



Good News for Gas Station and Convenience Store Retailers

RMS, along with strategic partners Factor One and Capital POS, show how gas station retailers can reduce cost, increase margins and improve customer service

LAS VEGAS, NV – December 8, 2010. RMS Retail Marketing Solutions, Inc., an experienced developer and integrator of leading edge fuel management solutions, along with Microsoft Certified Partner, Factor One Technology Inc. and Microsoft Authorized Reseller, Capital Point of Sale, are pleased to announce that their integrated Point-of-Sale solution has been successfully installed at the Palace Truck Stop & Casino gas station in the State of Louisiana.

Installation was done by Capital Point of Sale of Prairieville, Louisiana in New Orleans. Palace Truck Stop & Casino has a total of 10 fuel dispensers and will provide fast pay-at-the-pump convenience for customers.

The solution combines the Microsoft® Dynamics Point-of-Sale (POS) Retail Management System and the RMS Gas Pump Interface (GPI) to create a powerful and easy to use, fully integrated POS solution. The RMS GPI component of the MS Dynamics integrated POS solution is beneficial to convenience stores and gas stations as it allow them to effectively manage their confection sales, fuel sales and fuel stock all in one system.

Jason Deyholos, President of Factor One, said "Adding the ability to manage fuel sales gives us an excellent opportunity to address a critical need faced by retailers selling fuel. We can now give them superior control of their fuel sales and inventory without increasing staff. We are proud to be able to make this available through the Microsoft Partner network. Our previous clients have been very pleased with the speed and reliability of the POS system with the RMS Gas Pump Interface. It is easy to learn and use, and with the touch screens, store staff can give great service to large numbers of customers."

The RMS GPI is PA-DSS and PCI compliant and can also handle pay-at-the-pump (PAP), so customers can make their transactions quicker and more secure. Plus, the solution supports fleet cards, private loyalty programs, price signs, car washes and tank monitors. It is a flexible, scalable solution that can be used in environments from single convenience stores, to large enterprises with hundreds or even thousands of site locations. As well, it meets US EPA standards for reporting and history of site operations.

"We needed fuel management for our client and we were impressed with the proven package developed by Factor One and RMS, which combines a reliable fuel management solution with Microsoft's range of products. The very competitive price was a definite plus as well," said Capital's Dewaine Parker. "Buying this package has saved us months of development work and thousands of dollars in costs, a saving we can pass on to our clients now and in the future."

Jim Yelle, Executive Vice President of RMS, said "We are excited by the potential that will follow this initial installation in the State of Louisiana and we look forward to a long association with Factor One and the world-wide Microsoft Dynamics reseller community. We can point to retailers who have seen the benefits of fuel management and control. These retailers can also look forward to higher margins and reduced costs due to the accurate and complete information available from the integrated solution." He added "Our experience has shown that retailers are looking for a solution that is not 'in a box' but can be enhanced and updated without having to



throw out the old system and the loss of capital (dollars) in doing so – ROI is a mandatory consideration in these economic conditions."

In the coming months RMS will be working closely with Factor One, Capital Point of Sale and many other Microsoft Dynamics Partners to roll out the integrated solution across North America and around the world.

Factor One

Factor One is a privately owned Microsoft® Gold Certified Partner with certifications in Enterprise Resource Planning and Small Business Specialist. Incorporated in 1997 Factor One has offices in Calgary, AB. Factor One is a certified Dynamics RMS Partner and developer of custom add-on modules for Dynamics RMS. Go to www.factor1.com for more information about Factor One.

Factor One Sales and Marketing

Phone: 866-576-6985 Fax: 403-253-6969

Email: info@factor1.com

Capital Point of Sale

Capital Point of Sale is a Microsoft Certified Professional company that provides retail, restaurant and multi-store POS systems based on the Microsoft Dynamics line of POS software.

RMS Retail Marketing Solutions, Inc.

RMS is a privately owned innovative developer of business software solutions. Incorporated in 1993, RMS has offices in Calgary, AB and Las Vegas, NV. For more information about RMS, its products and services visit RMS on the Internet at www.rmssoftware.com or [Follow us on Twitter!](#)

RMS Sales

Phone: 877-548-4737 Fax (403) 245-1160

Email: agibson@rmssoftware.com

Website: www.rmssoftware.com