

booklog news

BEA Edition 2014

A Publication from ComputerWorks of Chicago, Inc.

Booklog Travels to New York for BEA

Your friends at Booklog look forward to seeing you in New York City for BookExpo America 2014. Please stop by our booth #2133 to say hi and talk with our tech and sales staff.

BEA TRADE SHOW HOURS

Thurs., May 29 9 a.m.–5 p.m.
Fri., May 30 9 a.m.–5 p.m.
Sat., May 31 9 a.m.–3 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 (good through June 30, 2014). Don't lose out on these new features. For more information, contact Gwen at 800-977-8282 ext. 229 or gwen@booklog.com.

Scanner Rentals

Our hand-held scanners allow you to move through your store and complete inventory by section with ease. These rent for \$300 per scanner for 10 days (plus overnight shipping).

For more information or to schedule a scanner rental, contact Debi at 800-977-8212 ext. 221 or debi@booklog.com.

ComputerWorks of Chicago, Inc.
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A Note From the President

Over the past 31 years of providing software solutions for independent booksellers, Booklog has developed a reputation for its excellent technical support. In addition, our director of installations and training works closely with our technical support teams in developing a wide array of training classes that orient, train and support our customers with all aspects of learning and using Booklog. These classes are available by appointment so that we can coordinate them

with your busy schedules. I am happy to share with you a description of all of the classes currently available (*see below*).

To schedule a class or for more information, please contact us at training@booklog.com. The price for each class is \$60.

Additional information about these classes will be available at the upcoming 2014 BEA in New York City. Please stop by our booth #2133 to talk with our sales and technical support staff. I look forward to seeing many of you there.

— Jean Fishbeck, president

Booklog Training Classes

EDI Ordering in Version 11

This class will cover how to set up EDI ordering in Booklog version 11, how to use it, and what Booklog and your EDI vendors are doing in the background when you place an order. If you are a version 11 user or will be updating soon, this class is for you. **Duration: 1 Hour**

Configuring Booklog for Your Store

This class will show you how to add basic data, set up your workstation(s), and choose the defaults you want to use. **Duration: 1 Hour**

Orientation & Basic Usage

Major functions in Booklog and basic training on how to use the cash register, create manual purchase orders and transmit them electronically, add inventory items and customers to your files, and run the daily reports that maintain your Booklog data and enable you to balance your register. **Duration: 90 Minutes**

Sales

In this class we will show you all the cash register functionality, how to sell and redeem gift cards/certificates, and how to use the Special Order and Mail Order modules. **Duration: 90 Minutes**

Purchasing & Receiving/ Returns & Write-offs

In this class you will learn how to use sales and inventory data to automatically create purchase orders and returns, how to write off and report on donated and damaged merchandise, and how the

three methods of processing received orders work. **Duration: 1 Hour**

Reporting

In addition to remembering all of your customers and inventory, Booklog is keeping track of innumerable other things that can help you run your store more effectively. This class will give you access to Booklog's memory and show you different ways to look at the inner workings of your store. **Duration: 2 Hours**

Special Features

Learn how to use the marketing features available in Booklog, including direct mail segments, frequent buyer clubs and promotional sales. Your instructor will also show you how to manage the funds publishers give you to promote their books (co-op). The class also covers book fairs. **Duration: 1 Hour to 90 Minutes**

Physical Inventory

This class focuses on end-of-year inventory and helps you get a game plan together for tackling this important task. Learn the different ways Booklog handles physical inventory, how to conduct physical inventory, and things to watch out for while counting. **Duration: 1 Hour**

Design Your Own Class

This class does not follow a set curriculum. Your instructor will cover how to use any part(s) of Booklog you would like to learn about and answer any usage questions you may have.

Packing Slips from Reynolds & Reynolds

Booklog has partnered with Reynolds & Reynolds to design and produce Booklog packing slips. These packing slips enable you to track orders more efficiently while providing your customers a concise order summary and easy return label. Designed specifically for your Booklog system, these forms streamline your online ordering system, making them a much better tool than plain paper.

