

# booklog news

Holiday Edition 2007

A Publication from ComputerWorks of Chicago, Inc.

## News for PCCharge Interface Users

Booklog is now partnering with First National Merchant Solutions to provide an ideal merchant processing program that easily integrates with Booklog's PCCharge credit card interface. First National Merchant Solutions' priority is to meet or beat your current processing rates, so you'll save money on every transaction. If they can't save you money, they'll pay you \$100\* — it's that simple. For more information and a free estimate, call Jim Kilcoyne at 800-516-6242 ext. 4957 (be sure to ask for the Booklog offer).

*\* Offer subject to change at any time.*

## New Pubnet/Pubeasy Interface

For several months, our programmers have been working to develop an interface with Bowker's new suite of order information services. This new product includes instant response with several major publishers, access to real-time checks of publisher price and availability and, of course, electronic ordering through Pubnet. The new functionality is fully integrated with our latest version of Booklog and is included with the upgrade.

As part of the new interface, Bowker has agreed to discount the Pubnet registration fee from \$75 to \$35 if you sign up before Dec. 31, 2007. To register, please contact Bruce Miller at 888-269-5372 ext. 0053.

## Season's Greetings!

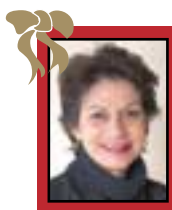
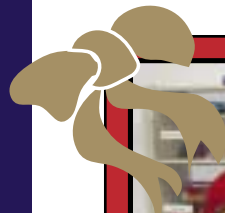
2007 was a good year for ComputerWorks. Eighty-seven new stores joined our Booklog family! We attended the CBA International and Advance shows, the BEA in New York, and several regional trade and Christian shows. We also talked with almost all of you through our customer service program. We hope the year was a good and busy one for you, also.

As we enter into the holiday season, the entire Booklog staff joins me in thanking

all of you for your continued support. Your cooperation and suggestions are vital components in helping us improve the quality and efficiency of our software. We look forward to working with you during the upcoming year.

Happy Holidays! And best wishes for a prosperous and peaceful new year.

— Jean Fishbeck, president



*Happy Holidays!*  
*from the Booklog Staff*

Pictured front row: Daniel Pesek, Ann Christophersen, Tina Isperduli, David deCastro and Nora Seidman.

Middle row: Charles Westphal, Nancy Crane, Jean Fishbeck, Carrie Barnett, Erica Nurmela, Demayne Murphy and Mene Carrillo.

Back row: Long Tran, Rick Donagrandi, Jennifer Jaffe, Laura Parzygnat, Lily Mojekwu and Wes Freeman.

Individual photos, top: Faith Batta and Hunter Beahm; bottom: John De Lello and Gwen Fishbeck.

ComputerWorks of Chicago, Inc.  
800-977-8212  
www.booklog.com  
info@booklog.com

## Training Tips

### Totals for Holiday Sales

Would you like sales totals from your busiest season? Use the Sales report to get as much (or as little) information about your holiday sales as you want. Go to the Reports Pick-list and choose the Sales report. In the Sales Period parameter at the bottom of the screen, enter the date range you want to report on. This will give you a comprehensive list of everything you sold with a total at the bottom. You can choose the Totals Only parameter on the Sales report parameters screen to show you a sales total without a list of all the items you sold.

### Exchanges at the Register

Booklog allows you to do sales and refunds in the same transaction, like an exchange. If a customer would like to trade one item for another, you can ring up the returned item, put a check in the Ref box for that item, then ring up the item for which the customer would like an exchange. Booklog will put the returned item back in inventory, take the sold item out of inventory, and let you take or refund the price balance for the exchange.

### Basic Keystrokes

Using the keyboard in your Cash Register screen can speed up things quite a bit. Pay attention to the keystrokes on your Cash Register template, which comes with each Booklog installation. Some good keystrokes to remember in the cash register are F3, which will take you to the ISBN/SKU blank for the next line; Tab, which will move you to the next field in the register, and Shift+Tab, which will move you backwards to the previous field in the register.

### Targeted Mailings

Use Booklog's Direct Marketing Segment (called the Direct Mail Segment in previous versions of Booklog) to let your customers know you have items they need. This feature can help you start a mailing list or do e-mail drops to target your customers' specific tastes. It can also give you a list of every customer who bought a certain item.

## Customer's Corner

*In this issue of Booklog News, we are pleased to welcome and feature one of our newer customers, Wordsmiths Books in Decatur, Ga.*

Zachary Steele's life-long dream came to fruition in June 2007 with the opening of his bookstore, Wordsmiths Books, on the town square in Decatur, Ga. With over 10,000 volumes, Wordsmiths Books provides the heart of Decatur with most of its literary needs. "There's a children's bookstore in town, so we don't carry children's books, but other than that, we are a full-service bookstore," said Zachary when asked if he specialized in a specific genre.

