

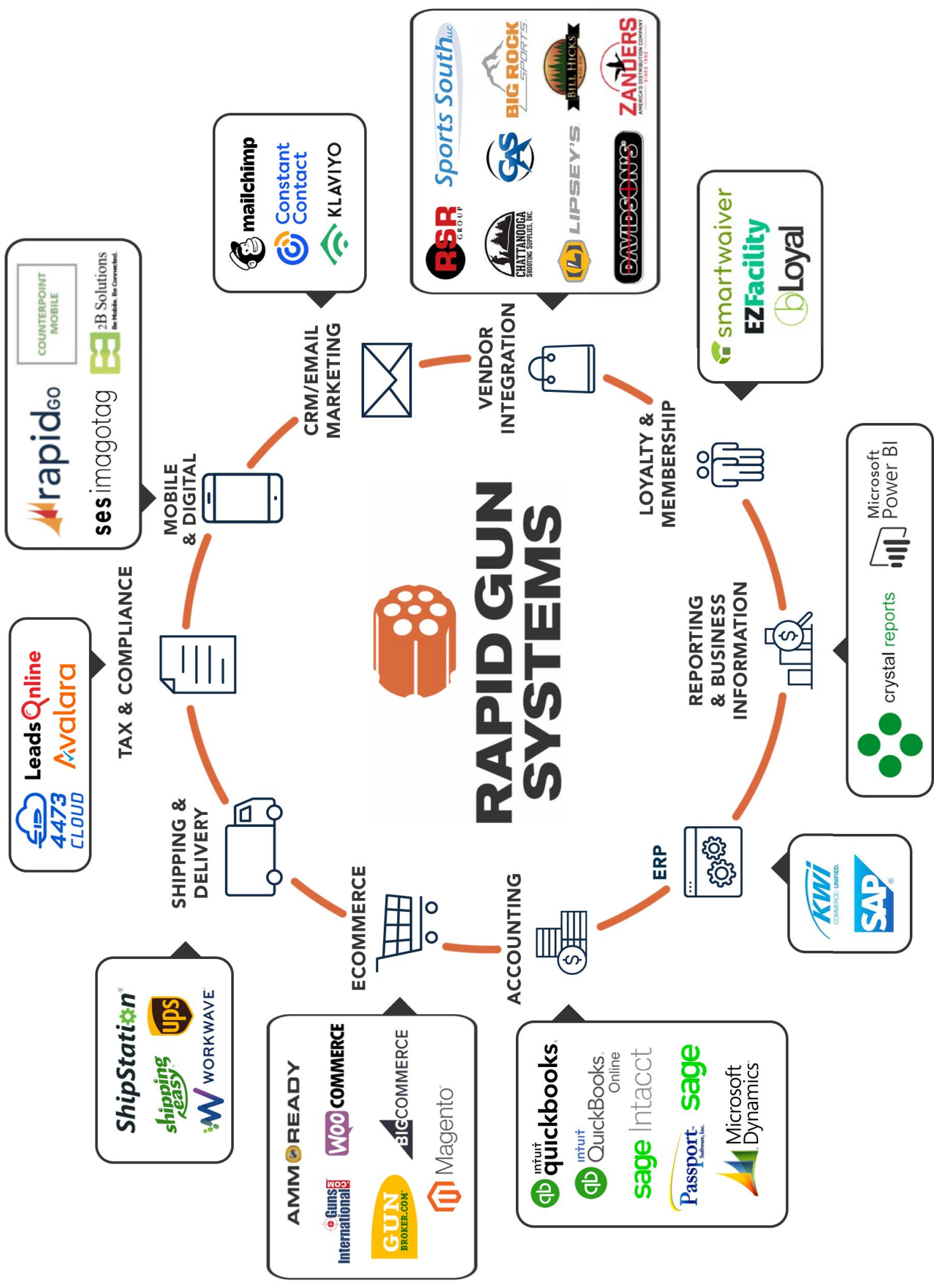
# INFORMATION BOOKLET

Testimonials, Integrations, and  
Pricing Models



**RAPID GUN  
SYSTEMS**





# Commercial-Grade Hardware



## POS Terminal Requirements:

- Windows 10 or 11 PRO OS
- 8 GB RAM
- 128 GB Solid State Drive
- 6 USB Ports
- Touch Screen (recommended)



# RapidGO



**RAPID GUN  
SYSTEMS**

## OVERVIEW

Introducing Rapid's innovative mobile solution, RapidGO, designed to operate seamlessly on a Zebra Android device with an integrated 2D scanner. RapidGO streamlines key business functions, enhancing your retail operations by putting the capability where you need it -- whether on the shop floor, in your warehouse, or at the loading dock. Since Rapid Gun Systems developed RapidGO, we have the flexibility to customize and enhance this application according to your specific needs.

