

News in Hardware

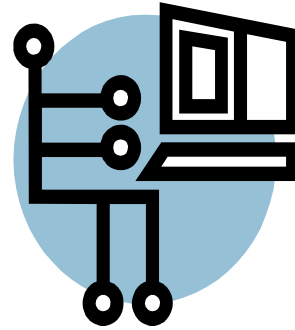
No wires for networks, and it's not wireless! Here at GENESIS we have been watching technologies that allows networking to ride on top of standard 110 Volt wiring in the walls. This system is as simple as connection of a few custom routers, and transceivers, and poof you have a complete wired building. The best part is the savings on labor, and CAT5/6 wire cost, which is one of the biggest cost associated with wiring a store. If you were thinking of extending your network, and were worried that wireless was not secure enough **you are right**, but with this technology GENESIS can help you get up and running in minutes not hours or days! Call 248-358-7370 for additional information.

<http://www.genesis-pos.com>

Did it get there?

Not too long ago scales were programmed with serial connection which took for 1000 PLU, about 20 Minutes to update. Then came Ethernet (network) wired & wireless which did those same PLU's in under 2 minutes. Well recently we have seen where speed sometimes doesn't mean 100% correct on some scales. I won't bore you with the technical details but to simply say we have engineered two new enhanced versions of our software to help track down those stray PLU's. One is the new timer switch in GC2008 our controller, and the other is GController which draws back data for comparisons. GController allows our staff ways to test data within the scale for completeness. The results from these tools then allows us to suggest changes to controller timings. So if you find your pricing isn't what it should be, we suggest you call our support department, and purchase GController support package. Call 248-358-7370 for additional information (ext 2)

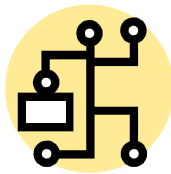
Watch for News updates on our main website.....



Programming Corner

BETA UPDATES

Avery Berkel is in the BETA final release phase. We will be supporting IM100, M2 100 series scales from Avery Berkel starting April 09. With this release we will also support the rebranded Avery Scale SD100 which Hobart (Avery's parent now is part of ITW who owns Hobart) sells. We also have released GController which is our tracer tool for scales. What's next lets just say POS, and leave it at that (Read below).



The onion effect on business

When was the last time someone really saved you some money? Here at GENESIS we continue to spend greater then 25% of our profits toward R&D. R&D is the back bone of smaller technology companies, and innovation always comes from smaller firms doing more with less, and GENESIS is know different.

RUN FAST TO MORE SALES

GWARE is still the lowest cost solution in the Grocery industry!

Being the higher value developer in our segment has allowed us to reach out for ideas, looking at the next step in the Grocery/Bulk industry. So what does the magic crystal ball say? We are developing great connections to and from the POS partners we sell or support. We are looking at the back office more closely, and how to free up labor in those area's. Typically the back office is one of the greatest labor cost (dollar for dollar) because of skills required. We are moving into a new chapter that will allow more data being placed into more meaningful reports. These reports will free up time, and wages associated to same so that maybe instead of three people doing all that back office work you can get away with two, or maybe one. So watch as we spend those profits on you are clients, because the next steps are the ones you asked for the most!