Zachary has been in the bookselling business for over 10 years, including four at various positions with Barnes and Noble. One of the key ingredients to Wordsmiths' success so far has been his philosophy that it's necessary to "forget old ways of selling" and "to think out of the box." Ten employees assist Zachary with all aspects of bookselling, including marketing, publicity and storefront selling.

Over 3,000 square feet of selling space is covered with floor-to-ceiling and wall-to-wall shelves of books, but there are spots to sit and browse books and ample space for a myriad of special events. Author signings, poetry readings, open microphone and an array of musical



events are regularly scheduled at the store. Many special events are also held outside the store. Indeed, Wordsmiths strives to develop a steady business outside the store and to take the bookstore to other sites. Just recently, the staff sold books at an event at a local hospital.

In addition to selling off site, the staff at Wordsmiths makes extensive use of technology. They use the web as a tool for picking up special-ordered books and Zachary does a lot of blogging with other booksellers. He began slowly with a blog about books and events, and after extensive interest from other booksellers, has continued to make this an important tool in his store's success. Wordsmiths is indeed a bookstore without walls.

## New Training Classes Prove to be Popular

In September, we updated our Booklog training curriculum by revising individual classes, changing our discounted class series and adding four new classes. The new classes are quite popular — 10 stores have taken them and the feedback received has been very positive. One evaluation question asked of customers following each class is, "Do you feel more comfortable and competent using Booklog as a result of taking this class?" An attendee wrote, "Yes, absolutely," and another said, "I haven't really used it yet but I know having gone through this class, I am sure I will be able to adapt to it readily." Another user commented, "All of the classes I've taken were wonderful. I will definitely take more in the future."

So far, the most popular class is **Focusing on Your Customers**. A fundamental principle of Marketing 101 is to sell more of what you're selling. The corollary is to sell more to those who are buying. Knowing who your customers are and providing them with reasons and information to keep them coming back are key components of a successful marketing program. Booklog provides the tools needed to reward frequent buyers and market directly to your customer base. In this class, you learn more about how to use these tools.

**Electronic Ordering** is the second most popular class, not surprisingly, since more vendors are rewarding customers with extra discount

points if they place orders electronically. With Booklog Version 8.0 fully integrating the Pubnet interface, electronic ordering with publishers is becoming more affordable. In this class, you learn about Booklog's interfaces with wholesalers and how Pubnet works.

The **Financial Management** class and information on **Special Orders, Mail Orders and Book Fairs** are also new to our online curriculum. Being aware of the tools Booklog provides for financial analysis, and knowing how to use them, can make the difference between running a profitable and a non-profitable business. Special orders, mail orders and book fairs are all specialized functions of Booklog, which make ordering, tracking and sales of items for specific customers or out-of-store sales events more efficient.

Along with individual classes, we offer a series at a discounted price. **A la Carte** includes 20% off the regular per-class price of \$40 when you sign up for any three classes in our entire curriculum. For \$96 you can learn how to use many more Booklog features. The series for new users starts with an overview of Booklog and moves through set-up and core operations.

To see the schedule of classes and register online, visit [www.booklog.com/users/user\\_classes.html](http://www.booklog.com/users/user_classes.html). If you have questions, contact Ann Christophersen at [ann@booklog.com](mailto:ann@booklog.com) or 800-977-8212 ext. 247.

## Booklog's New Features and Enhancements in Version 8.0

We've been working to create some great new functionality that is now available in Version 8.0. If you have a maintenance agreement, you should receive your update soon. If you would like to upgrade and don't have a maintenance agreement, please contact technical support at [tech@booklog.com](mailto:tech@booklog.com).

Here are some highlights of Version 8.0. If you'd like the complete list of updates and new features, please visit [www.booklog.com](http://www.booklog.com).

### New Receipt Features

Receipt printing has a whole new look. In the past, Booklog printed receipts in a plain text format. In Version 8.0, we're taking advantage of the printer drivers which print a much cleaner, easier to read receipt. There are other great new receipt options, too.

### Add Your Logo to Receipts

Using a bitmap (bmp) file, you can add any image, such as your logo, to the top or bottom of your receipts. (Logo quality will vary by printer.)



### Barcode on Receipt can be Scanned to Perform Refunds

Each receipt includes a barcode representing the transaction number for that sale. Using the new Scan to Refund option, you can bring the entire sale back into the cash register simply by scanning or entering the transaction number. The transaction comes into the cash register with each item marked as a refund. You can either refund the entire transaction or delete the items that aren't being received and refund individual items.

