Vend**MAX**®

Your Profitability Tool
for a Competitive Edge

A New Vending Model
for Increased Profitability

Strongest DEX Track Record

Seamless integration
with Crane Technology

VendMAX | DeliveryMAX | InfoVend

CRANE® | **streamware**
A Crane Co. Company

A New Vending Model
for the New World of Vending

When you invest in new vending software, you're investing in your company's future. You want to grow. To stay ahead of the competition. And to become more successful.

To help you get to the next level of success, Streamware has pioneered a New Vending Model that is **a fundamental shift from the old way of doing business**. You'll improve operations from top to bottom, from the money room to the warehouse to the truck.

	OLD MODEL	NEW MODEL
Revenue	25 machines/day on a 100 machine route, 85-100 miles, $6,500/week is a good route	25-35 machines/day on a 200 machine, route, 85-100 miles, **$18,000/week** is a good route
Scheduling	Machines serviced on fixed schedules, wasting time and gas	Machines **serviced** on dynamic schedules **only when needed**
Machine Merchandising	Driver selects product using guesswork and intuition	**Data determines what product selection** is put in machines
Truck Loading	Driver picks product and loads truck	Warehouse fills order based on **forecasting algorithms** and/or remote monitoring data
Gas Savings	Carry too much product in gas-guzzling Hackney trucks that get 7-8 MPG	Load your trucks just right with smaller Sprinter vans that get **22–24 MPG**
Servicing	Driver makes 2 trips to machines each visit: • Pre-visit machine to fill order • Return to truck to pick product • Return to machine to fill	Driver makes **one trip to machines**—bins are already packed with selected product
Product Overload	Trucks return with 50% stock	Trucks return with **<5% of stock**
Profitability	1.9% NAMA average	Up to **14.1% profit** with Streamware's 7 –Step Process

STEP UP TO THE NEW MODEL

Let's face it—the old vending model has outlived its usefulness. Losing control of cash and product; servicing machines whether they need it or not; relying on your route driver to pick the right products; over-stocking trucks by 150%—that's a model of inefficiency and miniscule profitability.

If you're ready to try the New Vending Model, you're ready for VendMAX. For leading vend operators of all sizes, VendMAX is the indispensable software solution they rely on to keep their competitive edge.

IF YOU ARE CONSIDERING NEW SOFTWARE, CONSIDER THE SOLUTION THAT SETS THE STANDARD FOR VENDING & OCS.

Call (800) 4-STREAM
or visit **www.streamware.com**

You Can't Get to the Next Level Without Taking the Next Step

If your growth is stalled because your vending software just can't do the job, it's time to switch to VendMAX from Streamware.

Wherever you are in your business development, VendMAX can help you get to the next level. Our 7-Step Process for Vending Profitability provides a road-map for implementing our New Vending Model.

Streamware's 7-Step Process
Pro-Forma for a Typical 12-Route Operator

		Profitability Increases	Time to ROI
STEP 7 Dynamic Scheduling			
		14.1%	MONTHS 10-12
STEP 6 Remote Monitoring			
STEP 5 Pre-Kitting			
		11.4%	MONTHS 5-9
STEP 4 Curbside Forecasting			
STEP 3 Merchandising			
		8.9%	MONTHS 3-4
STEP 2 Item Level Tracking/Planograms			
STEP 1 Cash & Inventory Accountability		3.6%	MONTHS 1-2
NAMA average profitability		1.9%	

If you're just getting started with vending software, you'll love how VendMAX does the basics, like cash accountability, DEX, and merchandising, better than anyone.

If you're further along the process, Streamware can help you do the advanced things no other software solution does well (if they do it at all), like pre-kitting, wireless remote monitoring, and dynamic scheduling.

And from the very first step you'll see an impact on your bottom line, with Streamware helping your business become more efficient and more profitable. We're the proven, reliable partner you need to take your business to the next level.

▶ **ESSENTIAL BUSINESS INTELLIGENCE**
(Top Left Screen Shot on Next Page)

DataMAX is a breakthrough business intelligence tool that helps operators make better decisions using the vast amounts of data stored in VendMAX.

- Fast answers to critical business questions about sales, profits, and trends
- Customizable, executive-level reporting
- Cutting edge Online Analytical Processing (OLAP) technology provides 24/7 data access

▶ **UNRIVALED DEX**
(Bottom Screen Shot on Next Page)

There's DEX and then there's Streamware DEX. For consistent DEXing and unmatched cash accountability, no one can touch our track record.

