



**VENDOR INFORMATION**

**DCRS Solutions** (incorporated as Data Cash Register Systems Inc., February 1976) is one of the Midwest's largest suppliers of retail business solutions, but what **DCRS** really stands for is:

*Delivering Certified Results & Satisfaction!*

**Our Difference...***Delivering Certified Results and Satisfaction:* **Delivering** with the technical training that makes our staff Industry-**Certified** to provide you positive **Results**, and a Customer Program that includes daily management follow-up & staff incentives to insure your **Satisfaction**.

**Our Purpose...**is to meet the exclusive needs of you, the **Restaurant/Hospitality** and **Specialty Retail operator, both large and small**. To achieve this, our tools include hardware, software, consultation, customization, installation services, training, on-going hardware & software support.

**Our Products...**provide you point-of-sale, data collection, labor management, inventory control, scanning and barcoding, web-based reporting and file maintenance, security controls that include interfaced video management, digital marketing boards, and single or multi-store management and accounting.

**Our Milestones...2010's**

**Installed 350+ MICROS terminals at Busch Stadium**

- Installed 60+ MICROS Symphony rollout at St. Louis Lambert Airport
- Installed 50+ MICROS terminals at Family Arena
- Upgrade 24 BJC sites to MICROS Large Enterprise System

**2000's**

- Celebrated 30+ years in business!
- Awarded 1<sup>st</sup> ever **MICROS Customer Service Award of Excellence**
- Awarded **Microsoft Certified Solution Provider** status from Microsoft
- Became 2nd largest Reseller nationally for UNIFY & Osprey Retail Systems
- Completed 50 store rollout of UNIFY Retail software to CVC
- Completed 200+ MICROS rollout for Build-A-Bear Workshop
- Completed MICROS rollout for Mercy Healthcare, 37 sites in 4 states
- Staged 600+ MICROS for Panera/Saint Louis Bread Company

**1990's**

- Awarded **A+ Certified Authorized Service Center** status from CompTIA
- Received Award as Top IBM Remarketer
- Shipped 300+ IBM's to Fox Photo, 40+ IBM's to Copy USA
- Received MICROS "President's Award" – top 5 MICROS dealers
- Shipped 300+ MICROS to Panera/Saint Louis Bread Company

**1980's**

- Authorized by MICROS Systems
- Installed 70+ terminals at McDonnell-Douglas Cafeterias
- Developed "Retail & POS Manager" inventory and POS software
- Shipped 400+ IBM's to CPI Photo Finish
- Sold 350+ terminals to Edison Brothers Shoe Stores
- Sold 100+ terminals to retail division of Kellwood

**1970's**

- Installed 100+ lanes of Scanning Systems to grocery store market
- Represented DTS: 1<sup>st</sup> Electronic Cash Register system made in USA

10.14.11

## Our Markets...

**Hospitality/Restaurant...** You have the comfort of knowing ***we are the largest POS supplier in the St. Louis Region*** for Quick Service, Table Service and Large Enterprise solutions, representing **MICROS Systems**. We support large sites such as Busch Stadium (350+ terminals), Lambert Airport (100+), BJC HealthCare (80+), Mercy Medical (70+), multi-sites such as The Pasta House Company (14), LHM (11), Crazy Bowls & Wraps (12), Kaldi's/Kayak's Coffee (6), and hundreds of single sites with only one terminal. ***MICROS Systems is the number one provider of Hospitality Systems in the world and we are one of the top 10 distributors in North America.***

**Retail...** Our **UNIFY POS and HOST** software applications are designed to work the way you work, enabling you to do more in less time. These applications manage a single store or connect your personnel throughout the enterprise with advanced relational database techniques and Client/Server topology. You will have a consistent, intuitive way to work with information, no matter where it's located – at the front end, in the backroom or across the country. With redundancy eliminated, file maintenance is simplified. Real-Time information is available for multiple stores with the HOST product, today!

Our Retail POS hardware solutions are designed with you, the specialty retailer, in mind. You will find them cost effective, user friendly, and offer the flexibility you need when it comes to choosing the right applications that meet your business needs. Our Server and PC platforms include HP.

**Our People...**Your Sales, Installation & Support, Field & Help Desk Technical Service, and Administration Department staffs have years of retail business system experience. Sales Managers have backgrounds in the Restaurant/Hospitality and Specialty Retail markets. Installation & Support provides program development and custom reporting for your system, as well as high level software support and help desk, training, and installation. Our staff was selected with strong retail or accounting backgrounds, to provide you with the knowledgeable support you need. Technical Service (**A+ Certified**) includes Field & Help Desk personnel for regional on-site repair, bench depot repair, and level one help desk. ***Our users and referrals are a clear testimony to our service and support after the sale.***

