



Retail Scan Data Incentive Reports

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Overview of Retail Scan Data Incentive Reports

There are two different retail scan data incentive reports within FasTrax Director that can be sent in to their respective manufacturers, Altria and RJ Reynolds. These are an easy way to bring in additional revenue by providing sales data that they request in very specific formats.

These can be found within FasTrax Director within the "Reports" module, under the "Sales Reports" header. To participate, working closely with an Altria and RJ Reynolds representative will be required, as they provide credentials and certifications that have to be completed first.

Following this guide will show how to properly set up items, multipack discounts, loyalty discounts, buydowns, promotional discounts, and the unit of measure.

The screenshot shows the FasTrax Director v1.385.66 interface. The left sidebar contains navigation icons for Dashboard, Pricebook, Inventory, Reports, Maintenance, Loyalty, and Schedules. The main content area is titled "Reports" and has tabs for Favorites, List Reports, Sales Reports, Inventory Reports, and Scheduled Reports. Under "Sales Reports", a grid of report options is displayed, with "Hourly Sales Report" selected. Below this, the "Retail Scan Data Incentive Report" configuration screen is shown. It includes a "Select Report Type" dropdown set to "PM/UST Retail Scan Data", a "Select Date Range For The Report" section with start and stop date/time pickers, and a "PM/UST Settings" section with checkboxes for "Generate PM Data", "Generate UST Data", "Include Loyalty", "Generate AOM Data", "Automatically FTP File", and "Use Security Key". There are also input fields for "Management Account Number", "Chain Name", "FTP Site", "PM Loyalty UPC", "UST Loyalty UPC", "Username", and "Password". A "Print" icon and links for "Add To Favorites" and "Add To Scheduled Reports" are also visible. The bottom right corner shows "Store Mode (Store # 1) Settings ..".



Item Requirements

Items need the following parameters set up in "Item Details" in order to pass certification and send weekly:

Pricebook

Item Details | Mass Updates | Pricing Exceptions | Buydowns | System Discounts | Vendor Parts | Vendor Part Kits | Commissions | Inactive Items | Remote

Quick Find
 Lookup Item By: Description | Marlboro | Lookup

General Information
 UPC Number: 028200002648 | Extended: 028200002648 | Active
 1 Description: MARLBORO BP BLEND 27 KS BX PK
 2 Department: 46 - FULL PRICE PACK
 Discount(s): [Manage Discounts](#)
 Buydown(s): [See All Buydowns This Item Is In](#) | [Additional Info](#)

Pricing Information
 Avg Cost: \$0.00 | Last Cost: 5.42 | 3 Price: 5.89 | Margin: 7.98%
 Price Type: Standard | [Effective Price](#) | [Modify Specialty Pricing](#)
 PBook Zone: 0 - PRICEBOOK ZONE #0 | [See All Zones](#)

4 Link Information
 Purchase: 028200126405 | MARLBORO BP BLEND 27 KS BX | #: 10
 Subunit: | | #: 0

Tree Information
 Primary | Secondary
 Major Category: CIG FULL PRICE | Lock
 Category: FULL PRICE PK | Lock
 5 Manufacturer: PHILIP MORRIS | Lock
 Product Group: MARLBORO | Lock
 Sub Group: | Lock
 Class: | Lock
 Sub Class: |

Other Information
 On Hand: 0 | On Order: 0 | Min: 0 | Max: 0 | Print Label
 Part Of Carton: 0.00 | Kit Master

Recent Sales History
 Last Sold:
 Yesterday: 0 | WTD: 0 | MTD: 0 | YTD: 0
[Item Analysis](#) | [XFer Analysis](#) | [Inventory History](#) | [Change History](#) | [View Chart](#)

Additional Item Information
 Price Name: 028200174772
 POS Text:
 Sales Account:
 Inv Asset Acct:
 COGS Account:
 Commission: 0 | [Change](#)
 Sales Link:
 POS Flag:
 Order Options
 OOH Reorder Point:
 Override Order Days: | Override Type:
 7 RJR Promo Reporting
 On Promo | Promo Amount: 50 | Promo Is Free Item
 Kitchen Options
 Print On Kitchen Printer | Print Indented | Allow Waste | Show On Kitchen Monitor
 Item Extended Description
 Cancel | [Manage UPC Aliases](#) | Save

Tree Information
 Primary | Secondary
 Report Group 1:
 Report Group 2:
 Report Group 3:
 Report Group 4:
 Sub Category:
 6 Product Code: PACK
 Interface Code:

