



Retail Technologies Corporation (RTC) And CopiaMobile Announce Partnership To Integrate Its Mobile Coupon Platform With RTC's Advanced Coupon Management System

Cutting-edge Mobile Coupon solution allows consumers to receive, select, and redeem coupons via a secure, fast, and easy wireless connection to the Point-of-Sale (POS). No need anymore for mobile barcodes or key-stroke validation at checkout. Mobile Coupons are sent from consumer's mobile handset to POS wirelessly.

Kennesaw, GA ([PRWEB](#)) April 28, 2010 -- Retail Technologies Corporation ([www.rtc-group.com](#)) and CopiaMobile ([www.copiamobile.com](#)) have announced a partnership agreement that provides retailers the ability to execute direct to consumer incentive and coupon campaigns via mobile devices. This new, unique, and innovative solution allows consumers to receive, select, and redeem coupons via a secure, fast, and easy wireless connection to the Point-of-Sale (POS). Retailers are able to accept mobile coupons without the need to scan barcodes on the phone display or have cashiers validate promotions by keying a promotion code into the POS. RTC and CopiaMobile are enthusiastic about bringing this new Mobile-2-POS solution to market because:

- It saves retailers time and money with the coupon redemption process.
- It is fast, reliable and fun for consumers.
- It is completely PCI compliant, making every transaction secure and private.
- It is measurable and targeted, so brands and retailers improve promotion performance.
- It is effortless, automated and in real-time.

COPIAMOBILE MOBILE COUPON PLATFORM: CopiaMobile has developed an original mobile coupon platform that will transform consumer promotional marketing. "We are excited to partner with RTC so retailers can now offer wireless redemption while increasing the value of the relationship with their consumers," said Scott Hines, President of CopiaMobile. The solution offers the ability for the retailer to individually target promotions to the consumer while in the aisle to maximize the shopper's response and minimize the cost to the retailer.

RTC ADVANCED COUPON MANAGEMENT: With RTC's Advanced Coupon Management solution for retailers running JDA MMS®, coupon set-up is simple and allows multiple selections of hierarchy, vendor, and item. With easy-to-use screens, coupons can be customized by deal quantities, percent off, fixed price, tiers, limits, and buy-one-get-one-free. These coupons can then be delivered to consumers using CopiaMobile's mobile coupon solution, which seamlessly integrates with the retailer's POS. The POS solution would then manage the promotional coupon event when a wireless coupon is 'processed' by a customer.

"We have been working hard to provide a wealth of incremental functionality to MMS clients with our MMSxTend Solutions. Our partnership with CopiaMobile will enable us to take our Advanced Coupon Management solution to another level by enabling mobile couponing to be integrated with the vast promotional capabilities that our solution already provides. This alliance provides MMS clients with an affordable, flexible coupon promotion management solution that will help them increase their customer touch point capabilities and attract new customers," remarked Neil Banerjee, EVP Sales & Marketing, RTC.

COPIAMOBILE COUPON PLATFORM INTEGRATED with ADVANCED COUPON MANAGEMENT



offers:

- Affordable, flexible coupon promotion management
- Customizability—allows individual targeting
- Fast & secure redemption
- Easy campaign analysis and reporting

ABOUT RTC: RTC is a leading developer of innovative, cost effective, store and enterprise solutions that help retailers gain competitive advantage. Headquartered in Kennesaw, GA and with a large office in Orlando, FL, RTC enables customers to leverage their 20 years of experience in delivering retail enterprise solutions and services. RTC offers an IBM iSeries based communication management solution (HTP-Link) and several add-on modules to JDA's Merchandise Management System (MMS) with their MMSxTend Application Suite. RTC is also providing Systems Hosting Services for a number of retailers in their Orlando data center. In addition, RTC offers the StoreMS Application Suite consisting of Point-of-Sale, Customer Loyalty Rewards and Gift Card which are all being well received by retailers who are capitalizing on the wealth of functionality that the application suite delivers. For more information, please visit www.rtc-group.com.

ABOUT COPIAMOBILE: CopiaMobile is a Scottsdale, Arizona based company that helps retailers, advertisers, and consumers save time, money, and resources via a mobile coupon solution that is both convenient and effective. Our mission is to fundamentally change the way that consumers and retailers interact within the brick and mortar store environment. CopiaMobile utilizes innovative network security technology and advanced predictive modeling techniques to overcome the most challenging hurdles to the broad adoption of mobile coupons: redemption and targeting. The CopiaMobile team has extensive experience designing, building, and operating the merchandising, forecasting, and in-store management systems used by America's leading retailers to maximize profit on over \$500 billion in annual retail sales. More information can be found at www.copiamobile.com.

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