

A7 Core POS Software Integration Options

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1 SOFTWARE DISTRIBUTION PROCESS

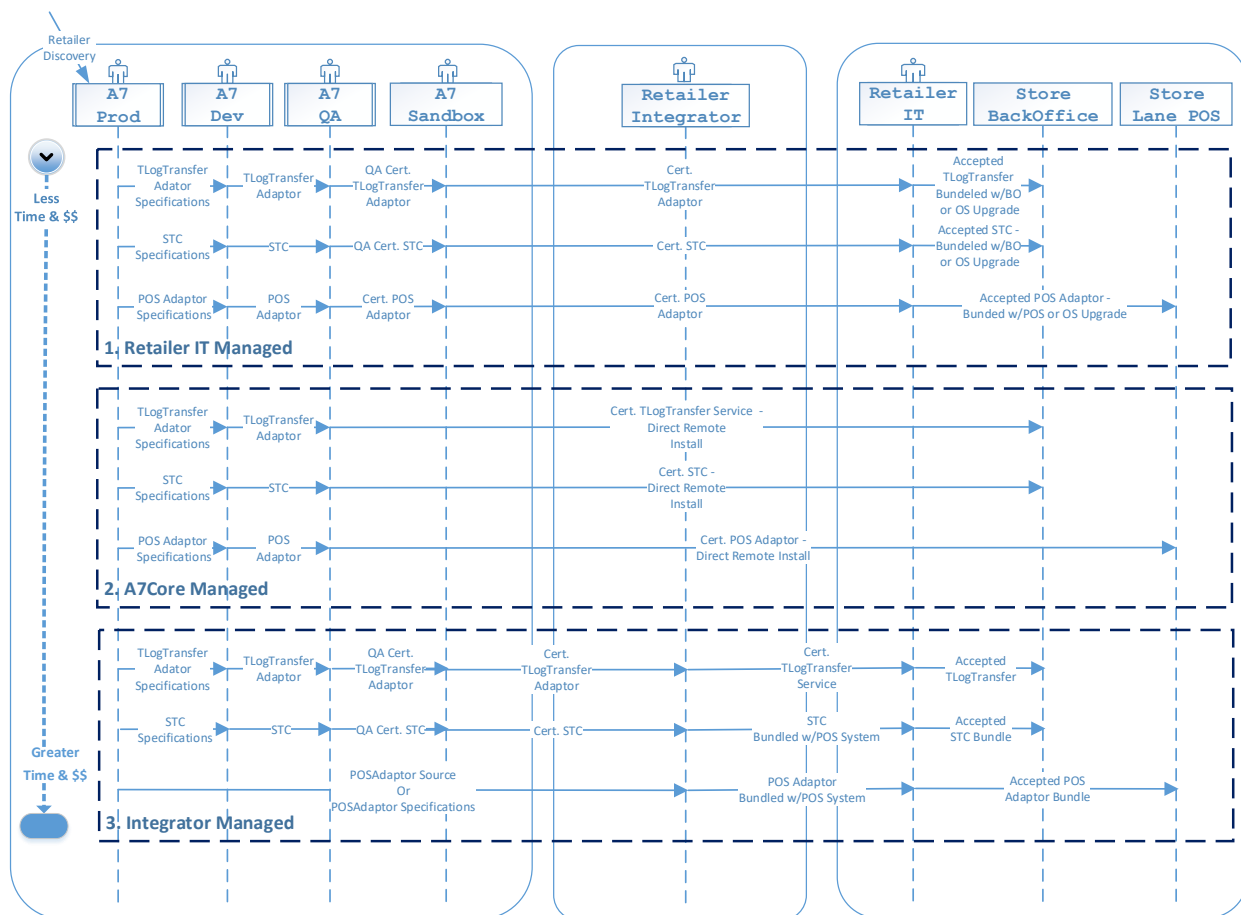
A7 Core has a formal software distribution process tailored to the varying needs of retailers. This process has been formed by interfacing and understanding the processes that retailers have created. We have worked with software integrators and retailer IT organizations to guarantee that quality software and smooth installations occur within the store.

This document will review each of the distribution processes to give a clear view of the touch points and responsibilities each of the processes require.

2 A7 CORE RELEASE MANAGEMENT

A7 Core uses an Application Lifecycle Management process that prepares its software components for high availability and high throughput. This section will give additional information on the release management processes around A7 Core Quality Assurance, Retailer Acceptance, and Retailer Integrator integration.

The diagram below illustrates the three primary integration methods and the process that occurs to deploy A7 Core components in the Retailer environment.



2.1 RELEASE MANAGEMENT PREPARATION

Prior to releasing and deploying any A7 Core software the release management team prepares proper deployment and installation scripts tailored to the environment that it will be deployed to.

Deployment scripts are created or updated for cloud services and installation scripts for the store packages as needed. The release management team will then perform production equivalent installations in the Quality Assurance environment of both web components and store components.

2.2 QUALITY ASSURANCE CERTIFICATION

As part of the Quality Assurance process the team prepares and utilizes existing test scripts as needed for the type of release that will occur.