1. Description – This should be detailed and easily decipherable
2. Department – The RJ Reynolds and AOM portion of the Altria report reports on the department level
3. Price – This should be the price before any discounts or buydowns
4. Link Information – Properly associating both packs to cartons and cans to rolls together are required
5. Manufacturer – The correct manufacturer is required on each and every item
6. Product Code – This is located under the "Secondary" tree information tab and requires the unit of measure value
7. RJR Promo Reporting – This is located in the "Additional Info" hyperlink and is used on the RJ Reynolds report to report the promotional value of promotional items, such as promotional packs



Buydown Requirements

Buydowns need to have the correct naming scheme and the checkbox checked to show in the report

The screenshot shows the 'Pricebook' window in FasTrax Director v1.385.66. The 'Buydowns' tab is active. A table lists buydowns with columns: Name, Amount, Manufacturer, Start Date, End Date, and Sales. One entry is visible: 'EXAMPLE BUYDOWN' with an amount of '\$0.50' and manufacturer 'R J REYNOLDS'. Below the table, there are input fields for 'Buydown/Promo', 'Name', 'Receipt Text', 'Buydown Group', 'Style', and 'City'. The 'Show In Retail Rpt' checkbox is checked and marked with a red circle '1'. The 'Name In Retail Report' field is 'EXAMPLE BUYDOWN FGI' and is marked with a red circle '2'. A 'Stores' list shows '1 - STORE #1' checked. At the bottom, there are icons for adding, deleting, and printing items, along with a 'Print Summary Report' checkbox.

1. Show In Retail Report – This should be checked for all buydowns that are to be reported
2. Name In Retail Report – This is the name that will be reported in the scan data report of the buydown



Multipack & Loyalty Discount Requirements

When discounting multiple packs in the same Date transaction, system discounts MUST be utilized. Specialty pricing or manually discounting item(s) are not options.

FasTrax Director v1.385.66

Pricebook

Item Details | Mass Updates | Pricing Exceptions | Buydowns | System Discounts | Vendor Parts | Vendor Part Kits | Commissions | Inactive Items | Remote

Name	Start	Stop	Amount	Qty	Recei...	Priority	On Schedule		
MARLBORO LOYALTY	1/1/2017 12:01 AM	12/31/2017 11:59 PM	0.5000	2		1	<input type="checkbox"/>	Up	Down
MARLBORO BEF	1/1/2017 12:01 AM	12/31/2017 11:59 PM	0.2500	2		2	<input type="checkbox"/>	Up	Down
MULTIPACK \$.10 OFF	1/1/2017 12:01 AM	12/31/2017 11:59 PM	0.1000	2		3	<input type="checkbox"/>	Up	Down
WINE HAPPY HOUR	1/1/2017 12:01 AM	12/31/2017 11:59 PM	25.0000	2		4	<input type="checkbox"/>	Up	Down
B2G1F	11/22/2017 12:01 AM	11/22/2017 11:59 PM	1.0000	2		5	<input type="checkbox"/>	Up	Down

Discount Details

1 Discount Name: MARLBORO BEF 2 Discount Type: \$ Off Each Item

3 Start Date: 1/ 1/2017 Stop Date: 12/31/2017

4 Qty: 2 5 \$ Off Each Item: 0.25 Use Trigger List

or More

Priority: 2 6 Item Limit Per Sale: 0 7 Require Loyalty 8 Is Altria Discount

Use Schedule

1 - TOBACCO STORE
 2 - ALCOHOL AND WINE STORE

Check All Clear
Check By Zone
PRICEBOOK ZONE #0 Check

View Items In Discount View Trigger Items In Discount

Store Mode (Store # 1) Settings

1. Discount Name – Assign the discount name according to what the representative requires
2. Discount Type – Choose the discount type, which is most commonly “\$ Off Each Item” for multipack and loyalty discounts
3. Start / End Date – The date range the discount will be active
4. Qty – The item threshold required before the discount triggers
5. \$ Off Each Item – The amount discounted off each item attached to the discount
6. Item Limit Per Sale – The number of times the discount can trigger in a single transaction
7. Require Loyalty – When checked, required a loyalty customer on the transaction to receive a discount
8. Is Altria Discount – Checked for Altria funded discounts, such as business enhancement funds or loyalty