## KEY FEATURES:

- ✓ **Physical Counts:** Execute a physical count or a cycle count while walking through your store.
- ✓ **Bound Book Verification:** After performing a physical count, RapidGO can cross reference your bound book to identify discrepancies.
- ✓ **Item Lookup:** Instantly access stock information, prices, last receiving date, and more.
- ✓ **Item Maintenance:** Easily update minimum/maximum stocking levels, bin assignments, and prices.
- ✓ **Receiving:** Streamline the receiving process, with or without a purchase order.
- ✓ **Transfer Out:** For multi-store operations, initiate a transfer of an item from one inventory location to another.
- ✓ **Label Printing:** Scan items to generate a list of labels you would like to print directly from the POS system.
- ✓ **Line Busting:** Start transactions from anywhere in the store and park the ticket to recall and tender the transaction at the register.



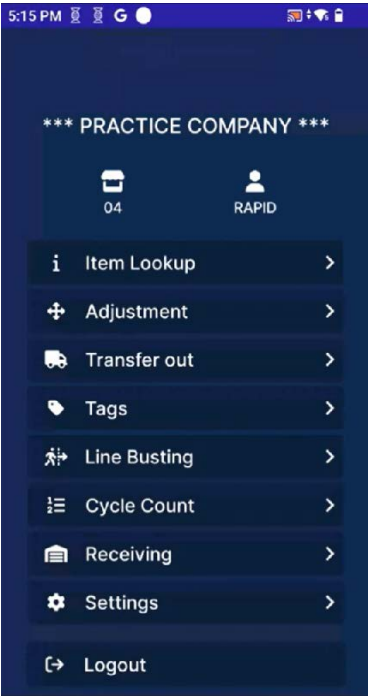
RapidGO operates on an Android device, complete with a built-in scanner. You have the option to order it with or without the pistol grip, as shown in the image to your right.



SEE IT IN ACTION



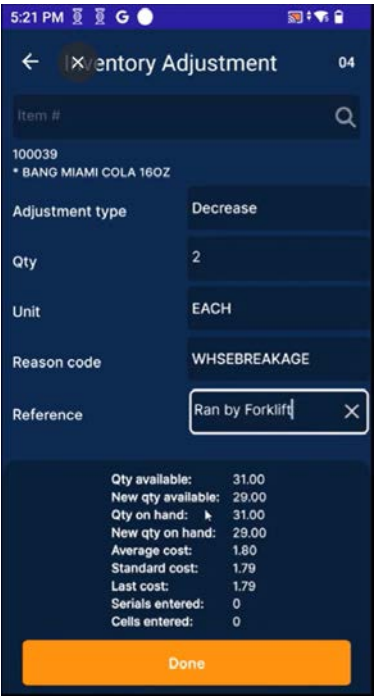
SCREENSHOTS



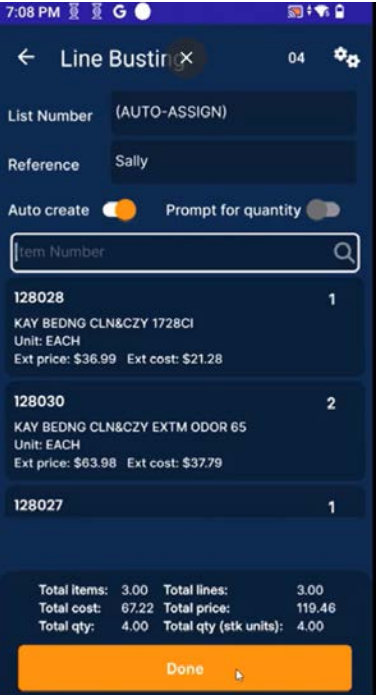
Homescreen



Item Lookup



Inventory Adjustment



Line Busting

COST

The initial setup cost of RapidGO includes hardware, software, and configuration. The cost starts at \$1,889 and will vary based on the hardware options you choose and your store specific configuration requirements. Training might be necessary for some clients, and Rapid will bill this on a "pay-as-you-go" basis. After initial setup, the cost to run the application is \$42 per month, per device and will include any additional features we release in the future.



