Company

ProphetLine executives applied more than 40 years of combined retail experience in designing flexible solutions that can manage POS functions, order processing, accounting, billing, customer tracking and inventory control for single, independent stores to multi-unit retail chains.

Vision

The vision of ProphetLine is shown in all of our products. Visual ProphetLine, introduced in 1998, is a multi-tier, 32-bit Microsoft Windows application that allows for thick- or thin-client/server architecture for brick and mortar retailers and e-retailers. ProphetLine innovates and frequently leads the industry in new technology strategies and directions. This is one reason we've been awarded the coveted Microsoft Retail Application Developer of the Year Award 4 times.

Partners

A great deal of ProphetLine's success is due to it's many and varied partners, whose technology, expertise, and complimentary vision allow us to provide complete result-oriented systems for retailers.

Products and Services Overview

ProphetLine for Windows

ProphetLine for Windows (PLW) has all of the features expected in a quality point-of-sale system, plus many not available in any other package. All ProphetLine accounting and communication modules are designed to integrate seamlessly with our point-of-sale system. This means you do not have to use another company's accounting or communication software to get your work done.

Unified POS and eCommerce

SpectrumRetail.Net can provide your company with cost-effective, unified and truly integrated "click and brick" pos, inventory management, accounting and a web shopping site for your customers. Imagine an end-to-end custom-tailored website that showcases your products while purchases, inventory, customers, sales and other information are seamlessly exchanged with your ProphetLine POS system. SpectrumRetail.Net builds on technology currently in place within your store.

Other Services

- Software Engineering
- Secure Data Archive and Transfer Center

- Credit Card Processing & Gateway
- Project Management
- Application Customization
- Installation

- Training
- End-User Support Services
- Retail Operation Consulting

Support

A few years ago, there was a study of companies that had gone through two computer installations. The research drew conclusions regarding the importance of issues such as price, software functionality, training, support and other items considered in the decision process. The first time around, price was number 1 and support was number 9. The second time around, these same companies, listed support as number 1 and price as number 7!

ProphetLine's Support Center is responsive: 85-90% of all calls are answered immediately by a technician – you are not on hold, and no call back is necessary. Most returns are handled within an hour of the initial call. However, we set a maximum time frame so that if your problem is not addressed within the time frame, you can call back and make sure that some extraordinary circumstances have not arisen. These guidelines are available at www.prophetline.com.

ProphetLine's Support Options:

Now that you know how we handle an issue, what options are available to you for bringing the issue to our attention? With every support plan out there you have the standard telephone support. So what makes ProphetLine different?

We offer two plans: Preferred and Per-Incident. With the Preferred Support Plan, the following items are included or available

- **Unlimited Telephone Support –** Support via Telephone, E-mail and Remote Support are included within your plan.

- **Software Upgrades –** Upgrades are available to Preferred Support Plan holders via download.

- **Hours of Support** – Customers may call between the hours of 7 AM – 7 PM, CST Monday - Friday and 9 AM – 6 PM, CST Saturday. Most holidays use the weekend schedule.

- **ProphetLine's Support Page and Account Manager –** Customers also have access to our support page and the SpectrumRetail.Net Account Manager. At our web site, you may manage all of your Spectrum Retail resources. It is the resource for software updates, message boards, and other technical information. With the Account Manager, a complete history of all of your support calls and resolutions is available for your review.

Training

Choosing the right point of sale product is only one step in achieving retail success. Learning to properly implement procedures and then learning to manage and react to the information provided is every bit as important as finding the right features in your system.

Without exception, studies show that customer satisfaction with a computer system is directly related to the quality and quantity of education. One study a few years ago determined that upon completion of training, a customer retained at most 80% of the training. In many cases, it was closer to 50%. If that trained person leaves the organization and trains a replacement, the new employee has only 25%-64% true knowledge of the system. A new employee who has to learn the system by guessing may have less than 30% knowledge of the capabilities of the system! Because training is so important, ProphetLine offers training for now and for later.

Therefore, selecting the proper method and amount of training is one of the most important parts of your decision. The training services we provide with ProphetLine for Windows will provide your company with the tools and knowledge needed to understand and utilize your new point-of-sale system to its full potential. ProphetLine offers three methods of training to suit our customers' needs.