PM/UST Retail Scan Data Fields

1. Start / End Date – The time frame of data to be on the report
2. Generate PM Data – Includes Philip Morris products in the report
3. Generate UST Data – Includes UST products in the report
4. Management Account Number – The account number provided by the Altria representative
5. Include Loyalty – Includes loyalty sales data, campaigns, and discounts in the report
6. Generate AOM Data – Allows user to choose specific departments to include in report
7. Chain Name – Name of company on business license
8. Automatically FTP File – Automatically sends scan data report to Altria
9. Use Security Key – Uses a security key if required when automatically FTPing the file to Altria
10. FTP Site – The URL of the FTP site the report is to be sent to, provided by the Altria representative
11. PM Loyalty UPC – The UPC for PM loyalty discounts that is provided by the Altria representative
12. UST Loyalty UPC – The UPC for UST loyalty discounts that is provided by the Altria representative
13. Username – The username for the FTP server provided by the Altria representative
14. Password – The password for the FTP server provided by the Altria representative



RJ Reynolds Scan Data Fields

1. Start / End Date – The time frame of the data to be on the report
2. Sequential File # – The sequential file number
3. Create As Test – Generates test data for certification
4. Use 34 Column Layout – Uses the 34 column layout of the report if required by RJ Reynolds representative
5. Outlet Name – Name of company on business license
6. Automatically FTP File – Automatically sends scan data report to RJ Reynolds
7. FTP Site – The URL of the FTP site the report is to be sent to, provided by the RJ Reynolds representative
8. FTP Port – The port number for the FTP site, provided by the RJ Reynolds representative
9. FTP Username - The password for the FTP server provided by the RJ Reynolds representative
10. FTP Password – The password for the FTP server provided by the RJ Reynolds representative
11. Available Departments – The list of available departments capable of being included in the report
12. Selected Departments – The list of departments that will be included in the report



POS Required Settings

pos | SETTINGS

Receipt Settings | Scanner Settings | Display Settings | **Register Settings** | Other Settings | Custom Actions

Credit Cards | Loyalty Settings | Recon Settings | Integrations | Remote Settings

Register Settings
Register #: 1 Store #: 1 [Change](#) Cash Next Caption: CASH NEXT

Safe Drop Settings
Min In Drawer: 0 Safe Drop Prompt
Max In Drawer: 0 Disable Pop Drawer On Drops
Prompt Interval: 0 (Minutes)

POS Widgets
 Show Carton Count Widget
 Show Messages Widget
 Show Customers Widget
 Show To Do Widget

Pay In Default Texts [Edit](#)
Pay Out Default Texts [Edit](#)

POS Panels
[Save Panels To DB](#)
[Load Panels From DB](#)

Misc POS Settings

<input checked="" type="checkbox"/> Disable Weighted Barcodes	<input type="checkbox"/> Prompt For Price On Returns	<input checked="" type="checkbox"/> Pricecheck Show Qty On Hand
<input type="checkbox"/> Logoff Cashier After Sale	<input type="checkbox"/> Prompt For Salesman	<input type="checkbox"/> Pricecheck Show Cost
<input type="checkbox"/> Logoff After 0 Minutes Of Inactivity	<input checked="" type="checkbox"/> Prompt For Name When Suspending Sales	<input checked="" type="checkbox"/> Subtract Percent Disc After System Disc
<input checked="" type="checkbox"/> Allow Visual Age Verify <small>Age Visually Verified To</small> 1	<input checked="" type="checkbox"/> Prompt For Item On Manuf Coupon	<input type="checkbox"/> Use Legacy System Discounts
<input checked="" type="checkbox"/> Return To Main Screen After A Sale	<input checked="" type="checkbox"/> Tax Manufacturer Coupons	<input type="checkbox"/> Discount Child When Parent Qty
<input type="checkbox"/> Disable Buydowns/Promotions In Pricecheck	<input checked="" type="checkbox"/> Tax Store Coupons	<input type="checkbox"/> Returns Use Current Discounts
<input type="checkbox"/> Do Not Pop Drawer For \$0 Sales	<input type="checkbox"/> Tax Buydowns	<input type="checkbox"/> Do Not Allow System Discount with House Accounts
<input type="checkbox"/> Show Only Activeltems When Searching	<input type="checkbox"/> Allow Over Tender Store Coupon	<input type="checkbox"/> Do Not Allow System Discount with Temp Price Change
<input type="checkbox"/> Force DL Scan For Age Verify	<input type="checkbox"/> Restrict Sales Tenders Setup	<input type="checkbox"/> Show Min Date/Age Setup
<input type="checkbox"/> Auto Load Panels from DB	<input type="checkbox"/> Do Not Keep Age For Suspended Sales	
<input type="checkbox"/> Enable Large Panel Sets		
<input type="checkbox"/> Use 16 x 9 Layout		
<input type="checkbox"/> Force 1024x768 Resolution		
<input type="checkbox"/> Do Not Show Zero Dollar Kit Items		