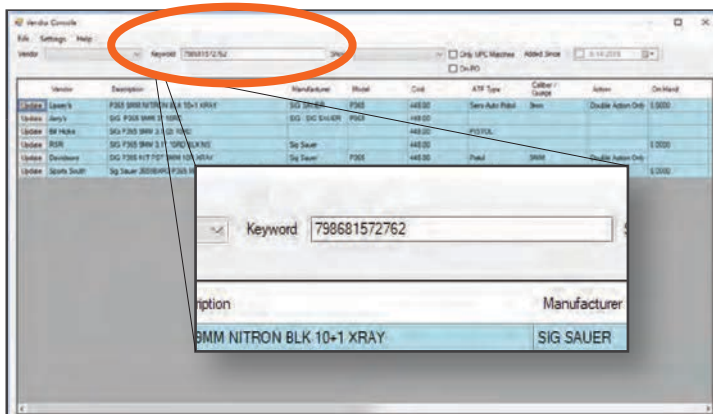
# VENDOR CATALOG INTEGRATIONS



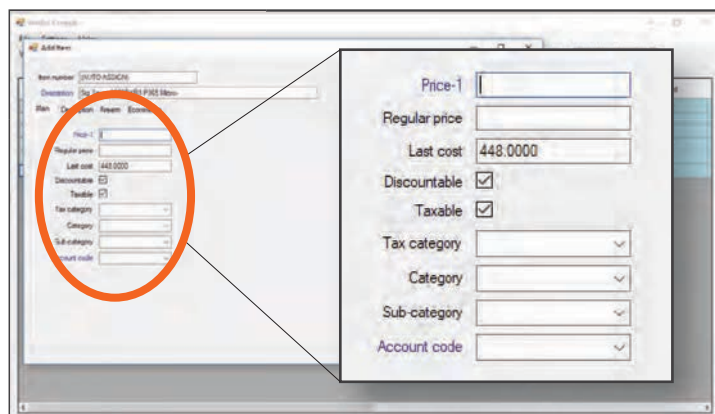
**RAPID GUN  
SYSTEMS**

Access vendor information in real time with our distributor catalog integrations. Keep up with new items and easily add them to your store offerings by importing UPC barcodes, product descriptions, costs, product availability, and more from the data made available by each vendor.

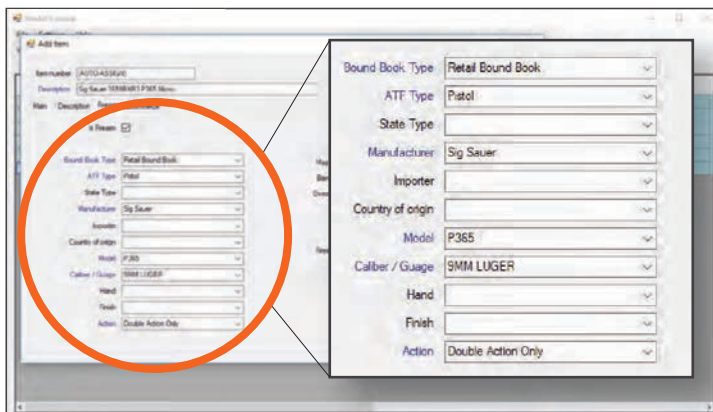




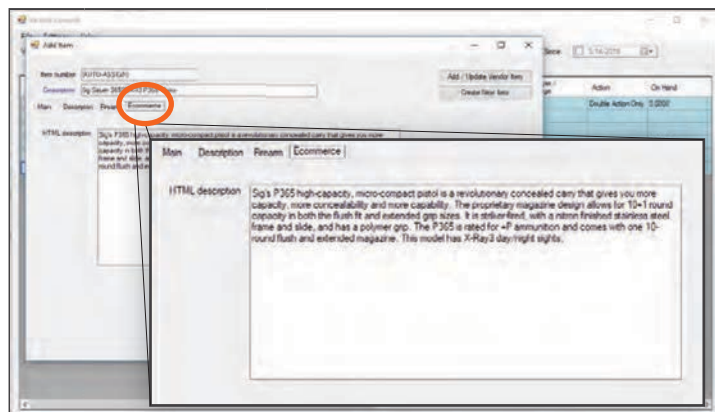
Search using a UPC or keyword (in keyword field) and quickly pull all vendors that carry that item. Current costs and available quantities are shown by vendor (if available).



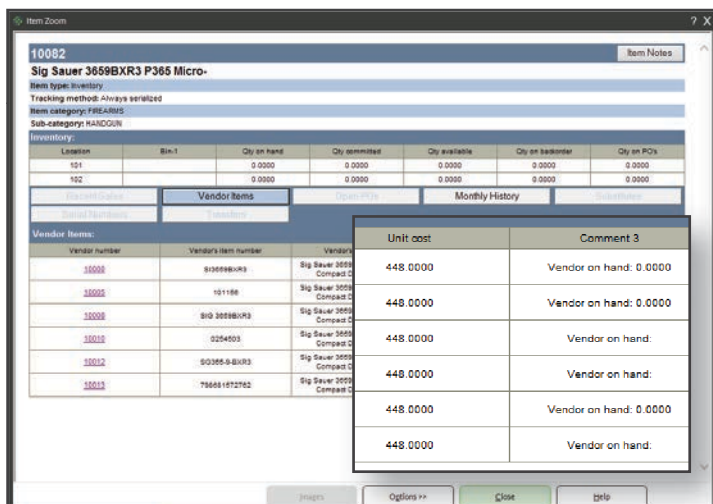
Easily add items to your system from a vendor catalog entry. Add price, category, sub-category, and account code to create an item in your system. You can also add additional vendors to an existing item.



