

News in Hardware

Last newsletter we talked about new scale software being added to the GWARE family, well we have even more news. Starting today you can now order your scale hardware, labels, and other services directly from GENESIS. Yes we have entered the channel of hardware sales. You can now purchase Scale & POS everything from one source.

We worked directly with our partners, and secured the abilities to sell, scales from BIZERBA, HOBART, Avery Berkel and others. Our Hardware for POS includes POSIFLEX, HP, LOGIC Controls, STAR Micronics to name a few. We have taken these broad steps because you are valued clients needed someone to glue everything together into a "one stop shop" place you can get it all!

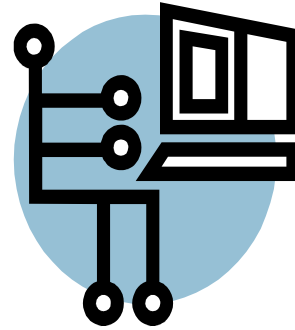
<http://www.genesis-pos.com>

RAM, WHATS ITS GOOD FOR?

Long ago I remember saying 64K (Not Megs) was a huge amount of ram, and that I could write some really cool software with all that space....well times have changed! Please read my notes on our forum about RAM at:(<http://www.step2000.net/forum/viewtopic.php?t=77>)

The basics are this people....**MORE IS BETTER!** While we can run our software in very little memory around 30 Megs including data backend overhead. You will need more if you use other software along with GWARE. Software like EXCEL, or WORD use up to 100 Megs each so you can see you'll run out if you only have 256 Meg's installed. Also if your system uses RAM to control the video, WOW you'll be down to 224 Megs fast, which is below the MIN required. So **RAM IT UP**, and save time, yes time. The system will run faster, and you'll be so much more productive! Just my 2 cents on making life easy!

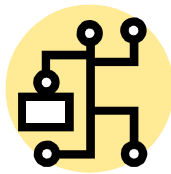
Watch for News updates on our main website.....



Programming Corner

BETA UPDATES

2009 will see continued moving forward of our product lines. In 2008 we released no fewer than 17 updates, 6 new applications, and 4 new scales drivers. We will continue forward with the most requested drivers being developed. We listen to our clients, and are driven to make GWARE the #1 software in our market segment. We feel strongly that innovation is what will make GENESIS, and our country stronger, so watch us grow!



RUN FAST TO MORE SALES

Check out our updates for GWARE PRO & GWARE Advanced

FTP, TPR (Discount Pricing), and other features now standard!

The onion effect on business

Onions don't need to make you cry! Ok so the economy is down, but your business is up, what up you say. Yes of our now 1000+ stores we work with, 90% are reporting increased sales, and more dollars to spend (profits are flat, but volume is up). So what should I do with that extra cash, well look into updating your older computers maybe, and maybe POS software. POS Software is all too often over looked as a new source of income (INCOME), yes income. Did you know that RMS (Microsoft) and GWARE can talk which would cut your pricing time by HALF! More accurate pricing, less man hours, works out to cash in the bank. We took a look at errors on POS systems, and found that greater than 3% of the items are priced wrong. With all the increased costs on products today, have you stayed current, do you even know the gross profit on that perishable item? It's time to really look hard at the really big picture "how can I make more, and work a little less", the time is now to focus on those what you thought were current technologies, and see what is missing! GENESIS can help, give us a call!