

Midax Overview

Technology was supposed to be the answer, not the problem?

The supermarket industry, seeking to cut costs, lure customers and promote items more effectively, is turning to new technology as never before. Today nearly every store has a PC based checkout scanner capable of providing real-time sales data and accurate pricing on the tens of thousands of consumer purchases made daily. Yet the complexity of running a single store or chain of supermarkets and taking advantage of the technology to help the bottom line is daunting.

Enter Midax - A complete business solution for Supermarket and Grocery

Midax offers the most powerful suite of business automation solutions in the industry today. We see a chain as a single vertically integrated business that needs a software solution to reflect the business as a whole, rather than at each application area in isolation. Starting at the register with a powerful payment switch for credit, debit, gift, check and ACH processing that supports all of the major POS systems in the market. Midax also offers a complete back office solution including computer assisted ordering, direct store delivery, price hosting and deal-promotion management. In addition to running your business more efficiently and cost effectively

Midax offers solution bundles that attract customers and increase store sales through innovative real-time Loyalty and Gas modules as well as the industry's first Courtesy Counter solution that brings together revenue producing services such as bill payment, money orders, money transfers and more. All our product modules are tied to a single data warehouse for analysis and reporting providing you with the ultimate flexibility to manage your business at individual store level and as a complete business entity.

Midax is the single source solution

Supermarkets and grocery stores all have operational systems from multiple vendors that must work together. Who do you turn to when there is a failure and you don't know where it is or what is the cause? Midax. Why, because it is not enough to just be a software vendor that installs their own software or a systems integrator that can customize other products. Midax is both. Our customers have already invested in solutions they like and want to keep embedded within a Midax structure. We respect that choice and help support it by integrating all their applications into a single enterprise solution better than anyone else.

Midax consultants are not just technicians; they have industry expertise and will work with you to interpret your business requirements into workable solutions. Our technology is not just a canned software program. We allow the customer to tailor the screens, inquiries, business rules and reports to their precise business methods. There are no multiple versions of Midax. There is only a current version only that encapsulates all the ideas and improvements our customers have brought to the product. There are no upgrade costs and no migration costs. We maintain the same software platform for every customer, so our platform is very stable.

Commitment to success

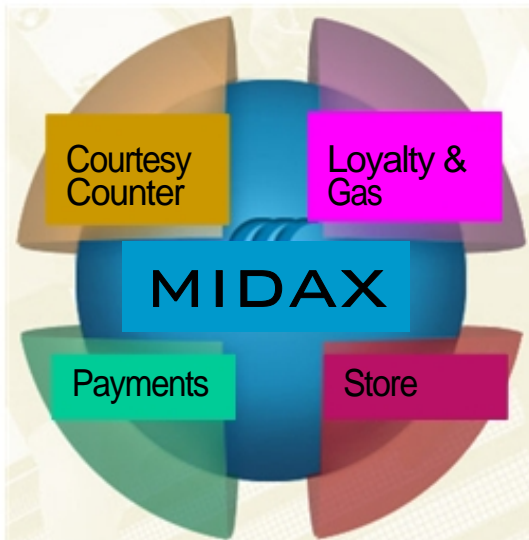
Our customers are like us. They are successful regional merchants, having grown their chain over 2 or 3 generations from a single store to a local chain that competes very strongly with regional and national players in their local market. They attribute their success to a combination of two things: increasing their customer service levels and driving down operational costs. They also believe that their way is the best way. They are right!

Our role in Midax is to help facilitate that success. Our customers, and the relationships that they have been built with Midax over the years, testify to our ability to interpret and understand a client's need coupled with our non-wavering customer support to bring 100% satisfaction. Join us.

SATISFACTION TO OUR CUSTOMERS. JOIN US.

"We have been working with Midax for over 5 years and maybe sounds a bit high-fluting, but it is true that we get from Midax the overall vision, that we just don't see elsewhere. They understand that whatever they have needs to talk to all different POS types, or gas pumps, conform to whatever standards are needed and do accounting for vendor funds for promotions, settlement between merchants and so on. I don't know whether it is the design or whether they take more pains than others. I suspect it is both. In other words, they get it."

John Cunningham,
President & CEO
Retail Grocer's
Association -
Kansas City, KS



Midax Product Suites

"We've come a long way with Midax in the last 14+ years since first sitting down to discuss integrating EBT transactions through our POS. We were looking for an integrated solution for EBT and had investigated several solutions, which were both costly and not a guaranteed path. I have to admit that we had our doubts, however, what we accomplished was truly remarkable. Our fully integrated switch environment not only handles all EFT and EBT services but in-house receivables, gift cards, and ACH as well.

- Ron Akel, Vice President, Giant Markets, Inc. - Binghamton, NY

Payments

Midax Payments is more than a traffic cop: it is a single source EFT payment routing and management tool that puts the grocer back in control of payment processing and allows you to bring gift, check and charge in house within the same integrated solution. Midax Payments can also support multiple POS and multiple provider interfaces on the same server. This gives you the ability to have one controlling switch application and a free choice of provider and POS, and migrate in a controlled manner from one to the other. Midax is PCI certified.

CHECK

- Check 21
- Real Time Deposit
- ACH checks
- Back Office Conversion
- Bad Debt Collection

CARDS

- Credit Card
- Loyalty
- Family
- Script
- In-house Gift Card
- In-house Charge Card
- Blackhawk Gift Card

POS EQUIPMENT SUPPORTED

- IBM: SA, ACE
- RETALIX: ISS45, SCANMASTER
- NCR: ACR, ACS-IR
- BASSPOINT

Store

Midax Store is a comprehensive solution for automating all critical back office functions. Finally, a centralized data warehouse for products, pricing, loyalty, customers, promotions and financial data. All the information at your finger tips in real-time at the store or chain level for in-depth analysis, planning and financial reporting.

MODULES

- Consolidated Store Reporting
- Direct Store Delivery
- Computer Assisted Ordering & Receiving
- Perpetual Inventory
- Item Analysis
- Pricing Data Warehouse
- Promotions Management
- Price Hosting
- Ad & Deal Management

Courtesy Counter

Automate all courtesy counter services in one comprehensive system. Saves money and saves time while increasing your bottom-line through dynamic revenue generating services that keep your customers coming into the store.

MODULES

- Bill Payments
- Money Transfers
- Money Orders
- Prepaid
- Point of Banking Services
- ATM Management

Loyalty & Gas

Midax Loyalty lets supermarkets and c-stores compete with large discount chains and nationals by creating valuable, exciting, interactive reward programs for your best customers. Bring your customer loyalty card to life by offering real-time rewards, product discounts, points accumulation in-store and in-lane at time of checkout. Expand your discounting opportunities by offering customers cents-off or free gas. Unique in this market-place, Midax Loyalty & Gas can simultaneously update all the stores in your chain as well as the gas pumps, controllers and POS of the c-store chains you partner with.

SUPERMARKET LOYALTY

- In-lane price discounting
- In-lane rewards redemption
- In-lane receipting messaging
- In-lane points accumulation
- Multipurpose loyalty card
- Loyalty Data Warehouse
- Flexible business rules based rewards engine

CONVIENCE STORE LOYALTY

- Loyalty-driven Discounted Gas
- At the pump gas discounting
- Pump Control
- Fleet Card, ACH Card
- Pay Inside Privilege Card
- Pre-Paid Gas Card

GAS EQUIPMENT SUPPORTED

- Verifone POS: Ruby, Sapphire
- Gilbarco POS: Passport
- Wayne Dresser Pumps
- Gilbarco Pumps



Some of our clients:

