



# VendMAX<sup>®</sup>

Your Profitability Tool  
for a Competitive Edge

A New Vending Model  
for Increased Profitability

Strongest DEX Track Record

Seamless integration  
with Crane Technology

# 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
<b>Revenue</b>	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, <b>\$18,000/week</b> is a good route
<b>Scheduling</b>	Machines serviced on fixed schedules, wasting time and gas	Machines <b>serviced</b> on dynamic schedules <b>only when needed</b>
<b>Machine Merchandising</b>	Driver selects product using guesswork and intuition	<b>Data determines what product selection</b> is put in machines
<b>Truck Loading</b>	Driver picks product and loads truck	Warehouse fills order based on <b>forecasting algorithms</b> and/or remote monitoring data
<b>Gas Savings</b>	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 <b>22-24 MPG</b>
<b>Servicing</b>	Driver makes 2 trips to machines each visit: <ul style="list-style-type: none"> <li>• Pre-visit machine to fill order</li> <li>• Return to truck to pick product</li> <li>• Return to machine to fill</li> </ul>	Driver makes <b>one trip to machines</b> —bins are already packed with selected product
<b>Product Overload</b>	Trucks return with 50% stock	Trucks return with <b>&lt;5% of stock</b>
<b>Profitability</b>	1.9% NAMA average	Up to <b>14.1% profit</b> 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](http://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.

**Low Reve**

Year	Yr 2006				
Month	April, 2006	May, 2006	June, 2006	July, 2006	August, 2006
Measures	Revenue	Revenue	Revenue	Revenue	Revenue
CUS Description					
015557-Rex Communications	\$43.96	\$37.75	\$37.75	\$43.96	\$37.75
026290-Cuisine Chez-Vous	\$101.65	\$85.39	\$46.55	\$74.47	\$40.98
026324-Dick's Standard Service	\$23.05	\$46.10	\$46.10	\$46.10	\$46.10
026344-Drug Enforcement Admin.	\$37.80	\$38.72	\$38.72	\$38.72	\$22.36
026395-Elan Financial Services	\$18.09	\$36.18	\$36.18	\$36.18	\$36.18
026618-Equitable Savings & Loan	\$126.54	\$73.52	\$86.71	\$113.68	\$24.20
031153-Flowerland	\$40.35	\$70.29	\$42.85	\$42.49	\$35.16
031408-Gladwin Machinery Corp.	\$23.05	\$62.45	\$48.40	\$40.74	\$48.40
035104-Reinke Metal Works	\$168.00	\$75.25	\$154.68	\$20.00	\$12.00
15208-Lucent Inc.	\$36.18	\$54.27	\$18.09	\$36.18	\$18.09
31107-F & F Tire & Muffler Service	\$157.96	\$72.88	\$97.04	\$22.89	\$18.09
31130-Federated Financial Svcs	\$36.88	\$45.68	\$38.72	\$38.72	\$38.72
31162-Ford Motor Credit Company	\$102.15	\$36.87	\$84.53	\$54.58	\$42.31
31167-Foster, Lawrence L. Dr.	\$10.94	\$64.55	\$6.77	\$17.12	\$36.24
31171-Sherwin Williams	\$50.78	\$52.98	\$50.04	\$44.53	\$43.88
<b>Total</b>	<b>\$977.38</b>	<b>\$852.88</b>	<b>\$833.12</b>	<b>\$670.36</b>	<b>\$500.46</b>

The screenshot shows the 'Merchandising Results' window in VendMax. It features a 'Category Performance' section with a bar chart comparing sales across categories like Chips, Candy, Partry, and Oam & Mnts. Below the chart is a 'Service Schedule' table showing days of inventory and service frequency. The main part of the window is a list of products with columns for Optimize, Desc, MEC Code, MEC Description, Size Code, Size Description, Prio Code, Prio Description, New Prio Code, and New Prio Description. Products like 'Bugles Nacho' and 'LSS Furguns' are highlighted.

Machines are automatically merchandised to maximize revenue and service cycles

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

Points of Sale

From: 07/11/2006 To: 07/31/2006 [7 Records]

Date	POS	Cus Desc	DEX Over/Short	Total Revenue	Recycler From Fund	Dex Bills To Stacker	Dex Coin To Box	Dex Tube Cash	Dex Cash Out	Dex Card Sales	Change From Fund	Refunds
07/11/2006 10:04:00 AM	Pepsi Bottle	Micro-Tech	\$0.0000	\$72.7500	\$19.0000	66	25.75	6.35	7.1	0	\$0.0000	\$0.0000
07/14/2006 2:21:00 PM	Pepsi Bottle	Micro-Tech	\$0.0000	\$113.2500		82	33.25	2.05	1.3	0	\$2.0000	\$0.0000
07/17/2006 8:45:00 AM	Pepsi Bottle	Micro-Tech	\$0.0000	\$26.9000	\$16.0000	29	13.9	1.1	1	0	\$0.0000	\$0.0000
07/20/2006 10:31:00 AM	Pepsi Bottle	Micro-Tech	(\$0.1000)	\$101.9500		78	24.05	1	2.05	0	\$0.0000	\$0.0000
07/24/2006 10:28:00 AM	Pepsi Bottle	Micro-Tech	\$0.2500	\$109.1000	\$20.0000	92	36.85	5.15	4	0	\$0.0000	\$0.0000
07/27/2006 11:26:00 AM	Pepsi Bottle	Micro-Tech	(\$0.2500)	\$95.8500		71	25.1	2.55	2.65	0	\$0.0000	\$0.0000
07/31/2006 2:05:00 PM	Pepsi Bottle	Micro-Tech	\$0.0000	\$100.0000	\$16.0000	88	28	0.05	0.05	0	\$0.0000	\$0.0000

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

## ◀ 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

Product	Column	Quantity	Last Updated
LSS Dorito Habanero	A0	7	9/4/2006 5:08:48 AM
LSS F1 Cheetos Crun	A2	6	9/4/2006 5:08:48 AM
LSS Frito Bbq	A4	4	9/4/2006 5:08:48 AM
LSS C & SC	A6	3	9/4/2006 5:08:48 AM
LSS Dorito Nacho	A8	5	9/4/2006 5:08:48 AM
Cheez-it Snack Crack	B0	3	9/4/2006 5:08:48 AM
Bugles Nacho	B2	5	9/4/2006 5:08:48 AM
Lays Regular	B4	2	9/4/2006 5:08:48 AM
Lays Kc Masterpiece	B6	2	9/4/2006 5:08:48 AM
Frito Chili & Cheese	B8	1	9/4/2006 5:08:48 AM
Turkey Bba Park Skin	C0	3	9/4/2006 5:08:48 AM

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

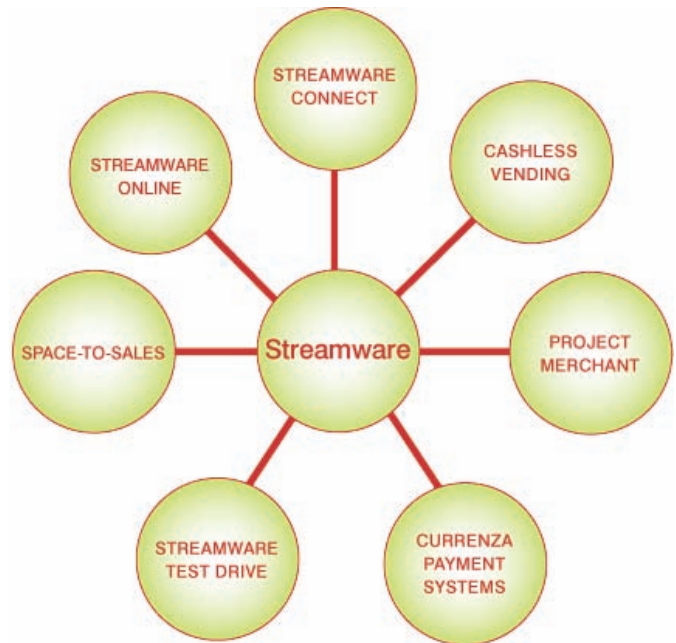
## SUPERIOR FORECASTING TOOLS ▲

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

**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.



## 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



A Crane Co. Company

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