

booklog news

BEA Edition 2013

A Publication from ComputerWorks of Chicago, Inc.

Booklog Travels to New York City and BEA 2013

Your friends at Booklog look forward to seeing you in New York City for BookExpo America 2013. Please stop by our booth #2860 in the Javits Center to say hi and talk with our tech, training and sales staff. We hope to see you there!

SHOW HOURS

Thursday, May 30, 9 a.m.–5 p.m.

Friday, May 31, 9 a.m.–5 p.m.

Saturday, June 1, 9 a.m.–4 p.m.

BEA Show Special

For those customers who are not on maintenance agreements, we would like to offer you 10% off your Booklog upgrade to version 11. This offer is good through June 30, 2013. Don't lose out on these exciting new features. For more information, contact Nancy Crane today at 800-977-8282 ext. 224 or nancy@booklog.com.

Updating Our Records

If you received this newsletter in error or would like to unsubscribe from it, please contact us at www.booklog.com or 800-977-8212.

A Note From the President



In September, Booklog will celebrate its 30th birthday! I often look back and describe how things were back then in terms of the technology (floppy drives, etc.), but I thought it worth describing personal changes as well. Many of you know how Booklog started, for those of you, please bear with me as I review for some of our newer customers. I, along with six others, started an independent bookstore in 1972 in San Diego, California. We had a couch with a paisley throw, didn't take credit cards, and celebrated when we had a day over \$100. As I look back, it was the dream job of my life! At the same time I was taking two computer classes (yes, we had punch cards). I made one card for each book in the store and periodically put the cards through a sorting machine. That was as far as my initial inventory program went.

In 1983, I took up the project in earnest. After creating a "bookstore software package," I took it to my first tradeshow in 1984. The computer and monitor were huge, the computer was a 286 machine with two floppy drives — no hard drive! The program itself ran in the a:drive, the data was in the b:drive. The monitor screen was green and black. How far all the technology has changed puts the personal changes over 30 years into a more useful, forgiving perspective. When I had the big 286 machine with the huge monitor, I also had dark brown hair, my God-given knees, and could hear without

assistance. I had single-lens contact lenses, rather than the bifocals I wear today, and could actually go swimming at 7:00 in the morning. I didn't even take a multi-vitamin, much less have to sort my pills into little square boxes so I remember to take what when! It's all gone so fast. I am happy to say that with the challenges, there have been many rewards. The best of which is that we are still operating today and have wonderful customers like you to work for and with.

I am also very happy and excited to share with you some of the Booklog present and future. We have just begun releasing our latest version 11, which includes several new features that we hope you'll appreciate. The list includes Purchase Orders by Item, a revamped EDI module, the ability to create sets and kits, and support of state-of-the-art Verifone contactless payment signature terminals in tandem with our new Signature Capture Interface (see details on page 3). As in the past, most of these new features and enhancements have resulted from our customers' suggestions to improve and expand Booklog. I thank you for playing your part in Booklog's past and future.

— Jean Fishbeck, president



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Training Tips

Revisiting Your Setup

Since things have probably changed at your store since installing Booklog, there are a number of settings you might want to customize.

- **System Defaults** — Click the Defaults tab under Maintenance > Store to change how your register, mail orders, purchase orders, End of Period report and other important functions work.
- **Security** — Are your employees' security settings still correct? Log in as the Admin user and look at the profiles you created. You may find new settings to use or old functions to change.
- **Departments and Categories** — Go to the Maintenance menu and check your existing departments and categories. Use the Insert key to add new ones. To move items from one department/category to another, use the Global Changes feature under the Inventory menu.
- **Users** — If you had any staff turnover since installation, Booklog can help. Log in as your Admin user and go to Maintenance > Users (version 11 users should go to Maintenance > Security > Users). To de-activate a former employee, double-click on that user and uncheck the Active box in their User Details window. You'll also see a box that says Locked. Using that box, you can lock users out of Booklog or unlock them if they locked themselves out.
- **Payment Types** — Go to Maintenance > Payment Types and use the Insert key or icon to add a new payment type. To remove one, double-click on it and uncheck the Display Payment Type in the Register box. You can also change the order in which the payment types appear in the register. When you are at the Payment Type pick-list, click the Sort button and arrange them to suit your needs.
- **Workstation Properties** — Most changes you make in Booklog affect your entire store. To make changes to a specific client, go to the Maintenance menu for that client and click Workstation. Double-click on the highlighted workstation and you can change the printer it uses, what kind of barcode label it prints, and other important functions.

