

# DUMAC and RORC<sub>v6</sub>: You ask, we deliver.

## Why settle for hand-me-downs?

As an independent grocer, you need a point-of-sale (POS) system that is designed specifically with your store in mind. You need software that helps you manage, market and grow your business. You need a partner that will help you stay ahead of the competition, sell more products and strengthen your bottom line.

**You deserve more from a point-of-sale system than trickle-down features designed for large chains.**

### WHY PARTNER WITH DUMAC?

#### 1. DUMAC listens and responds.

As your point-of-sale technology partner, our job is to make your job easier. At DUMAC, we value your opinions. We know that as an independent grocer, you need specific features and functions to manage your business successfully. That's why we listen to you and respond by delivering functionality that can be readily configured for your operation. **"The biggest thing we like is that whenever we ask DUMAC for new features and capabilities, they're easy to add."**

– Ashley K. Johnstun, manager, Associated Food Stores



#### 2. We design features specifically for the independent grocer.

We think like an independent grocer. By listening to customers and studying the market, we know that POS features written for large chains almost always aren't the right fit for independents. That's why we write features with the independent grocer in mind. More importantly, we write those features with input from both our end users and the RORC Advisory Council (RAC). The RAC is made up of our dealers, who we rely on for feature and product direction. The RORC<sub>v6</sub> development methodology allows for timely delivery of configurable enhancements designed to meet the various needs of independent grocers impacted by changing market conditions and consumer expectations. In addition, there are more than 15 best-in-class third-party features and solution integrations, built specifically to enhance your ability to manage your business.

RORC<sub>v6</sub> is an excellent, reliable point-of-sale system that is at the core of your store's operations and business management ecosystem. It is the easiest system to install, with robust, customized, feature-rich capabilities, such as:



- Cash management
- Report management
- Regulations and compliance
- E-commerce integrations
- Promotion management

To bring you the latest features and functions on a timely basis, we have two major software releases for our RORC solution each year. And, if the features in our latest software aren't applicable to your POS system, you can skip a release and pick back up when you see a feature that you want.

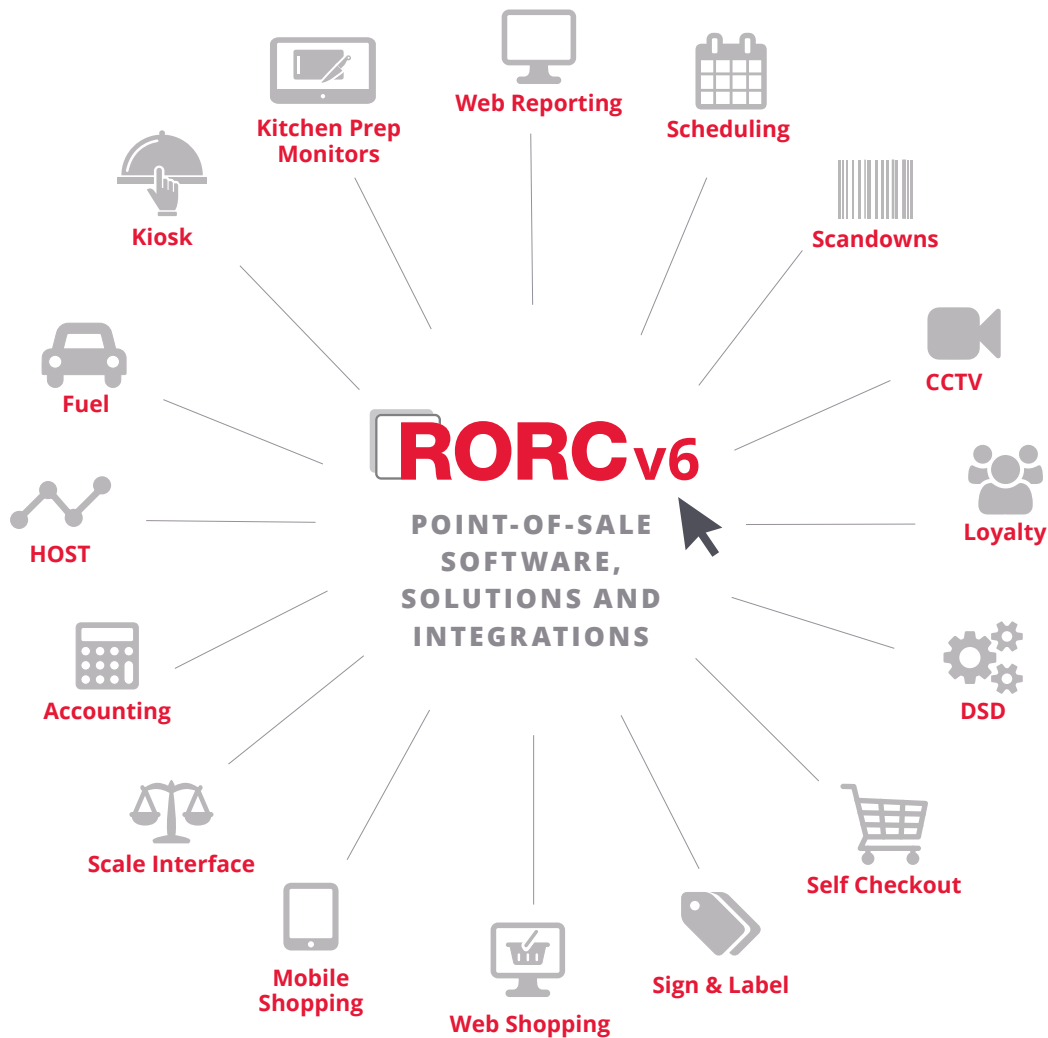
### 3. We have an open ecosystem that easily integrates with third-party companies.

We know that in order to be a valuable point-of-sale partner, it takes more than just excellent functionality. We also realize that there are third-party solutions that will resonate with your business. We're easy to work with and can easily integrate third-party marketing tools like e-commerce, loyalty and mobile couponing into RORCv6.



DUMAC is a key strategic partner for the Retail Services team at C&S Wholesale Grocers. The RORC solution is the POS of choice for our retailers and our active participation in the RORC Advisory Council provides us with a unique opportunity to be a fully engaged partner with a best-in-class POS solution, rather than just a customer.

**- Corey Quiring, senior director, Corporate Retail Services C&S Wholesale Grocers**



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