



**For Immediate Release**

## **SDCR Business Systems Announces Formation of SupportTrak™ Division to Service the Needs of Multi-Unit Foodservice Operators**

**San Diego, CA, (June 10, 2002)** – SDCR Business Systems, a 35-year-old industry leader in the Point-of-Sale (POS) arena, announced today the formation of the SupportTrak™ division of the company to service the unique needs of Multi-Unit Foodservice Operators and Chain-Store Operators.

Meeting the needs of Multi-Unit Foodservice Operators is not a new venture for SDCR Business Systems. The company has been supporting POS systems throughout North America for a number of years. However, in the past few years, SDCR's reputation for providing excellent service and support has caused several Multi-Unit Foodservice Operators to engage SDCR Business Systems as a solution for their POS service and support needs. The significant growth in the SDCR Customer Care client base required SDCR Business Systems to invest significantly in their Customer Care infrastructure. Call Center Manager, Frank Silva, stated, "We have integrated several software applications into a seamless service process that we believe is better than what other companies in our business are able to offer."

Matt Richardson, CEO of SDCR Business Systems added, "Most companies in the POS business do not really want to be in the Customer Care business. We formed the SupportTrak™ division of our company to help increase market-awareness in the hospitality industry that the service and support of POS systems is our company's primary business. We believe that we are the only company that offers a seamless combination of help desk, hardware repair, and asset tracking through a single source. We have named our proprietary process and the division of our company that manages the process SupportTrak™ in anticipation that SupportTrak™ will become synonymous with a superior level of POS Customer Care."

Richardson further added that he anticipated naming a POS industry veteran to the newly created position of Vice President SupportTrak by the end of June.

### **About SDCR Business Systems**

Since its inception in 1967, SDCR Business Systems has been a leader in state-of-the-art POS solutions and support. Based in San Diego, CA, the privately held company has continued to grow through strategic partnerships with IBM, Kyru, ScanSource, Microsoft, and Aloha Technologies. SDCR can be reached at 1-800-683-2778, or through email at [sales@sdcr.com](mailto:sales@sdcr.com). Visit SDCR's web site at [www.sdcr.com](http://www.sdcr.com).

### **About SupportTrak™**

SupportTrak™ is the division of SDCR Business Systems that addresses the unique POS service needs of multi-unit foodservice operators in North America. SupportTrak™ core competencies include help desk support, depot repair service, asset tracking, hardware procurement, and professional services. SupportTrak™ can be reached at 1-877-732-7287, or through email at [info@supporttrak.com](mailto:info@supporttrak.com). Visit the web site at [www.supporttrak.com](http://www.supporttrak.com).

### **Company Contacts:**

Pelle Atterholm  
Director of Marketing  
(800) 683-2778 Ext. 188  
[patterholm@sdcr.com](mailto:patterholm@sdcr.com)