Customer's Corner

In this issue of Booklog News, we are pleased to feature Peregrine Book Company, located in Prescott, Arizona. Peregrine Books Company has been a Booklog customer since November 2012.

Evidently, Ty Fitzmorris, the proprietor of the Raven Café in Prescott, Arizona, hadn't been reading the news when he began talking with friends about opening a bricks and mortar bookstore. He traveled around the country visiting other indie bookstores, secured an historic location near the café, and took a leap of faith in opening a new bookstore — the Peregrine Book Company. General Manager Tom Brodersen said, "The peregrine falcon was an endangered species that is now making a comeback, and locally owned bookstores were an endangered species that are now making a comeback."

Peregrine Book Company is located on the site of the original street car garage for the Prescott & Mount Union Railway. In about 1930, the garage was torn down and the current building was built to house the Arizona Mining Supply Corporation. When mining died out, it became the Arizona General Supply Company, a hardware store that closed in the 1980s. The storefront was later occupied by the Stockman's Bank and a boutique. The Peregrine is receiving a Historic Preservation Award from the City of Prescott for its major renovation of the space, which retained important features of the old historic building.

Peregrine Book Company opened its locally handcrafted doors with a grand opening on Nov. 16, 2012. From the large wood trusses of the old building to the real hardwood floors, this beautiful store shouts out "come in." A wall-to-wall, floor-to-ceiling oil painting by local artist Paul Abbott enlivens the entire space and makes a wonderful backdrop for the store's children's programs.

The bookstore has approximately 4,600 square feet of selling/display space, and includes



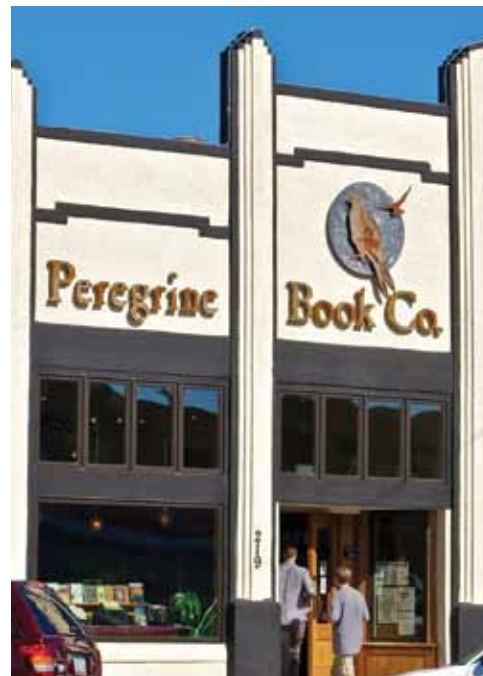
large sections for mythology, philosophy, science and ecology. There's a poetry section, GLBT books, books on travel, sports, math, pop culture, fiction (literary, mystery, horror, sci-fi, steampunk, classics), comics, young adult books, board games, books on music, stunning art books, and a wide array of side-lines including chocolate, puppets and toys for children. Over 40,000 titles, including a large selection of used books and remainders, are artfully displayed among the bookshelves.

Peregrine Book Company also offers space and support for a number of different book groups; sponsors author readings and signings and children's story times; and highlights local theater groups, musicians and student readings. This month featured a program on "demystifying juggling."

Tom and his staff of 12 full- and part-time employees are deeply committed to the store's mission "to make Peregrine Book Company the best place in Prescott to find the perfect book for every reader." In this they have certainly succeeded, according to Laraine Herring, local resident, well-known author, and director of the creative writing program at Yavapai College. In a recent blog, Laraine spoke for her community in saying, "thank you, Ty, for planting roots right here and building stacks for all of us." The store has been repeatedly featured on the front page of the local newspaper and on local radio.

When asked why they chose Booklog as their point-of-sale/inventory management system, both Tom and Ty stated, "because it was so highly recommended by Gayle Shanks and Bob Sommer from Changing Hands bookstore in Tempe, Arizona" (long-time Booklog users). Tom is a former partner in Changing Hands.

The entire staff at Booklog is delighted to welcome Peregrine Book Company to our family of bookstores. We look forward to working with Ty and Tom as they and their staff continue to provide the Prescott community with an abundance of books, and, in the words of author Laraine Herring, "a sacred space among the stacks."



