



**VENDOR INFORMATION**

**DCRS Solutions** (originally Data Cash Register Systems) 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 efficiency, security controls, improved data collection, inventory control, scanning and barcoding, time and attendance, accounting, hospitality and retail store management, and host/headquarters information and maintenance.

**Our Milestones...2000's**

Celebrated 30+ years in business!  
 Received MICROS Award - 5 consecutive years!  
 Certified by Osprey Retail Systems for Unify Retail Software  
 Became 2nd largest Reseller nationally for Osprey Retail Systems  
 Completed 50 store rollout of Unify retail software to Capital Video  
 Completed a 200+ MICROS rollout for Build-A-Bear Workshop  
 Staged 600+ MICROS for Panera/Saint Louis Bread Company  
 Shipped 100+ MICROS to San Sai Japanese Grill Restaurants  
 Certified by Microsoft for Retail Management System (RMS)

**1990's**

Received IBM Award as Top 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  
 Installed 40+ MICROS terminals to Boeing Cafeterias

**1980's**

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

**1970's**

Early success with DTS: K-Mart, Wal-Mart, Walgreen's, KFC  
 Founded in 1976

## **Our Markets...**

**Retail...** Our POS hardware platform of choice is IBM. IBM Sure POS 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 platform of choice is HP.

Running on the IBM Sure POS, **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. And Real-Time information is available for multiple stores with the HOST product, today!

**Restaurant/Hospitality...** You have the comfort of knowing we are the largest POS supplier in the St. Louis region, both in Quick Service and Table Service restaurant automation, representing **MICROS Systems**. We support sites as large as Lambert St. Louis Airport (100+ terminals), Mercy Health System (50 terminals), multi-store sites like Kaldi's Coffee (6), The Pasta House Company (12), San Sai Japanese Grill (30), and hundreds of single sites with only one or two terminals. **MICROS Systems is currently the number one provider of Hospitality Systems in the world and we are one of the top 10 distributors in North America.**

**Our People...**Your Sales, Installation & Support, Field & Help Desk Technical Service, and Administration Departments are staffed with 20+ people with 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 first level 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 IBM and MICROS relationship, 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) that certifies the competency of technicians in the computer industry. The program is backed by major computer hardware and software vendors, including IBM and Microsoft, as well as the leading industry service organization, the Association of Field Service Management, Inc. To become certified, you must pass a hardware and a software module. **The tests cover configuring, installing, diagnosing, repairing, upgrading, and maintaining computers and associated technologies.**

In recognition for the commitment DCRS has made to customer service and the A+ program, CompTIA has issued the designation of "**A+ Authorized Service Center**" to DCRS for having our staff A+ Certified and a Customer Satisfaction Program in place. DCRS also has multiple individuals with **Network+ Certifications**, making them skilled in computer networks.

**Our Certifications...What is a Microsoft Certified Solution Provider?** Microsoft's MCSP program was established to recognize companies that make a commitment to a more knowledgeable staff and satisfied customers. DCRS has maintained that commitment since 2000. Certification requires the training, study, and testing of multiple employees to insure competency, requires a core competency (ours is Network infrastructure), and requires Microsoft contact of a number of customers to insure satisfaction. At least two employees must be **Microsoft Certified Professionals (MCP)**.

**Our Certifications...Why is Certification important?** Earning A+, Network+, or Microsoft Certifications mean that you possess the knowledge, skills, and customer relation skills essential for a successful computer technician, as defined by experts from companies across the industry. **When a technician has the credentials, your expectations are more likely met, increasing your satisfaction. When we deliver, you win!**

**Our Industry Experience...**

Name	Yrs Retail	Yr Hospitality	Yr POS	Yr DCRS	TL Industry
Arnett, J	0	0	0	24	24
Bales, R	2	4	0	1	7
Chatfield, M	0	0	2	9	11
Gebken, G	0	0	8	21	29
Ingram, B	0	9	0	1	10
Jordan, J	0	0	13	12	25
Joseph, D	1	0	0	1	2
Kramer, M R	1	4	0	7	12
Kramer, M L	10	1	0	32	43
Kramer, S	12	2	0	28	42
Krause, M	5	9	0	2	16
Krise, D	0	0	10	9	19
McCarty, M	0	24	0	11	35
Miller, J	2	14	2	1	19
Patterson, M	0	15	0	15	30
Rapp, B	0	0	0	19	19
Schultz, M	10	6	0	9	25
Unverferth, G	0	10	0	7	17
Vaughn, D	0	0	2	1	3
Warren, M	0	8	1	4	13
Wright, K	2	3	0	1	6
<b>Total</b>	<b>45</b>	<b>109</b>	<b>38</b>	<b>215</b>	<b>407</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.**

## Our References

### RESTAURANT/HOSPITALITY

Eric Vogel (Operations Partner)  
Charlie Gitto's Restaurants (3)  
(314) 772-8898

Jim Schneithorst, Jr (Owner)  
Schneithorst Restaurant  
(314) 993-4100

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 (6)  
(314) 727-9991

John Harris (CFO)  
Pasta House Company (12)  
(314) 535-6644

### SPECIALTY RETAIL

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

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

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

Eric Turner (Operations Manager)  
ESP (Emissions & Safety Testing Stores)  
(636) 379-4015

Gayle Grabish (Owner)  
Unique Toy & Game, A Pocketful of Toys  
(636) 458-3700

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

Jessica Wright (General Manager)  
The Woman's Exchange of St. Louis  
(314) 997-4411

Aires Rego (MIS Director)  
Capital Video Corporation (44)  
(401) 461-2200, ext. 151