**Our Value** ...as one of the largest and oldest POS providers in the region, DCRS has been located in the "high-tech" West Port area of St. Louis County, MO. We built a 13,000 square foot facility located on Metro Boulevard at Dorsett Road in May 1982. In 30+ years we have sold or serviced 10,000+ terminals. In addition to our MICROS and HP relationships, we also support and service many other useful retail business tools. **These products provide many things to many retailers, but the real difference behind the products is the PEOPLE of DCRS.**

**Our Certifications... *What is A+ Certification?*** A+ Certification is a testing program sponsored by the Computing Technology Industry Association (CompTIA) to certify the competency of technicians. The program is backed by major hardware and software vendors, including IBM, HP and Microsoft, as well as the leading industry service organization, the Association of Field Service Management, Inc. **To become certified, you must pass tests that cover configuring, installing, diagnosing, repairing, upgrading, and maintaining computers and associated technologies.** CompTIA has awarded DCRS the designation of "**A+ Authorized Service Center**" every year since 1998, for having our staff A+ Certified and a Customer Satisfaction Program in place. We have multiple individuals with CompTIA's **Network+ Certification** (for computer network skills).

**Our Certifications... *What is a Microsoft Certified Solution Provider?*** Microsoft's MCSP program recognizes companies with a certified staff and satisfied customers, and DCRS has maintained MCSP status since 2000. Certification requires testing of multiple employees to insure competency, requires Microsoft contact of a number of customers to insure satisfaction, and a number of employees must be **Microsoft Certified Professionals** (MCP, for operating system skills).

**Our Certifications...**Also include: **Certified SonicWall Security Administrator** (for network security skills) and **MICROS Certified Service** (for software application and hardware repair skills).

**Why are Certification important?** A+, Network+, Microsoft, SonicWall, MICROS, and RSPA Certifications means that DCRS possesses the knowledge and customer relation skills essential for successful technical support, as defined by experts from companies across the industry. **Certified Technicians are more likely to meet your expectation and increase your satisfaction.**

**When we invest, then deliver, you win!**

**Our Industry Experience...**

Name	Yrs Retail	Yr Hospitality	Yr POS/Tech	Yr DCRS	TL Industry
Callahan, T	3	8	1	1	12
Chatfield, M	0	0	2	11	13
Gebken, G	0	0	8	24	32
Hurley, K	5	5	1	2	12
Guttmann, S	0	1	4	1	6
Ingram, B	0	9	0	4	13
Jordan, J	0	0	13	15	28
Kramer, M R	1	4	0	10	15
Kramer, M L	10	1	0	35	46
Kramer, S	12	2	0	31	45
Krause, M	5	9	0	5	19
Krise, D	0	0	10	12	22
McCarty, M	0	24	0	14	38
Patterson, M	0	15	0	18	33
Rapp, B	0	0	0	22	22
Rollberg, S	0	5	6	0	11
Schultz, M	10	6	0	12	28
Tripp, R	4	0	0	2	6
Unverferth, G	0	10	0	10	20
Warren, M	0	8	1	7	16
Wells, J	0	3	0	2	5
<b>Total</b>	<b>50</b>	<b>110</b>	<b>46</b>	<b>238</b>	<b>444</b>

**Our Common Law of Business...**A buyer becomes far more educated after purchasing and installing their **first** POS system. Unfortunately, many prospective customers do not find out the real differences between DCRS and others until **after** that first system purchase or installation. That is why many **new** DCRS customers were previously someone else's.

**"It's unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money--that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot--it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better." --John Ruskin (1819-1900).**

**DCRS is in the business of CREATING and RETAINING customers.**

## A Few of Our References

### RESTAURANT/HOSPITALITY

John Harris (CFO)  
Pasta House Company (8), Tucci & Fresta's  
(314) 535-6644

Laura Ravenscraft (Director)  
BJC Children's Hospital Cafeteria  
(314) 454-2643

Patrick Hanon, Jr. (General Manager)  
Pujols 5 Westport Grill  
(314) 878-6767

Ed Meyer (CFO)  
Annie Gunn's Restaurant  
(636) 532-3314

Allan Scott (Owner)  
KFC Restaurants (3)  
(314) 961-8666

Josh Ferguson (Owner)/Tim Murray (GM)  
Kaldi's Coffee House, Kayak's (6)  
(314) 727-9991

Michael Del Pietro (Owner, MDP Restaurants)  
Sugo's, Via Vino, Babbo's (2), Pazzo's, Tavolo  
(314) 569-0400

### SPECIALTY RETAIL

Therese Ravens (General Manager)  
The Smokehouse Market  
(636) 532-3314

Tom Caruso (Owner)  
LuLu Belles Fine Fabrics  
(314) 991-0020

Tony Hunt (General Manager)  
BJC Children's Small World Gift Shop  
(314) 454-6007

Christopher Thau (Owner)  
Christopher's  
(314) 909-0202

Claudia Kleinigger (Office Manager)  
Meramec Caverns, Zipline  
(636) 451-5400

Michelle Crouch (General Manager)  
Smoke Shack  
(314) 426-4042

Richard Alport (Financial Manager)  
Winslow's Home  
(314) 262-8577