The Quality Assurance team executes the required test scripts to certify each of the components. The QA and development teams work through a process of discovering and correcting issues. Updated deployments to the Quality Assurance environment occur as needed during this process. Once all test scripts successfully pass, the Quality Assurance team will issue an official certification of the software.

2.3 SANDBOX RETAILER INTEGRATOR INTEGRATION

On Quality Assurance certification the web components are deployed to the Sandbox environment in preparation for Retailer Integrator testing or Retailer Acceptance testing.

If a Retailer Integrator is used, the Sandbox components are made available for either integrator development or integrator verification testing. This depends on if the integrator is performing additional customization or just applying the A7 Core POS Adaptor code to the POS build.

2.4 SANDBOX RETAILER ACCEPTANCE

Once the Retailer IT organization receives the POS Bundle from the Retailer Integrator or more commonly from A7 Core, they perform user acceptance or verification testing. A7 Core or the Retailer Integrator will install the software in the Retailers IT lab. Once in the lab the Retailer can test operations such as new or common promotion types and connectivity testing for example. Once the Retailer completes their required verification tests we ask that they issue an acceptance of the software.

2.5 PRODUCTION RELEASE

Once the POS software has been accepted by the Retailer the A7 Core project management team along with the release management team plan a production deployment. A deployment checklist is prepared and reviewed by the MOF team prior to deployment to ensure all system requirements are addressed. A deployment date is selected and within three days of deployment a Maintenance Notice is prepared and sent to all retailers detailing the software upgrade and the system downtime (if any) that will occur. This allows retailers to respond and prepare for the deployment.

3 INTEGRATION OPTIONS

3.1 RETAILER IT MANAGED

A7 Core trains the Retailer IT staff to install, maintain, and support the A7 Core software components on the POS and the store back office servers. The Retailer IT staff can use the A7 Core toolset to diagnose issues and assist store staff with troubleshooting. This gives the Retailer full control of the installation and maintenance process and the associated costs.

Software installation time will vary depending on the Retailers process and the number of POS involved. The installation process requires coordination between the Retailer IT, the retail stores and A7 Core.

A7 Core will provide support for the Retailer IT staff, maintain databases and the data gathering processes, and develop new functionality as needed.

3.2 A7 CORE MANAGED

A7 Core is responsible for installation, maintenance, and support of the A7 Core software components on the POS and the store back office server. The A7 Core staff will work with store employees to remotely log into store back office system to fix issues or assist store staff with troubleshooting.

Installation takes approximately two hours per store and requires coordination between A7 Core and the store locations. Exact time varies depending on the number of POS involved.

3.3 INTEGRATOR MANAGED

In this scenario, A7 Core works with Retailer integration partners to embed our software with the native POS code. The Retailer integration partner pre-deploys the embedded code to Retailer controller prior to a Retailer integration with A7 Core and the updated POS image is deployed when the POS is rebooted. The Retailer integrator is responsible for maintenance and support of the POS software. The Retailer IT staff installs and maintains the back office software but does not install the POS software.

A7 Core will train the Retailer IT staff to use the A7 Core toolset to diagnose issues and assist the integrator with troubleshooting. The integrator works with both A7 Core and the Retail IT staff to maintain and troubleshoot the POS.

Software deployments and updates depend on the integrator's schedule and typically wait until other core system updates occur. The integrator-managed option is typically the most expensive solution for the Retailer because it requires 3rd party integration and maintenance.

4 PROGRAM IMPLEMENTATION

4.1 DISCOVERY

Find out how the Retailer is currently set up and how they would like their program to be set up. Gather information on back office server and POS versions, tags/cards/phone lookup, loyalty

options, digital coupon options and clearing house, desired reporting, web integration, Retailer employee information.

4.2 PROGRAM SETUP

The Retailer program is set up using Program Manager, data imports, and web theme options. Includes Retailer site registration in the A7 Core system, web site theming, email templates, user creation and permissions, tag inventory, and importing pre-existing customer data.

4.3 RETAILER LAB INSTALL AND TESTING

Install back office and POS software in the Retailer lab environment and establish connection with the A7 Core database. The Retailer tests the software in a safe environment until they are satisfied that the software is ready to deploy in their stores.

4.4 STORE SETUP AND TESTING

Install back office and POS software in one lane and establish connection with the A7 Core database. The software installation occurs on-site by the Retailer IT staff or A7 Core installs the POS and back office software remotely with minimal on-site assistance. The rest of the store lanes are installed once basic verification is complete.

5 GLOSSARY OF TERMS

Store Till Controller – Agent on the store back office server that communicates with the POS lanes and with the A7 Core DataCenter. Processes real-time scans at the register to determine rewards (Coupons, Points, 3rd Party Rewards) to be added to the order. Communicates back to the A7 Core DataCenter on rewards settled. Adds rewards for both loyalty and non-loyalty customers.

POS Adapters – Software installed on each Point of Sale to communicate with the Store Till Controller and provide rewards and promotions in the lane.

TLog Transfer Adaptor – Software installed within the *TLog Transfer Service* to handle store transaction log data specific to a particular POS type.

TLog Transfer Service – Software service installed on the store back office server to handle POS transaction log data.

Sandbox – A production equivalent testing environment used for partner testing.