they represent the basis for the initial release schedule.

While we have already begun laying the foundation for these improvements, our official start date is June 1, 2007. We'll keep you updated as things start to take shape, and look forward to finding more ways to serve you better while saving you time and money.

*For more information contact Mike Ruvolo at: [mruvolo@kwi.com](mailto:mruvolo@kwi.com).*

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### Reader Survey – Your Opinion Counts!



Dear FOCUS Reader,

In our quest for continuous improvement, we'd appreciate your feedback on our newsletter. Our goal is to make it as interesting and useful for you as possible. So please, take a moment to tell us what works for you in FOCUS, and what doesn't, so we can continue to make it a valuable customer service tool.

As thanks for your time, when you complete this survey and hit submit, you'll be automatically entered in a random drawing to win an iPod! (To be eligible please answer all questions.)

Many thanks for your participation,  
from the team at KWI

*Please rate the effectiveness of the following subjects on a scale of 1 to 5, with 1 being the Lowest and 5 being the Highest.*

1    2    3    4    5

**Newsletter Format**

**Overall Visual Appeal**

**Readability of Typeface and Color**

**Ease of Navigation**

**Length of Articles**

**Frequency of Mailing (monthly)**

1    2    3    4    5

**Newsletter Content**

**New Client Profiles**

**KWI Technology Updates**

**KWI Customer Service Commitment**

**Tech Tips**

**LP Tips**

**CRM Tips**

**Trade Show Reports**

**KWI Staff Profiles**

### **Suggested Content**

Are there other news items you would like to see included in FOCUS? Please share your suggestions:

1    2    3    4    5

### **Other Ideas**

Are there other ways you would like to communicate with KWI or learn more about our technology?

#### **Blog**

#### **Limited Time Web Conferencing**

#### **Other**

Please share your suggestions:

### **Comments**

Please share with us any other thoughts about our newsletter - your likes, dislikes or suggestions for improvement.

### **Win an iPod!**

For your chance to win, kindly provide your:

**First Name**

**Last Name**

**Company**

**Telephone #**

**Email Address**

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## Meet the Administrative Team!



*Name:* **Donata "Donna" Closs**

*Position:* **Controller**

*Joined the KWI team:* July 1999

*Credentials:* Almost 30 years experience working in an administrative/accounting capacity. My eight years at KWI have been especially enjoyable because of the quality of the team – and because there's always something exciting in development.

*Most interested in - at work:* Assisting clients in any way I can.

*Most interested in – at play:* Spending time with family & friends, enjoying the beach, watching movies.

*Personal motto:* **"If you don't have anything nice to say, don't say it!"**

*Most memorable experience:* The birth of each of my girls.

*Favorite movie:* Too many to list!

*Favorite book:* The Stand, by Stephen King

*Most prized possession:* A painting of my daughters

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Name: **Jennifer L. Hubble**

Position: **Purchasing Coordinator**

Joined the KWI team: September, 2006

*Most interested in - at work:* Doing a good job, and getting my co-workers to smile!

*Most interested in – at play:* Spending time with my kitten “Moosh” and with my boyfriend...mostly we eat, and that’s ALWAYS fun!

*Personal motto:* **“Put an “S” on your chest and keep moving.”**

*Most memorable experience:* Flying a Cessna Skyhawk, and finding out that when they say “trust your instruments more than your eyes” they weren’t lying...sometimes boats in the water really DO look like other planes in the sky...and yes, I can float for just a moment when trying to avoid them...G-force is fun!

*Favorite movie:* The Mummy, The Mummy Returns

*Favorite book:* Little Women, Petals on the Wind, Trading Up

*Most prized possession:* Me!



Name: **Lori Morgan**

Position: **Administrative Assistant**

Joined the KWI team: April 2005

*Credentials:* Coursework at St. John’s University and on-the-job experience.

*Most interested in - at work:* Doing the best job I can.

*Most interested in – at play:* The beach, traveling, fashion, spending time with my boyfriend, my friends and my family - especially my two adorable nephews and niece.

*Personal motto:* **“Consider it done!”**

*Favorite movie:* Dirty Dancing



*Most prized possession:* My basset hound Abigail.

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*Name:* **Susie Yarmark**

*Position:* **Accounts Receivable Coordinator**

*Joined the KWI team:* May 2004

*Credentials:* Associate Degree in Fashion Merchandising. Over 20 years of retail management experience along with wholesale showroom experience. I first came to KWI as a “temp” but we clicked so well that I came on staff permanently.

*Most interested in - at work:* Keeping the spirit alive!

*Most interested in – at play:* Photography, working out and sitting by the sand! I’m lucky to live, and work, near some of the best beaches in the world.