Booklog Supports the New Verifone MX Series Devices

With Booklog version 11.0.355 and above, we are now supporting the Verifone MX 915 and MX 925 devices. The MX series devices are payment and card swipe devices for credit/debit card payment support with PCCharge or Payware. This new hardware brings a slew of functionality to your POS registers that helps you brand your store, while providing a secure card-processing environment that your customers would recognize from shopping at other retail stores.

NFC/Contactless Payment Support

Your customers whose banks have already started issuing Near Field Communication (NFC)/EMV contactless payment cards will be able to utilize the NFC readers with either MX terminal. Customers with Google Wallet on their smart phones will likewise be able to swipe their phones with the NFC reader. NFC is a function of the device itself, so there is nothing extra to enable in Booklog to support the technology.

End-To-End Encryption

While the MX is PCI certified and uses secure communications out of the box, end-to-end encryption with VeriShield Total Protect is an additional option

available on the MX. Certified by an independent qualified security assessor to help reduce PCI scope when properly deployed, Verifone's end-to-end encryption couples with server-based tokenization to securely protect data from the point of capture to the processor. By eliminating usable data from the entire data lifecycle, there's essentially nothing meaningful for thieves to compromise. Your customers' data, whether transmitted from a card or mobile device, is protected from the point of capture. As it is an additional function of the device, there is nothing extra to enable in Booklog to support the technology. (Payware Connect only. Available only with certain processors.)

Electronic Signature Capture

Booklog takes advantage of the MX series' ability to capture signatures electronically, eliminating the need to collect paper signature receipts for on-account sales, or any other payment type for which you wish to collect signatures. Credit card signatures are collected automatically. Collected signatures appear on the Receipt Reprint window on the tab for the payment type, which would normally show the signature receipt.

Streamlined Credit/Debit Payment

Credit and debit payments are handled through the customer-facing MX device, including the card swipe and manual entry of card data on swipe failures. This eliminates the need for your cashiers to handle customer cards, reducing the opportunity for cashier error.

Optional Branding

If you've seen similar devices at other retail stores, you may have noticed that the stores often put branded ads and notices on the screens of these devices while the device is idle or the cashier is ringing up the sale. MX devices purchased through Booklog will contain the base forms required to perform transactions in Booklog, but you have the option to brand the opening/idle screen for your store (at an additional cost). The MX 915 and 925 can display static graphics, animated graphics and video in 24-bit color. The larger screen of the MX 925 is the highest-resolution display in the industry, and allows for better visuals and customer interaction.

For pricing and additional information, please contact Nancy@booklog.com.

Welcome to New York City and BookExpo America 2013

Our Booklog staff looks forward to seeing you again at this year's BEA. Here are a few of the sites and eateries you may want to visit when you are in the Big Apple.

Sightseeing

- A great way to see the city is aboard the **Gray Line NYC Hop On and Hop Off** tours. You can jump on and jump off at several points throughout these double-decker bus tours. Most tours depart from the Gray Line Visitors Center at 777 8th Avenue (between 47th and 48th Streets). For details, visit www.newyorksightseeing.com
- Of course there is **Central Park**, where you can enjoy a siesta in Sheeps Meadow, stop for a quick look at Belvedere Castle and the animals at the Central Park Zoo, or just walk through the park — there are a million things to see and do here.
- Exiting Central Park on the east side is **Fifth Avenue**, one of the most famous thoroughfares in the world. Popular shopping destinations are the Plaza Hotel (on Central Park South) and the Museum Mile (Fifth Avenue from 82nd to 105th Streets) where you can feast on the art at the Metropolitan Museum of Art and the Solomon Guggenheim Museum. There's

also the Jewish Museum and many other smaller galleries. This outing will occupy an afternoon (or more) of your day.

- If you wander to the west side of Central Park, make sure it's around 86th Street, where you will find the **Hayden Planetarium at the Rose Center for Earth and Space**. It's a truly magnificent structure, which allows you to indulge in all your science and outer space fantasies!
- During BEA, the New York Yankees are scheduled for home games at the newly renovated **Yankee Stadium** in the Bronx. On May 29 and 30, the Yanks meet their cross-town foes, the New York Mets; games start at 7:05. On May 31 and June 1, they face the Boston Red Sox with start times of 7:05 and 7:15. Go to newyorkyankees.com for tickets. Note: as these are two of the biggest series of the season, ticket prices may be higher and hard to get.
- Take the elevator up to the **Top of the Rock**, above **Rockefeller Center**, for a sweeping, 360-degree view of this wonderful city. 30 Rockefeller Plaza at 50th Street, 212-698-2000.
- To see a Broadway musical or play, try the **TKTS** ticket booth at Times Square (47th Street and Broadway), where

tickets are 50% off regular prices. For matinees, go in the morning hours; for evening performances, stop by in the afternoon. Note: there may be a long wait — but the prices are worth it!