Technical Support Installation Package

An authorized support technician will come to your location for two days for installation and training on ProphetLine for Windows. This package includes a remote evaluation, six hours of remote training and a remote post-installation follow up to discuss the training and installation. This package also includes support at the primary location (pro-rated for the rest of the calendar year) and software upgrades during the initial year. To maximize the effective training time on-site, we strongly urge that the customer have all hardware "staged" at ProphetLine and shipped for plug and play functionality. Travel expenses are not included.

Training Classes

These classes will educate you on the best way to utilize ProphetLine for Windows and how to integrate the system into your current operations. Conducted in a classroom setting, this teaching method allows an uninterrupted environment for optimum learning. Travel expenses are the responsibility of the customer.

Remote Training

ProphetLine Remote Training offers in-depth training in the convenience of your office or home. It includes a pre-remote evaluation, six hours of remote training, and a post-remote follow-up to discuss the training and installation. This non-traditional training method allows the new customer the opportunity to devote smaller increments of time to learning the system. A customer might participate in a two-hour class and then be able to work on building and implementing that part of the system while still being able to address normal daily business requirements. While non-traditional, it is highly efficient and cost-effective.

ProphetLine Technology

Our products use a number of technologies to increase productivity and bottom-line profits for retailers.

Applications

ProphetLine for Windows (PLW), built with Microsoft products, is a 32-bit Microsoft Windows product utilizing a non-proprietary database. For multi-unit operations, it utilizes "push" technology to move data to and from corporate stores to mimimize the time slice problem that affects other "pull" type systems.

Multi-unit operators of ProphetLine for Windows utilize the SpectrumRetail.Net VPN service, included with annual support agreements. With hundreds of local phone number dial-up access lines across the world, retailers move data through the SpectrumRetail.Net Data Center, eliminating limitations by other connectivity providers. Furthermore, our personnel monitor the data as it passes through to insure trouble-free and secure transmissions.

Visual ProphetLine (VPL) is built from the ground up to operate efficiently in traditional thick-client server or thin-client/server environments, assuring high-performance and scaleability for both architectures. *True* client/server, VPL uses Microsoft SQL Server for its RDBMS, and it is written using Microsoft Visual Studio.

ProphetLine Data Center

The ProphetLine tolerant, equipment Dell, Hewlett- and load- Data Center utilizes fault-industrial grade hardware from manufactures such as Cisco, Packard, and 3com. Clustering balancing features of Microsoft and Citrix Systems are used to maintain uptime. In fact, the ProphetLine Data Center maintains uptime to well over 4 9s (99.99%+).

Open-to-Buy Service

Controlling the inventory investment is the single most important aspect of running a retail business. Planning merchandise buying in direct relation to sales and stock turn rates is the key to ensuring the right investment at the right time. The best way to monitor this is through a well-conceived Open-to-Buy (OTB) plan.

Simply stated, OTB involves developing monthly inventory plans by department. If a retailer needs $5,000 of inventory (at retail) on January 1 and needs $6,000 on February 1, then the retailer obviously will need to receive an additional $1,000 of merchandise before February 1 arrives. If the store plans to sell $500 during January, the store will need a total of $1,500 to be sure that $6,000 is available for sale on February 1. That is the easy part of an OTB plan.

The hard part is knowing if $5,000 or $6,000 is the right amount. That's where ProphetLine can assist. We offer formulas that calculate the optimum inventory level based on the merchandise classification.

We will help you develop sales, markdown and stock turn rate plans for your classifications. Then we will provide you with the recommended monthly inventories that you should maintain in order to stay on track.

Developing a plan is half the battle. The next step is executing the plan. That means monitoring your ability to meet the sales projections and stay within the inventory budget. We can help here too. For an additional fee, we will monitor your activities on a monthly basis and recommend changes to sales plans, turn plans, and purchase orders that will help you stay on track. Mathematical analysis can spot trends more efficiently than intuition. Our monitoring service also provides an independent set of eyes challenging you when you slip away from the plan. That's the secret to staying with your plan and managing your inventory for the greatest financial gain.

Whether you select OTB by itself or choose for our consulting division to assist you, an Open-to-Buy plan can mean the difference between profit and loss.