*Personal motto:* **“Always remember that you’re unique (just like everyone else!).”**

*Most memorable experience:* When my mother was diagnosed with cancer, she was booked for a trip to Europe, but advised by her doctor not to go. So, my mother, her twin sister and I took the luggage that was already packed and headed to Newport, Rhode Island. We toured all the mansions and partied like we were 10 years old. And Mom felt like she saw Europe.

*Most prized possession:* My fathers 2 Emmy Awards.

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*Name:* **Aisha Ahmed**

*Position:* **Receptionist**

*Joined the KWI team:* August, 2006

*Credentials:* Currently pursuing a B.S. in finance at SUNY Old Westbury. Two years as an office assistant at the Foreign Language department of Long Island University.

*Most interested in - at work:* Interacting with and helping to direct clients.

*Most interested in – at play:* Shopping

*Personal motto:* **“Keep on climbing until you reach the stars.”**

*Most memorable experience:* My first year at college.

*Favorite movie:* Mean Girls

*Favorite book:* The Catcher in the Rye

*Most prized possession:* My puppy Minnie

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## Schulte Storage Goes Retail with “Organized Living”



In our consumer society, possessions can quickly mount up and take over. The problem has created a whole new retail category of storage solution products. Many of the providers are recent entries ... but one has been around since 1919.

SCHULTE “strong home storage” began as a family business producing top quality brass plumbing parts and accessories. By the 1970s they had branched out into ventilated wire shelving. Today, they offer several full lines of storage and organization products for builders and consumers.

Although the company has changed significantly since 1919, SCHULTE continues to be known for innovative, highly functional and extremely durable products that bring style and beauty to the home.

Now, they have acquired **Organized Living**, a storage solution retailer that carried SCHULTE products. They have developed a web site that went live in March, and are launching a Design Center this month.

The Design Center will function as a retail store, staffed with designers to help customers create in-home closets and storage systems. Both in-store and in-home consultations will be offered.

In seeking a retail systems expert for their Design Center business, SCHULTE selected KWI. We’re pleased that a company known for the strength of its product recognized the strengths of ours! We’re providing their Design Center with all the advanced features available to every KWI client, from leading-edge POS systems to broad reporting capabilities,

business-building CRM activities and more

*For more information contact Dan Markowitz at:  
[danny@kwi.com](mailto:danny@kwi.com).*

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

#### **Fit To Be Tried**

Retail stores have corners, tall fixtures, etc. that block an Associate's line of sight. While Associates must zone accordingly, cameras help to deter shoplifting in these blind spots.

High on the list of hard-to-monitor areas are the Fitting Rooms. Because cameras are illegal in these rooms, zoning is vital. The following procedures will help make your Fitting Rooms less vulnerable to shoplifters:

- Always limit occupancy to one customer per Fitting Room.
- Small items such as jewelry and shoes must be left outside.
- Count the number of items a customer takes into the Fitting Room.
- Count the number of items when the customer exits.
- Clear Fitting Room of all merchandise, hangers, price tags, etc. each time it is vacated.

Utilizing these basic Loss Prevention procedures will send a message to shop-lifters that Associates are aware and alert. Don't let your Fitting Rooms be a weak spot in your overall LP program. Frequently check to be sure that all Associates are practicing these procedures.

*For more information contact Kimberly Bloomston at: [kbloomston@zellmangroup.com](mailto:kbloomston@zellmangroup.com).*

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

### **You've Got Mail ... In Your Phone**

First, there was Snail mail, and then electronic mail, and now it's phone mail! Retailers are rapidly discovering that phone mail (better known as Text Messaging), can be very effective in reaching their customers.

One reason is that phone mail is even faster than e-mail. With email, you can only hope the customer will actually read your message. Some people maintain 3-5 different email addresses, with overflowing in-boxes where it's easy for your message to get lost or eliminated. Or, if not part of an "opt-in" program, your emails may go straight into 'Junk Mail' and never be seen at all.

Text Messaging can reach the intended target within the hour, and costs one-third less than postal mail. With an estimated 230 million cell phones in use in the U.S., the market is certainly test-worthy. Forrester Research predicts that 93% of U.S. households will have a cell phone by 2010.

The real advantage of Text Messaging is that it is entirely 'Customer Driven.' Customers choose to receive your message, which means you are communicating directly to a loyal, responsive customer base.

KWI can assist you in setting up text messaging campaigns, and then tracking the response.

*For more information on Text Messaging programs, and retention reports, please contact KWI-CRM at:*

[crm@kwi.com](mailto:crm@kwi.com).

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

#### **How To Find Specialized Reports**

Do you need a report that will provide you with specific information you're not already receiving? You don't have to reinvent the wheel. There are various reports available in the KWI system that will automatically generate information on sales, inventory, orders and many other options. To locate the report you need, use the Search function on the Main Menu. If you can't quickly find the report that meets your needs, contact the App Support Team and we will be happy to help you.

*For more information contact Application Support at: [appsupport@kwi.com](mailto:appsupport@kwi.com).*

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