

## News in Hardware

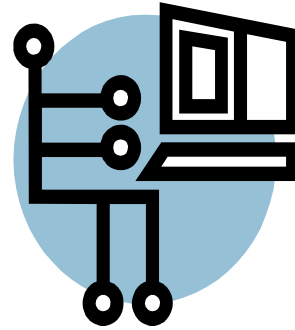
Last issue we touched on the new wired technologies that GENESIS offers to allow wireless in many case to be a thing of the past. Security is always on our mind here at GENESIS, and while looking at ways to improve it we found our new partner at ABOUNDI. ABOUNDI products just work, and work well in the Grocery segment. Our tech department hammered on these products with scales, laptops, and servers to try, and find the possible flaws. We are happy to report we couldn't break them. So if you're thinking of extending your network, and are worried that wireless is not secure enough **ABOUNDI and GENESIS** are the answer. Call us and we can get you 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 chapter 2...

We talked last issue on how we can help make sure the valued data indeed did get to the scale. Now I would like to talk about audits a little. When was the last time you took a scaled item to the checkout and made sure it was in the POS correctly? Recently I had was called to a store to checkout something they thought was a scale issue, but was a POS problem. To make a long store short the store was losing about \$100.00 a day on average of profit because the POS was setup wrong. The Type II UPC made at the scales were correct, but the system was overriding the scale embedded price with it's own pricing. So the client on PRIME RIB was losing \$5.00 on every pound (OUCH). So please audit weekly your high volume, and also those high ticket items you may just save your company thousands! Call 248-358-7370 for additional information (ext 2) on GCOLLECTOR ADVANCED.

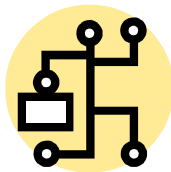
Watch for News updates on our main website.....



## Programming Corner

### BETA UPDATES

Extending our technologies is always our number one project. We daily look at extensions of what we have crafted in every product. Recently we released GController Advanced to what we thought would be a small group, wow we were wrong. It has taken off in a huge way. In the first week we installed over 20 installations, and that number is growing. We are now look at other specialized utilities to aid our clients. So stay tuned to GENESIS for further info on what is next!



## RUN FAST TO MORE SALES

GWARE is not just a lower cost solution, but contains more solutions out of the box then those other guys.....

## The onion effect on business

I thought we would talk about partners here this month. Here at GENESIS we partner with well everyone. When you hook your business together even on a small level you are a partner together. We are very excited about our latest partners, ABOUNDI, Avery Berkel, and Bizerba and the offerings they bring to the table. We have found that working closer together we can share technologies, resources in knowledge, and further extend solutions to you our valued clients. Recently we found ways to extract extended data from several scale brands so we could offer our Collector Series of support tools. We now our extending into wide area networking, looking at RFID, and even further down the road to that secret squirrel stuff that comes from our techie side. So remember that if they sell to you they are a partner. Use those resources to extend your reach. Use the partners to differentiate, innovate and do more with less, because the big box stores are.....why not you!