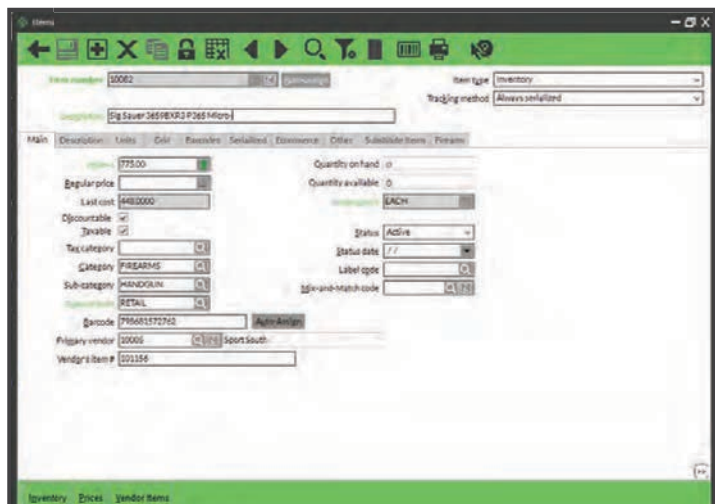
When importing an item from a vendor catalog, firearm attributes are included to support your boundbook entries.



Some vendors have rich content, including detailed eCommerce descriptions, which are imported directly into your system records.



Zooming in on an item allows you to see all linked vendors with current pricing and available quantities.



Once created, through the vendor catalog integration, this is how your records will appear within the Rapid Gun Systems interface.





## OVERVIEW

Both Magento and BigCommerce proved a flexible and adaptable eCommerce shopping cart by offering an open source platform allowing sellers to easily customize their online store and customer experience. On the other hand, WooCommerce provides an extremely cost effective and functional eCommerce shopping cart, supported by a large community of web designers and consultants which makes it an excellent choice for many Counterpoint clients.

Rapid has expertise in integrating Counterpoint with these three eCommerce platforms. Details outlining the integrations are listed below, however customizations are an option if you wish to create something unique. Please note that Rapid does not provide website concepting, design or development, or eCommerce set up and configurations. Some of our clients find that they have the expertise required to set up and configure their eCommerce platforms, however, most choose to engage a 3rd party. We are happy to provide a referral if you would like to contract with a partner we trust.

## INTEGRATION DETAILS

The following are details regarding each object that is interfaced between Counterpoint and WooCommerce:

### Items flow from Counterpoint to the Integrated Platforms

- For Magento and BigCommerce this includes both normal Counterpoint items and gridded items
- The first time an item is sent to WooCommerce it generates an ID and that ID is stored in the Counterpoint item record
- The quantity and price sent is based on the eCommerce control setting in Counterpoint
- New and changed items (change in quantity counts as a change) are sent to WooCommerce every 5-15 minutes
- Alternative units are not currently supported in WooCommerce
- Note that item images are not sent (in our experience, it is far better to add the images using the webstore's administrative panel since you can use their WYSIWYG image tool)



### Customers flow from Counterpoint to the Integrated Platforms

- The first time we send a customer to WooCommerce it generates an ID and that ID is stored in the Counterpoint customer record
- New and changed customers are sent to WooCommerce every 5-15 minutes

### Customers flow from the Integrated Platforms to Counterpoint

- The WooCommerce ID for that customer is stored in the Counterpoint customer record
- New and changed customers are sent to Counterpoint every 5-15 minutes—just prior to the load of orders

### Orders flow from the Integrated Platforms to Counterpoint

- New orders are sent to Counterpoint every 5-15 minutes—just after the customer load completes

### Fulfillment info flows from Counterpoint to the Integrated Platforms

- When a release ticket is created in Counterpoint, WooCommerce is updated with fulfillment information within 5-15 minutes

## HOW IT WORKS

An executable is installed on the Counterpoint server (written in C#). A Windows task calls the executable on a 5-15-minute interval. The executable extracts new and changed items from Counterpoint, transforms the data into WooCommerce's format, and then calls the WooCommerce API. This same executable calls a WooCommerce API to obtain new orders and customers. That data is transformed and then Counterpoint APIs are called to load customers and orders into Counterpoint.

