



PALADIN
DATA CORPORATION

We Make Stores Run Better.

WINTER 2009/2010

Paladin Think POSitive Newsletter

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PRESIDENT'S CORNER

Do more with less! Tighter margin and inventory control! Reduce expenses! Find efficiencies! The business mantras of the current economic crisis remind me of the words written by Friedrich Nietzsche more than 100 years ago: "That which does not kill us makes us stronger." Those of us still alive after what has proven to be the most difficult business climate in recent memory may not be stronger yet, but we're leaner, smarter and better prepared to face future challenges, and to grow our businesses as we enter a recovery period.

If the recession has taught us anything it is this: we must always be looking for ways to be efficient in our business operation while at the same time providing our customers with exceptional value and service.

At Paladin, we have a real sense of pride knowing that our POS solution is not only an exceptional value, but has been a critical component in allowing our customers to find the efficiencies necessary to survive and grow. Simply stated... We Make Stores Run Better.

The economic forecasts are beginning to provide some glimmers of hope, but we're not out of the woods quite yet. Now is the time to prevent "that which has not killed us" to overtake us. Let us show you how Paladin can help you achieve your business goals.

UPCOMING EVENTS

Orgill Spring 2010 Dealer Market,
February 25 – 27, 2010 at the Orange
County Convention Center – North Hall
in Orlando, Florida

National Hardware Show,
May 4 – 6, 2010 at the Las Vegas
Convention Center in Las Vegas, Nevada

Do It Best Market, May 15 – 17, 2010
at the Indiana Convention Center
in Indianapolis, IN



NEW REPORTING FEATURES USING MS EXCEL:

Paladin POS General Release #4941 came with a myriad of new reports. Some were already listed but just not activated and others were added as new. Regardless of how they got there, most of them have one thing in common: they export to a Microsoft® Excel Spreadsheet format. We have had many requests for basic column and row reports that once produced, can be manipulated in one form or another.

Although, the Adobe PDF and preformatted report formats look good, additional modifications to the documents are not possible. Excel is an excellent report tool because it enables you to further refine report output to your liking. Sorting, deleting, search and replace are only a few of the possibilities. It is also possible to easily add the sum of the columns or perform global formulas and mathematical functions.

In order to generate these reports, Excel must be installed on the workstation. If you don't have Excel, it is possible to download a free trial of Excel or Office 2007 which includes Excel. To download the trial, go to the official Microsoft® website at office.microsoft.com and click on the Products link. A full license may be purchased from Paladin before the trial expires, as Paladin is a certified Microsoft partner and reseller. Contact Paladin if you are interested in licensing your trial copy of Excel or Office to get access to these and other featured reports.

PEAK PERFORMANCE MAKES FOR A HAPPY DAY:

If it's not happening now, it will be sure to happen sometime in the future. Whether it's at work or on your home computer, your computer will eventually lag in performance. Technology is constantly changing and improving, which is a good thing, but it doesn't come without some compromises.

When it comes to software, it's usually fairly easy to install a free update or subscribe to a service plan that keeps your software up-to-date automatically, like Paladin. Unfortunately, as it relates to hardware, people tend to upgrade it less frequently. This can lead

to an imbalance in hardware and software compatibility creating potential reduction in performance. Keeping your hardware up-to-date is just as important as installing that new software update or operating system service pack.

Computers are modular as most of the parts can be swapped with faster performing components. The biggest bang for your performance buck is upgrading the RAM (random access memory). There are several tools on the internet that can help you determine your current memory, type, configuration and ceiling. One such site is: www.crutial.com. Other hardware enhancements that can help to maximize performance include installing faster and higher capacity hard-drives, increased memory video cards, and faster processors. Although it's possible to swap out devices with faster performing components, you always have to weigh the balance between upgrading and buying new. In most cases, when upgrading older equipment (greater than 3 years old), it is usually a better value to purchase a new computer.

There are a myriad of conditions that can affect your performance and outdated hardware and software are not the only villains. Viruses and Malware are often the culprits. Paladin customer service technicians are experienced troubleshooters and can help you determine your performance bottlenecks. So if you are experiencing performance issues with your computers running Paladin POS or are interested in upgrading or buying new computers, please contact Paladin.





DO IT BEST REBATE

By now most, if not all, Do It Best member stores have received their annual rebate. This rebate program is part of Do It Best's mission of "making the best even better" and goal of "helping members grow" by providing member stores with the resources to improve systems and operations. Consider using some of those rebate dollars to improve your POS system with the Paladin solution. Sophisticated, yet uncomplicated, the Paladin POS solution is considered by many to be the most easy to use POS system on the market. Contact Paladin for a no obligation demonstration and learn more about our unique subscription based pricing model.

STIMULUS PACKAGE TAX INCENTIVES ARE ENDING SOON

The passage of the Economic Stimulus Act of 2008 was intended to jump-start our economy, in part through tax incentives aimed at encouraging businesses to increase their investments in new equipment by the end of 2008, and was later extended through the end of 2009. Under the Act, small businesses will be able to write off up to \$250,000 of qualifying expenses. In addition, businesses will be able to deduct an additional 50% of the cost of certain investments. The Act also provides for bonus (accelerated) depreciation by allowing a bonus first-year depreciation deduction of 50% of the adjusted basis of qualified property placed

in service before Jan. 1, 2010. The provisions contained within the Act are, to say the least, complicated, but tax incentives are available to improve systems and operations. As with any business decision involving taxes, please consult your tax advisor.

▶ CONVERSION TO PALADIN HAS BEEN SIMPLIFIED

If the idea of converting to a new POS solution has kept you awake at night there is good news! Paladin is now offering a free conversion upgrade for select competitive POS systems. Paladin is considered by many to be the easiest to use POS solution. Free data conversion, easy installation and training, along with Paladin's unique and affordable subscription based pricing can be yours. Call us today for a no obligation demonstration and find out if your existing system qualifies.

▶ PALADIN POS ENTERPRISE SOLUTION – ON THE HORIZON

If you've been intrigued by the ease of operation, sophistication and simplicity of the Paladin POS solution, but needed a system that would accommodate the needs of your multi store operation, we have more good news! Paladin is in the final phases of customer testing of our powerful enterprise edition POS solution to handle the needs of multiple store locations.

This Paladin POS Enterprise Solution will offer:

- **Inter-Store Inventory Management & Look Up**
- **Inter-Store Inventory Transfers**
- **Monthly Statement Roll-up**
- **Aggregated Reporting**
- **Shared Configuration Settings & Controls**

Talk to your Paladin sales representative for additional information.



[the intelligent POS system]

WWW.PALADINPOS.COM

CALL 800.725.2346