

# Chain Drugstore Daily

An Independent Publication Not Affiliated with NACDS

Sunday, August 24, 2008

Oser Communications Group

San Diego

## BARTELL CONTINUES GROWTH WITH MAGSTAR TOTAL RETAIL WHILE KEEPING COSTS IN LINE

As the United States' oldest family-owned drugstore chain, Seattle-based Bartell Drugs knows what it takes to be in business for more than 118 years. Now operating 56 stores in Washington state, 13 years ago Bartell's selected a robust enterprise retail technology solution with fully-integrated features. What they also got was a solution provider with consultative expertise that would help them successfully compete with other drugstore chains and big box stores and their dispensaries.

As Bartell's solution provider, Magstar Total Retail ([www.magstarinc.com](http://www.magstarinc.com)) had already gained a reputation for true 24/7/365 service excellence from their clients—clients who'd repeatedly nominated the firm to win a coveted performance award with a major trade magazine.

With Magstar Total Retail, Bartell gained a world-class, fully-synchronized end-to-end solution with 100 percent real-time visibility into their financials, operations and stores at far lower initial and ongoing costs. The solution has allowed Bartell to make faster, more effective decisions at all levels of management. A leading developer tier-two and tier-three multi-channel retailers, Magstar has helped Bartell's respond more effectively to their ever-increasingly competitive, demanding retail environment.

With a proven record of successfully implementing client solutions with fast ROI, Magstar Total Retail eliminated duplicate data entry and provided data integrity and features offered by considerably more expensive, difficult to implement solutions. Magstar was able to show Bartell where to trim costs, and dropped these savings straight to Bartell's bottom line, while refining their ongoing business processes.

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## *MAGSTAR TOTAL RETAIL, Continued*

In late 2007, Magstar Total Retail POS replaced a third-party POS solution at Bartell's. Magstar's Customer Relationship Management module was also fully-integrated into Bartell's system to more accurately, efficiently and effectively track all customer and business transactions and leverage this data to further boost sales.

Magstar Total Retail's new warehouse solution now gives Bartell Drugs a completely paperless, fully-automated, pick-to-line, RF system to manage their centralized warehouse for daily just-in-time distribution and replenishment of product to all 56 of its stores. By eliminating third-party interference, Magstar's Warehouse system has given Bartell another way to notably reduce operating costs and continue to seamlessly integrate their front and back offices.

Ron Ross, Magstar's President, says, "Over the years, Bartell Drugs has been a dream client for us. Our close partnership has allowed us to work cooperatively to the mutual benefit of both companies. By using Magstar's new POS and Warehouse systems, Bartell will continue to increase their already high customer service levels, and will also favorably impact their bottom-line."

With Magstar's end-to-end ERP retail solution, Bartell Drugs updates their data automatically in real-time without having to resynchronize or repopulate their core solution's data tables. Magstar Total Retail also gives Bartell superior Business Intelligence (BI) reports, tools and dashboards with an easily understood format that allows associates to make more effective, rapid and timely on-the-floor decisions.

Magstar Total Retail can be reached at [www.magstarinc.com](http://www.magstarinc.com) or call Harold Cameron or Steven Greenwood at 877-332-3335.