- 180 customers using item-level DEX
- 3,000+ routes, 240,000 machines being DEX'd with Streamware
- 6 DEX cash fields including cash tube in/out
- Combines DEX inventory data with forecasting inventory—no manual inventory

HOW DOES STREAMWARE GET YOU TO THE NEXT LEVEL? By improving every aspect of your operation, from the counting room to the truck to the back office and the warehouse. With the most advanced technologies and the most experienced implementation and support team in the industry, Streamware is the indispensable partner in your company's growth.

Machines are automatically merchandised to maximize revenue and service cycles

Track trends and pinpoint business issues; quickly make decisions to avert problems

With Our DEX Capability, cash accountability is as tight as a drum

"I am running a 25 route company with only 18 routes. I eliminated 7 routes and our weekly route averages have increased almost 28%."

—Craig Kushner, Monumental Vending

CRANE ®

Why cobble together multiple solutions from incompatible providers when Crane Streamware can be your single-source for vending technology? Streamware is the technology heart of Crane Merchandising Systems, combining the strength and stability of our corporate owner with the innovation and flexibility of a technology growth company.

All new Crane innovations—from cutting-edge payment solutions and Streamware Connect's wireless remote monitoring to 21st century vending machines—are designed to integrate with Streamware's software. When you chose Streamware you get the end-to-end solution your operation needs to ensure maximum convenience, efficiency, and reliability.

◄ BREAKTHROUGH MERCHANDISING

(Top Right Shot on Previous Page)

Run your routes like a C-store, placing the right products in the right machines for the right customers. VendMAX analyzes your sales using a variety of parameters and recommends product adjustments to increase top-line sales.

*   Plan-o-gram recommendations by location type
*   Automatically merchandises a group of machines
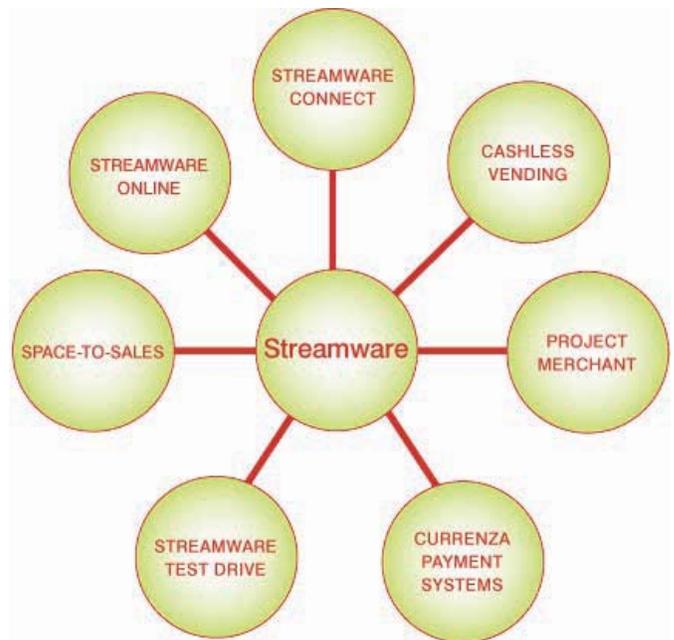*   Smarter product placements

The Service Order Report tells you what the machine needs before the driver arrives

SUPERIOR FORECASTING TOOLS ▲

This is what you expect from technology—a streamlined operation, greater efficiencies, and improved profitability. With Streamware's unmatched forecasting tools you can increase your profitability to 11.4%.

*   Take your drivers' "intuition" out of the equation– you know what product to pack, how much to bring, and when to deliver it
*   Start with curbside forecasting— consolidate 1 in 8 routes
*   Move up to pre-kitting— consolidate 1 in 4 routes

Vending Handhelds, Simplified

The Streamware handheld is the most advanced and reliable in vending, yet is the easiest to learn and use. We selected Motorola's MC70 and MC9000 and the Intermec 741 devices as the most appropriate handhelds for our Windows-based application. The ruggedized, mobile devices incorporate phone (MC70), PDA, and computer capabilities and are designed for the rigors of all-day, every day usage in the field and the office. They boast essential features that improve accountability, productivity, and—ultimately—profitability.

Tributes From Our Customers

"We have gone from 30 routes to 22 routes with a 5% increase in sales. Food waste has dropped to under 10%, with an expected, achievable goal of 8%."

—Randy Peak, Gallins Vending

"Before the conversion from EMS to VendMAX, I was worried about a long transition period and the pain of running two systems. Streamware made the transition so smooth we were able to switch over 45 routes in one day."

—Jim Brinton, Evergreen Vending

"We're getting 100% success with DEX across an array of equipment types, which we didn't have before VendMAX. Since we started pre-kitting, we have reduced the number of routes by 30%. We're now pre-kitting 100% and I sure wouldn't want to go back to the old way."

—Bubba Schlader, Automated Refreshments

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