Cancel Save

1. Prompt For Item On Manuf Coupon – This setting prompts the cashier to tie a coupon to a specific item, each time a manufacturer coupon is scanned. It is required for both Altria and RJ Reynolds, so the representatives know the reasoning for pricing differences



Store Parameter Required Settings

The screenshot shows the 'Maintenance' window in FasTrax Director v1.385.66. The 'Existing Stores' table lists two stores: 'TOBACCO STORE' (ID 1) and 'ALCOHOL AND WINE STORE' (ID 2). The 'Store Details' form for 'TOBACCO STORE' is shown below, with numbered callouts 1 through 7 pointing to specific fields: 1. Store Number (1), 2. Store Name (TOBACCO STORE), 3. Address 1 (123 Easy St), 4. City (City), 5. State (ST), 6. Zip (12345), and 7. Phone (111-222-3333). Other fields include IP Address (X), Acct Code, EIN, Bank (0.0000), Report Tax Rate (0.0000), and Pricebook Zone (PRICEBOOK ZONE #0). The 'Active' checkbox is checked. A 'Store Mode (Store # 1) Settings' link is visible at the bottom right.

#	Store Name	Address1	Address2	City	State	Zip	Phone	Fax	IPAddress
1	TOBACCO STORE								X
2	ALCOHOL AND WINE STORE								X

Store Details

1 Store Number: 1 2 Store Name: TOBACCO STORE Active

3 Address 1: 123 Easy St

Address 2:

4 City: City 5 State: ST 6 Zip: 12345

7 Phone: 111-222-3333 Fax:

Bank: 0.0000 Report Tax Rate: 0.0000

IP Address: X Acct Code:

Payroll Comp: EIN:

Pricebook Zone: PRICEBOOK ZONE #0

Store Mode (Store # 1) [Settings](#)

1. Store Number – The store number on the business license
2. Store Name – The store name on the business license
3. Address – The store address on the business license
4. City – The city on the business license
5. State – The state on the business license
6. Zip – The zip code on the business license
7. Phone – The phone number on the business license



Common Feedback & Questions

1. Does FasTrax utilize loyalty reporting option 1 or option 2 for the Altria Retail Scan Data Report?
 - a. FasTrax utilizes option 1
2. How does the Marlboro Loyalty discount look when set up?

Discount Details

Discount Name: Discount Type:

Start Date: Stop Date:

Receipt Text

Qty: \$ Off Each Item: Use Trigger List

or More

Priority: Item Limit Per Sale Require Loyalty Is Altria Discount

Use Schedule

3. How does a typical multipack discount look when set up?

Discount Details

Discount Name: Discount Type:

Start Date: Stop Date:

Receipt Text

Qty: \$ Off Each Item: Use Trigger List

or More

Priority: Item Limit Per Sale Require Loyalty Is Altria Discount

Use Schedule

4. How does the Altria business enhancement discount look when set up?

Discount Details

Discount Name: Discount Type:

Start Date: Stop Date:

Receipt Text

Qty: \$ Off Each Item: Use Trigger List

or More

Priority: Item Limit Per Sale Require Loyalty Is Altria Discount

Use Schedule



5. Unit of measure is causing validation warnings
 - a. This would be because the product code of the item is incorrect or not set at all. Refer to the item setup of this document to see how to resolve this
6. Value added promotions is causing validation warnings
 - a. The promotional value of the item has not been set. Refer to the item setup of this document to see how to add the "RJR Promo Value"
7. Can multiple discounts fire for the same items, such as loyalty and multipack?
 - a. Yes, just make sure the discount priority level for the loyalty discount is a higher value than the others
8. How do you look at a specific transaction that received a validation warning?
 - a. For the both reports, there is a column that contains a series of numbers that has transaction information. It is in the following format: XXXYYZZZZZ where X = store number, Y = register number, and Z = receipt number. You can run an e-journal report to view the actual receipt of the transaction

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