## COST Magento

The cost is between \$3,000 - \$5,000 for the Magento integration. A specific integration cost will be quoted once our developers have an opportunity to understand your desired website functionality, implementation plan, item attributes, and transaction flow. If you are on Rapid's Monthly Unlimited Support plan, your monthly fee will be increased and our labor to train you to use the integration. It is common for clients to need customizations so that our integrations fits their specific needs. This is particularly true because these platforms are so flexible and adaptable. Typically, these customizations can cost between \$1,000 - \$2,000 and are quoted in writing before the commencement of any work. All customized coding for an integration is done on a time and materials basis.

## COST WooCommerce, BigCommerce

The cost starts at \$2,650 for WooCommerce and \$3,000 for BigCommerce. If you utilize Rapid's Monthly Unlimited Support plan, your monthly fee will be increased \$54.00. This fee includes the software, our labor to install it, and our labor to train you to use the integration. It is common for clients to need customizations so that our integration fits their specific needs. This is particularly true because WooCommerce & BigCommerce accommodates so many different plug-ins. Typically, these customizations can cost between \$250 to \$1,000.



# AMMOREADY INTEGRATION



## OVERVIEW

AmmoReady provides a cost effective and functional eCommerce platform specifically designed for the firearms industry. It includes everything you need to build and run a custom, mobile-ready, online gun store for your existing brick-and-mortar business. One of the key advantages of the AmmoReady.com platform is that it provides an online store experience that promotes and sells your in-store inventory along with the catalog offerings from distributors such as Sports South, Zanders, RSR, Bill Hicks and MGE Wholesale. This capability allows a gun retailer to offer a substantially broader range of products online without the associated inventory carrying costs. The AmmoReady platform also offers optional features and services such as consumer financing, abandoned cart reminders, back-in-stock notifications and item reviews.

These benefits make it an excellent choice for existing and potential users of our POS system, and are the reason that Rapid created the integration between Rapid Gun Systems and AmmoReady. Details outlining the integration are listed below, however additional customizations are an option if you wish to expand the capabilities of the standard integration.

Please note that Rapid does not provide website concepting, design or development, or AmmoReady set up and configuration. Some of our clients find that they have the expertise required to set up and configure AmmoReady. If you need additional assistance with this set-up, AmmoReady offers its AmmoReady Quick Start program where they will customize your storefront, set up distributor connections and your payment gateway, and configure your custom domain name to launch your AmmoReady storefront.

## INTEGRATION DETAILS

The following are details regarding each object that is interfaced between Rapid Gun Systems (Counterpoint) and AmmoReady:

### In-Store Inventory Items flow from Rapid Gun Systems to AmmoReady

- The first time an item is sent from your store inventory to AmmoReady it generates an ID and that ID is stored in the Counterpoint item record
- The quantity and price sent is based on the eCommerce control setting in Counterpoint
- New and changed items (change in available quantity counts as a change) are sent to AmmoReady every 5-15 minutes

- Alternative selling units are not currently supported so Items are listed with the preferred selling unit
- Note that item images are not sent from Counterpoint because there are no controls on image size and (in our experience with all ecommerce platforms, it is far better to add the images using the webstore's administrative panel)

### **Customers flow from Counterpoint to AmmoReady**

- The first time we send a customer to AmmoReady it generates an ID and that ID is stored in the Counterpoint customer record
- New and changed customers are sent to AmmoReady every 5-15 minutes

### **Customers flow from AmmoReady to Counterpoint**

- The AmmoReady ID for that customer is stored in the Counterpoint customer record
- New and changed customers are sent to Counterpoint every 5-15 minutes—just prior to the load of orders

### **Notification of Online Orders**

- The AmmoReady platform notifies you when an online order has been placed.
- Using AmmoReady's fulfillment tools, you decide to fulfill an online order from existing store inventory or to dropship the item directly to the customer from one of AmmoReady's integrated distributors.

### **Orders to be fulfilled from in-store inventory flow from AmmoReady to Counterpoint**

- New orders that require store fulfillment are sent to Counterpoint every 5-15 minutes—just after the customer load completes

### **Fulfillment info flows from Counterpoint to AmmoReady**

- When a release ticket is created in Counterpoint, AmmoReady is updated with fulfillment information within 5-15 minutes

## **HOW IT WORKS**

An executable is installed on the Counterpoint server (written in C#). A Windows task calls the executable on a 5-15-minute interval. The executable extracts new and changed items from Counterpoint, transforms the data into AmmoReady's format, and then calls the AmmoReady API. This same executable calls an AmmoReady API to obtain new orders and customers. That data is transformed and then Counterpoint APIs are called to load customers and orders into Counterpoint.

## **COST**

The cost the standard integration with AmmoReady is \$3,000. If you utilize Rapid's Monthly Unlimited Support plan, your monthly fee will be increased \$54.00. This fee includes the software, our labor to install it, and our labor to train you to use the integration. In some cases, clients need customizations so that our integration fits their specific needs. These customizations would be billed on a time and materials basis.

