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| **Simplifying Retail for You and Your Customers** |

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| Omni-channel software solutions are all about enabling you to create a shopping experience that allows customers to purchase when, where, and however they prefer-even using multiple channels for a single transaction. For your organization, it means gaining immediate visibility across your [stores](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6kxKC-k5csziHf1xZPZoVnebNgp9a7kZLkSgdw-eowpg7oCBCKn_UAD), [website](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6kxKC-k5csziHf1xZPZoVnebNgp9a7kZLlh77rENfvpV3WtuQbBo8e-RkLFggFt-H4=), [catalogs and mailings](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6kxKC-k5csziHf1xZPZoVnebNgp9a7kZLnK1SrOGLZK0XtQybd77FtW6p_jD45aUcU=). WinRetail helps you to connect supply to demand enabling you to provide excellent [customer service](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6kxKC-k5csziHf1xZPZoVnebNgp9a7kZLnK1SrOGLZK0XtQybd77FtW6p_jD45aUcU=), increase revenues, and reduce costs.For more information take a look at our [news page](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6kxKC-k5csziHf1xZPZoVneOSWKx2drQIhkOzjM1UTHtQ==) or if we can be of help to you just call 1-877-WinRetail (946-7382). |

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| **2014 Retail Trends** |

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| Retailers will continue to realize that they need to connect with customers on multiple channels and touch points simultaneously or even interchangeably. In 2014, more retailers will give customers the ability to interact and complete transactions on their own terms. In other words, if a customer wants to view an item online, purchase it using their phone, and return it by dropping by the store; they can do so in a smooth and seamless way. According to the latest [RIS News study](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6n3RFnxYuJqeDIObbDbUQJXAX0kbJXCqSl-lSdeiddc8e66IWwazwB_XwhP_FuwzPIRCzjwmF1G52qTs09XFB0zIe3Wv67Nni_yqXpoYovCbw==): * 51% of retailers say their next POS software deployment will be a unified transaction engine that can also be used for mobile commerce and e-commerce
* Nearly half of all retailers (47%) cite omni-channel strategies as a key priority for 2014
* 63% of respondents expect their IT spend on omni-channel activities to increase in 2014
* The number of retailers using mobile devices for POS is expected to triple in the next year
* Nearly 30% of retailers are planning to adopt tablets or non-rugged handhelds in the next 12 months

As POS technology and customer expectations change what is your plan to keep up? Visit our [website](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6kxKC-k5csziHf1xZPZoVneEEMkKCEGNYPulR4V8_JWvA==) to learn more, or [contact us](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6kxKC-k5csziHf1xZPZoVnegsDGx8ZrmjMBgJ63NJY-yg==) directly with any questions.  |

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| **Tips: Shopping for the Right Point of Sale System** |

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| When looking for a POS merchandising system, the choices are many, and the final decision can be difficult. The first step you need to take when considering a solution is to understand the value it brings. Your system should not be treated only as an expense, but as your most valuable asset. Here are some guidelines to help.  * Three words of advice: [inventory, inventory, inventory](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6kxKC-k5csziHf1xZPZoVnebNgp9a7kZLkzApQ-wwGwUxd123c22_8IkCjrAoOE4Hsyl-2PmJLQew==). All merchandising systems ring up sales and track inventory. But a good one will let you assess your inventory easily and thoroughly. You should be able to set alerts for items running low, readily add new items when they come in, account for back-orders, and even generate purchase orders to send to vendors.
* [Weigh ease-of-use against functionality](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6kxKC-k5csziHf1xZPZoVnebNgp9a7kZLkSgdw-eowpg7oCBCKn_UAD). Generally speaking, the more complex your orders are, the more features you'll need. But consider as well the time needed to bring new employees up to speed and the time you'll invest training them. The best systems offer a balance of both.
* Look for a system that can start small and grow with your needs. It is important to have access to critical information with [Open to Buy](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6kxKC-k5csziHf1xZPZoVnebNgp9a7kZLndHJZHyCwc9bVHr1j_7-eCPKpiT8VqdpmlH-ekmVSJyw==), Purchase Orders Management, Distribution and Alerts that push data to your email or text message when critical events occur. Having an efficient merchandising system to track Customer [Loyalty](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6kxKC-k5csziHf1xZPZoVnebNgp9a7kZLlM3pygjbQDMMYuNyXD3fMSIRzQ-tLuzXk=), integrate to E-Commerce, and real time inventory will all contribute to your bottom line.
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| **Stay up-to-day about JDS Solutions on our Social Media Sites** |

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|   Connect with us on [LinkedIn](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOiCNweRxBIi6k7Ty3bcI3rG9_Wvf_ihsMQmDvzGp_rMo26Jf_4FXCFKRza4tXiERrVf_mvnxr3yh77bX78XxIq8pWoO-7Rvq4QBZCopUOKNqI3s45Lj_nDfjnfptAdV6OgCAjIbxsWsuqT5fvH6qDyDO2cjN0dSYZ_uLv517AUIAA=), [Facebook](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOi3Mxy_xi6XmUmPU8IhE2bPSBxqRQjRkTJlx2oRTD_YGHRl9TYzkZ304VCtqqHAQSNEF4QA1WLw_zN6IEaTdLfGqw5lNmzSaOMAv15TQEwzeJXxaKLxRpLyTCH3FphHLvP0OVqJEqPQ3qenW0HI9i_2A==) and [Twitter](http://r20.rs6.net/tn.jsp?e=001adMMax5IddAxVQ-a5Qjkiy1WfJn5SVIDOvwXh_Msf57NcIi6Xz3yBi08XUp7_AOi3Mxy_xi6XmWnPIMnMhJSBjhw7K5H5NVbB7iND2bKm_qpy83A8QDEtA==) for the latest information about JDS and other retail news. And, we'll be sharing more perspective about retail trends in our new blog, coming later in 2014. Stay tuned!     |

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