### Print Gift Receipts

Booklog now has a gift receipt option. Gift receipts can be printed for individual items in a sale or you can print one gift receipt for all items on a sale. Gift receipts look just like regular receipts but without the prices.

### Receipt Reprint Enhancements

Receipt reprints are easier to access and include more information. You can still access a receipt reprint by clicking on the Receipt Reprint menu item, but now you can also access the reprint function directly from the Register Sales tab in the customer file. Double-clicking on any item on the Register Sales tab will automatically bring up the receipt. Additionally, the Receipt Reprint window itself has been enhanced to make it easier to find and reprint receipts.

### Return Signature Receipt

If you'd like to have a signed confirmation from a customer, you can activate the Return Signature Receipt default on the Receipts tab of the Store file. Then, whenever you process a refund at the cash register, an additional signature receipt will automatically print. Have the customer sign this receipt and put it in the drawer as verification that a refund transaction was processed and accepted by the customer.

### Special Order Hold Feature

Do your customers call and ask you to put a book behind the counter for them to pick up days later? If so, Booklog's new On Hold feature will help keep track for you. We've

added a new hold status in special orders. When you put something on hold, you can also indicate the date the book will be picked up. The hold status removes the quantity from on hand and puts it on SO/MO hold. When the customer picks up the book, you sell it just like a special order. The hold feature has a place for you to enter the pick-up date so you know when to call the customer to remind them or to put it back on the shelf.

### New Reports

We have new management reports to help you get the most out of your Booklog data.

- **Customer Sales History** – This report summarizes the number of items and the dollar sales volume per customer for a chosen sales period. It shows sales volume for this year, last year and two years ago.
- **Inactive Customers** – Find out who hasn't been in the store for a long time.
- **Sales History by Item** – This report shows each item in the store and the name of the customer who bought it.
- **Mail Order Ready to Fill** – If you're adding a lot of mail orders, this report will tell you which ones have all the items ordered available so you know which can be picked and packed right away.

### Online Imports from Industry Databases

If you have Booklog's Database Interface (formerly called the CD-ROM Interface) you can auto-import title information from Baker and Taylor, Ingram or Books in Print online. You must also have a subscription to the online data source to use this feature.

### Other Features Too Good to Miss

Some of the other enhancements we hope you'll be excited about are:

- Search the customer file by e-mail address.
- Set and save column widths on the new Inventory Search window.
- ISBN search in the Inventory Search window will also search the Alternate SKU for each item.
- Menu item which links you directly to our GoToAssist support web site.

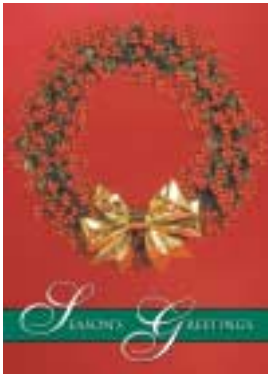
## Welcome to Our New Booklog Users

Andersonville Galleria, Chicago, Ill.  
Between The Covers, Bend, Ore.  
The Book Patch, Thief River Falls, Minn.  
Book Safari, Redondo Beach, Calif.  
Bookbug, Kalamazoo, Mich.  
Books At 25 LLC, Delaware, Ohio  
The Bookworm, Omaha, Neb.  
Broadway Books, Portland, Ore.  
Camalli Books, Bend, Ore.  
Cheesecake and Crime, Henderson, Nev.  
Christ Church of Nashville, Nashville, Tenn.  
Christian Book & Gift Shoppe, Ottumwa, Iowa  
Christian Book & Gift Shoppe,  
West Burlington, Iowa

Clear Creek Books, LLC, Golden, Colo.  
Confluence Bookstore, Bellevue, Neb.  
First Baptist Church Naples, Naples, Fla.  
First Methodist Church of Houston,  
Houston, Texas  
Harleysville Books, Harleysville, Pa.  
Kings Way, Rice Lake, Wis.  
Lancaster Mennonite Historical Society,  
Lancaster, Pa.  
Many Paths Bookstore,  
North Hollywood, Calif.  
Maple Tree Books, Milton, Vt.  
Mt. Carmel Church, Atlanta, Ga.  
Mystery On Main Street, Brattleboro, Vt.

The Next Page, Frisco, Colo.  
Origin Art & Coffee, Nanuet, N.Y.  
Our Lady Of Peace, Santa Clara, Calif.  
Patch And Crow's Nest, Manhattan, Kan.  
Paulina Springs Books, Sisters, Ore.  
Prairie Books & Gifts, Hasting, Neb.  
Sacred Grounds, Oneida, Tenn.  
Salt and Pepper Books, Occoquan, Va.  
Seven Stars, Cambridge, Mass.  
The Shrine of Christ's Passion, St. John, Ind.  
Sierra Madre Books, Sierra Madre, Calif.  
Simply Sacred, Santa Rosa, Calif.  
Sincere Milk Christian Store, Chicago, Ill.  
SKIA Inc., Bentonville, Ark.