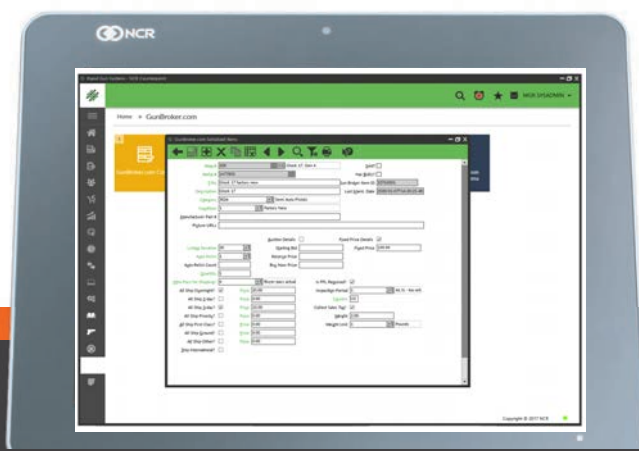




This recently enhanced integration enables specific items in Rapid Gun Systems to be offered for sale or auction on the GunBroker.com website.

## FEATURES INCLUDE:

- Easily manage online sales of firearms and accessories from within a single system - no more double entering data
- Connect your GunBroker.com listing to your inventory. When you sell an item in store, it is automatically removed from GunBroker.com. When the item sells on GunBroker.com, it is automatically committed in your inventory.
- Known when a GunBroker.com auction item has active bids. You will automatically receive an error if you try to sell that item in the store.
- Set "starting bids", "reserve" and "buy it now" prices from within Counterpoint. For auctions, set the auction start time and date.
- Set all GunBroker.com required fields (item categories, sales durations, quantities available, shipping terms, etc.) from within Counterpoint.
- Set your system to automatically create listings on GunBroker.com when you receive items into inventory by using standard listing templates.
- Choose from two types of templates - Fixed Price Template, or Auction Template
- Define your templates at the Category level or Item level.
- Rapid's GunBroker.com integration is designed to function alongside other eCommerce integrations.





Rapid Gun Systems GB Automation

Listing Rules Listings Item Zoom

Refresh Create Rule Delete Rule View Rule

Rule Name	Description	Item Filter	No. of Items	No. of Listings	Prio	
All Glocks	List All Glock Handguns	CATEG_COD = 'FIRE...	9	0	1	Up

Listing Rule

Listing Rule Name: All Glocks Description: List All Glock Handguns Save

Rule Type Listing Type Payment, Shipping, Tax Premium Features Governor

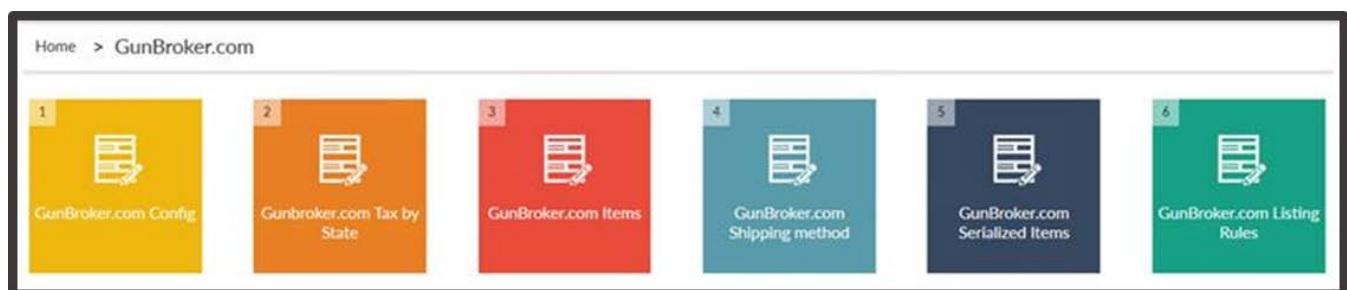
Listing Type: Auction

Auction

Method	Basis	Amount/Percent
Starting Bid: Fixed Price	N/A	100.00
Buy Now Price: Pick Price	Price-1	
Reserve Price: Discount Percent	Price-1	8.00
Duration: Seven days		

Fixed Price

Method	Basis	Amount/Percent
Fixed Price		
Duration		
Accept Offers		
Auto Accept		
Auto Reject		



(separate GunBroker.com account required)

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# CUSTOMER TESTIMONIALS



**RAPID GUN  
SYSTEMS**

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*We switched from Celerant and we are never going back! Rapid has streamlined our processes! The ease of use for gun sales makes this a **no-brainer for any FFL**. It has simplified our tasks from receiving all the way to disposition.*