Dining

The hundreds of dining establishments available in New York City will satisfy every taste. Here are just a few that are located not far from the BookExpo site:

- **1 2 3 Burger Shot Beer**, 738 10th Avenue (between 50th and 51st Streets). A huge burger joint with \$1 sliders, \$2 shots and 24 varieties of \$3 beer. Open all hours. 212-315-0123.
- **2 Bros Pizza** at 32 St. Marks Place, right in the heart of the East Village. A real bargain with 2 slices and a drink for \$2.75 and a whole pie for \$8.00. Come and enjoy people watching at this famous landmark. 212-777-0600.
- A pricier option is the **Ember Room** at 547 9th Avenue (between 45th and 46th Streets). Asian American BBQ, with an open kitchen to view the oven made of clay bricks and volcanic rocks. You'll find superb food and a wonderful atmosphere. 212-245-8880.



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Booklog Tech Tips

Problems Logging in or a Mistyped Password?

Sometimes login issues can be easily resolved on your own. If you receive an error 08001 when logging into Booklog, it is most likely caused by one of three things — a firewall, a server or a network problem. The first thing to do is to make sure that the Windows firewall is turned off both on the client and the server. Windows updates can run automatically at night and are notorious for turning the firewall back on. If you cannot login on any computer, then the likely culprit is that the service is not running on the server computer. Rebooting the server will restart the service automatically. If neither of these resolves your login problem, you may be encountering a network problem.

If you receive the error 28000, this indicates an incorrect password. Make sure that your CAPS lock is off before trying again. The program will lock out that user after six failed attempts. The Admin user can unlock a locked user or it will unlock itself after 30 minutes. The Admin user can now (as of version 10.5) reset a user's password when logged into the program.

Purchase Order Is Locked

Booklog only allows a purchase order to be open on one computer at a time. Communication will sometimes be interrupted, causing that purchase order to think that it is still in use. Booklog has a built-in utility that will allow you to unlock it without having to call Booklog technical support. To unlock the purchase order, note both the number and the user that are in use and go to Utilities > Release Locked PO. Enter the information and click OK. This will free the purchase order to be used again.

Useful Reports

There are over 100 reports in Booklog, which can definitely be overwhelming. But here are some reports that can be very useful and that we think are commonly overlooked.

- Customer History Report
- Gift Certificate/Gift Card Transaction Report
- Gross Margin Return on Inventory
- Monthly Income Report
- Sales History by Item Category
- Sales History by Vendor

Cleaning Up Categories and Departments

If you have categories and departments that you no longer want in the system, cleaning them up can be pretty easy. First, make sure they are no longer in use. You can check this either by using the Inventory Search window or by pulling up the Inventory Detail report for that specific category/department. If you find that they are in use by inventory items, you can either manually change their category/department or you can update them in mass by using the Global Inventory Changes in the Inventory menu. We highly recommend backing up prior to making any global changes. Once all items have been moved out, you will be able to delete that department/category from the list.

Inventory/Customer Search Window Customization

Take full advantage of the Search window by organizing your columns in the order in which you want to see them. Just drag and drop the columns into the position you want to view them. For example, if you always want to see QOH and price right away, you can drag them over closer to title, and any

fields you don't need to see immediately can be positioned after the scroll. You can also sort the fields right there by clicking on the column header. They can be sorted ascending or descending, another click reverses the order. The same options apply in the Customer Search window. All of your changes are remembered based upon your user login, so any computer that you log into will use your preferences.

PCI Encryption Key

In version 10.5, we have added a store-level encryption key to our standard encryption to keep in line with PCI requirements. Our customers who use either our PCCharge or Payware interfaces will be reminded to change their encryption key each year.

To do so, you will need to log into Booklog as Admin. All other users will need to be out of the program. Go to Utilities > Change Encryption Key. Type in a new key and make sure to store it in a safe place. The PCI Security Council recommends that any passwords be locked away in a safe.

Auto Special Order Notifications

If you often have unclaimed special orders, Booklog can automatically notify both you and the customer when the order expires. Go to Maintenance > Store > Special Orders to find the expirations settings. You will need to select a Booklog user (such as a manager) to receive the notifications, and you will need an e-mail address in the customer's record. As always, to utilize any automated e-mail functions in Booklog, you will need a client such as Outlook installed on your computer.