Spirit and Truth, Fruitland Park, Fla.  
St. Michael's Episcopal Church, Charleston, S.C.  
St. Paul Book Corner/Lutheran Church,  
Davenport, Iowa  
Sunlight of The Spirit, Sacramento, Calif.  
Wind City Books, Casper, Wyo.  
Windows on The World Books & Art,  
Mariposa, Calif.  
Word Books, Brooklyn, N.Y.  
Word To Light Christian Stores, Wheaton, Ill.  
Wordsmiths Books, Decatur, Ga.  
Zahra's Books N Things, Inglewood, Calif.



## Tech Tips for Booklog Users

### Redeeming Multiple FB Certificates

Frequent buyer certificates may be redeemed even if the customer has lost the actual certificate. You can view the available certificates a customer has earned by clicking on the Key icon after the customer name is selected.

You can redeem multiple frequent buyer certificates on one sale. Ring up the sale, then click on the Key icon to get the list of frequent buyer certificates. For multiple certificates, hold down the CTRL key and click on the certificates you want to redeem.

### Suspending and Restoring Sales

Did you know you can suspend a sale to ring up at a later time? On the Cash Register screen, after you have scanned the items, click on the Suspend button (hand icon). When the customer is ready to check out, click on the Restore button (green flag icon), select your sale and process as usual. This is extremely helpful when the customer decides to go back and do more shopping or perhaps left his or her wallet in the car.

The suspended sale list does not clear at the end of each day. To clear a sale off the list, restore it to the Cash Register screen. Click on the Process button and then click Cancel. Escape out of the Cash Register screen and do not save the changes.

### Promotional Pricing

Booklog's promotional pricing feature is perfect for setting up different sales. Use the various parameters to put specific categories, departments or vendors on sale for a certain time period. You can even use it to put several titles or authors on sale. Make sure the Active button is checked, then click OK. The sale will start on the date you specified and run through the end date, all without you having to do anything else.

### To Be Ordered List

The To Be Ordered (TBO) feature allows you to flag certain items to be re-ordered at a later date when you're doing orders. This is done in the Item Properties screen by clicking the TBO button on the bottom of the screen. You can select whether an item should show up on the TBO tickler (list) for a *specific* vendor/publisher, or you can put it on a generic list, allowing you to decide later from which vendor or publisher you will order. You can also specify a quantity that you want to order. Later, when you are in a draft purchase order, click on the TBO icon (the finger with a string tied around it) to see the list of items that you have put onto the TBO list. Select any and all items you want to put on the purchase order by clicking on each title.

Items can also be added to the TBO list when using the Move-Cancel feature in receiving. When you click on the Move-Cancel icon (green beaker), you have the option to put items onto the TBO list as well.

### To Be Returned List

The To Be Returned (TBR) feature works similarly to the TBO list. When in the Item Properties screen, click on the TBR button to add items to the TBR list. You can choose whether you want to add the item to just a *specific* vendor/publisher's tickler (list) or whether it should go to any vendor/publisher's list. Select the quantity that you would like to return and click the OK button. When you are in a draft return, click on the TBR icon (the finger with a string tied around it) to see a list of items you have put on the TBR list. Select any and all items you want to put on the purchase order by clicking on each title.

### Restricting Changes to the Windows System Clock

Sale transactions in Booklog are based on the system time of your computer. If this time is changed, any transactions made on that workstation will have the incorrect time and date. To prevent this, make sure the Windows username your clerks use is restricted from changing the time. To do this, go to Windows Control Panel and select Administrative Tools, then Local Security Policy. From the list that appears, select Change the System Time, right-click on it and select Properties. Make sure the Windows login used by your lower-level employees is removed from the list of users.

### Baker and Taylor Downloads Note

Baker and Taylor downloads from TitleSource III should **never** be opened in Excel, saved and imported into Booklog. The import will fail. Excel changes the format of the file and Booklog cannot read the values properly. In fact, following the download instructions on their web site (to Shift-click the link) will automatically open the import file in Excel. Saving the file from there corrupts the file.

#### To download, follow this procedure:

1. Choose POS as the file type to download.
2. Right-click on the download link and choose Save Target As. Give the file a name and save it somewhere on your computer where you can find it readily.
3. Open Booklog.
4. Go to the Inventory menu, Import into Inventory, TitleSource. (**Do not choose Baker and Taylor!**)

If you already have the Booklog interface for Baker and Taylor, please e-mail technical support (tech@booklog.com) for step-by-step instructions for importing files from TitleSource III to Booklog.