- Christian Swarts, Marketing Director



*We chose Rapid Gun Systems because **these guys are really focused on customer service**. We got a lot of one-on-one attention when we first installed the system, and this allowed us to get **up and running quickly**. We're sure we have the right system for our store.*

- Larry Corbin, Sales Manager



*It is really **very easy to use** once training is finished. I love how close I worked with a select few individuals. It made training easier and was able to be **geared exactly for our store**.*

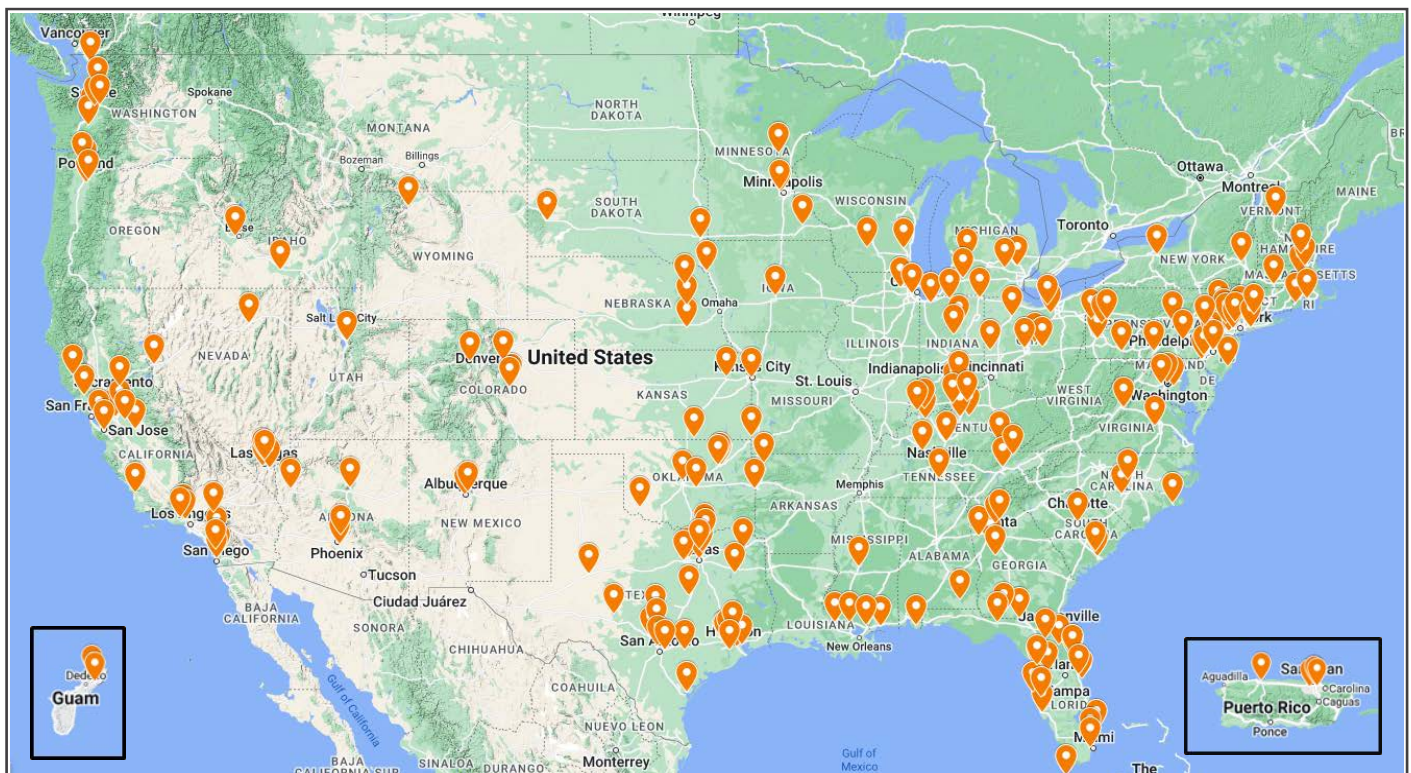
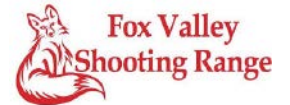
- Irene Loutas, Owner



*This is **a great company** to work with! They have **an amazing system** that meets all of our needs!!*

- Stephanie Fehner, Office Manager

”



# SMALL RETAIL GUN STORE SYSTEM COST EXAMPLE



**RAPID GUN  
SYSTEMS**

NCR Counterpoint Enterprise POS Software (1 POS license) configured with credit card processing (assumes NCR Merchant Solutions provides credit card processing), serial numbers and the Rapid Gun Kit. 1 POS Stations and 1 back office station sharing 1 concurrent user licenses.

## Point of Sale Peripherals Bundle:

- NCR/Bixolon Auto Cutter Receipt Printer
- Wireless 2D Barcode Scanner for scanning item barcodes, QR codes and drivers' licenses
- Cash Drawer
- Ingenico Lane/3000 Credit Card Terminal
- CyberPower Battery Back-up (for POS stations)
- Server (Windows 11 CPU)
- External hard drive for database backup
- PowerVar Ground Guard Battery Back-up (for Server)
- GoDEX Barcode Label Printer (Ethernet)
- 1 case of receipt paper (3 1/8 x 220 50 rolls/case)
- 1 x 3 Firearms Barcode Sticker Labels (6 pack)

You provide 2 Windows 11 PCs with a minimum Intel Dual Core, 8GB RAM, 6 USB ports, 128GB SSD(NOTE: *reinstall of operating system required for any system that is not new*).

Professional Services to configure your system (*typical implementation time is approximately 90 days*).

Training (20.5 hours of instructor-led training on the features of your system).

**Estimated Cost: \$12,775.00**

Ongoing costs include annual software maintenance of \$200.00 (commencing 1 year from license date) Unlimited Help Desk and back-up support available for \$222.00 per month (other plans available).

## SAMPLE LEASE OPTION

(For a business that has been in operation for more than 2 years)

	36 Months	48 Months	60 Months
Monthly Payment:	\$412.00	\$324.00	\$271.00



## Add-On Examples

Option	Cost
Ecommerce Integration with AmmoReady.com	\$3,000.00
Ecommerce Integration with GunBroker.com	\$3,000.00
Electronic 4473 Online Firearms Transfer Record & eNICS Background Check (If applicable)	\$575 setup (\$49.00/ month)
Integration to digitally store completed 4473s via 4473cloud.com (4473cloud.com service sold separately)	\$300.00
Vendor Catalog Integration (all vendors)	\$2,000.00
Vendor Catalog Integration (one vendor)	\$750.00
Accounting System Integration (see details for supported platforms)	\$1,950.00*

\*Additional costs may apply based on accounting configuration requirements

# SMALL GUN RANGE SYSTEM COST EXAMPLE



**RAPID GUN  
SYSTEMS**

NCR Counterpoint Enterprise POS Software (2 POS licenses) configured with credit card processing (assumes NCR Merchant Solutions provides credit card processing), serial numbers and the Rapid Gun Kit / Rapid Range Management functionality. 2 POS Stations and 1 back office station sharing 2 concurrent user licenses.

## Point of Sale Peripherals Bundle:

- 2 - NCR/Bixolon Auto Cutter Receipt Printer
- 2 - Wireless 2D Barcode Scanner for scanning item barcodes, QR codes and drivers' licenses
- 2 - Cash Drawer
- 2 - Ingenico Lane/3000 Credit Card Terminal
- 2 - CyberPower Battery Back-up (for POS stations)
- Server (Windows 11 CPU)
- External hard drive for database backup
- PowerVar Ground Guard Battery Back-up (for Server)
- GoDEX Barcode Label Printer (Ethernet)
- 1 case of receipt paper (3 1/8 x 220 50 rolls/case)
- 1 x 3 Firearms Barcode Sticker Labels (6 pack)

You provide 3 Windows 11 PCs with a minimum Intel Dual Core, 8GB RAM, 6 USB ports, 128 GB SSD (*NOTE: reinstall of operating system required for any system that is not new*).

Professional Services to configure your system (*typical implementation time is approximately 90 days*).

Training (20.5 hours of instructor-led training on the features of your system).

**Estimated Cost: \$17,155.20**

Ongoing costs include annual software maintenance of \$331.00 (commencing 1 year from license date)  
Unlimited Help Desk and back-up support available for \$222.00 per month (other plans available).

## SAMPLE LEASE OPTION

(For a business that has been in operation for more than 2 years)

	36 Months	48 Months	60 Months
Monthly Payment:	\$554.00	\$435.00	\$365.00

## Add-On Examples

Option	Cost
Ecommerce Integration with AmmoReady.com	\$3,000.00
Electronic 4473 Online Firearms Transfer Record & eNICS Background Check (If applicable)	\$575 setup (\$49.00/ month)
Integration to digitally store completed 4473s via 4473cloud.com (4473cloud.com service sold separately)	\$300.00
Accounting System Integration (see details for supported platforms)	\$1,950.00*
Integration with EZFacility for web-based membership management (subscription-based memberships, customer self-help, membership sales, lane reservations, and class reservations. (EZFacility service fees not included)	\$999.00
SmartWaiver Integration	\$500.00
Vendor Catalog Integration (all vendors)	\$2,000.00
Vendor Catalog Integration (one vendor)	\$750.00

\*Additional costs may apply based on accounting configuration requirements