Since 1866, Reynolds & Reynolds has been America's leading source for printed documents. With more than 4,300 associates worldwide, Reynolds & Reynolds remains the leader in the printing industry. Driven by their legacy of product innovation and customer service, their vision for the future is to help customers transform their business. From paper to plastic and metal, they can print on virtually anything.

To place an order for packing slips or for more information, please contact Laura Valangeon, your Reynolds document consultant, at 866-336-3085.

Reynolds & Reynolds. You need it. They print it.

Booklog Referral Program

We know how important your Booklog IM/POS system is to your store's success, and we work hard to make sure that it provides you with the tools to achieve that success. We hope you will pass along that information.

Whether you are visiting another bookstore or attending a trade show, we hope you will mention Booklog. For any referral you make which results in a new Booklog sale, we will give you a \$100 credit on your Booklog account.

Customer's Corner

In this issue of Booklog News, we are pleased to feature Penguin Bookshop in Sewickley, Pennsylvania. Penguin Bookshop has been a Booklog customer since June 2008.

The Penguin Bookshop has been an integral part of the Sewickley, Pa., community since 1929. Located just 12 miles northwest of Pittsburgh, Sewickley has a population of approximately 3,000, and is known throughout the area for its beautiful storefronts, gracious historic homes, and quaint village atmosphere that greet residents and visitors alike.

Since its inception 85 years ago, Penguin Bookshop has been owned by several different residents and located in various storefronts within the village. The original owners, Sewickley socialites Isabelle L. Adams and Eleanor Gilchrist, named their shop after their favorite book, *Penguin Island* by Anatole France. In 1939, Adams sold the shop to Adelaide M. Russel for \$1, and Adelaide and her husband, Douglas Ritchey, operated the bookshop for over 40 years. Another owner, Margaret Marshall, along with her cat O'Henry, served Sewickley booklovers for over 20 years.

In 2007, Janet and Bud McDanel purchased the bookstore. When they decided to retire in 2013, bookseller and former New York book editor Susan Hans O'Connor purchased the business, and the building was sold to the bank next door. Susan re-opened the Penguin just across the street in a fully renovated space in February 2014, and celebrated its grand opening on April 5. Susan's new store "will continue serving the community by providing great books, knowledgeable and friendly staff, and exciting events," as has been the long-standing tradition of the Penguin over the last 85 years.



Susan previously worked as an associate editor at Viking Penguin Books in New York, and later as a freelance editor and English teacher after moving to Pittsburgh in 2003. But it was "serendipity — pure and simple" that Susan ended up owning a bookstore with the same name as her previous company. "I began my career at Penguin Books in New York, and it still holds a special place in my heart because it had such an influence on me, both personally and professionally. Now, to own a bookshop called The Penguin just feels as if it were meant to be, and is such an exciting new adventure as I learn the retail side of the book business."

Penguin Bookshop offers an extensive collection of books for adults, as well as journals, papyrus cards, newspapers and magazines. The Penguin also hosts a charming children's section, complete with the "Penguin Reading Tree" where kids and their parents and caregivers can curl up with a good book.

The new store has already hosted several successful author events, including Wiley Cash (*A Land More Kind Than Home*), David Giffels (*The Hard Way on Purpose*), Kristin Bair O'Keeffe (*The Art of Floating*), and sold the books for Michael Pollan's event at the Hillman Center in Pittsburgh on May 10. Other authors scheduled for the summer include Jonathan Auxier (*The Night Gardener*), Charlie Lovett (*The Bookman's Tale*), and Kate Sweeney (*American Afterlife*).

Throughout the changes of owners and locations, the Penguin Bookshop has continued to thrive due to the loyalty of its customers and the passion of its booksellers. It remains one of the community's greatest treasures and a gathering space for local bibliophiles.

The entire staff at Booklog is proud to have Penguin Bookshop as a loyal member of the Booklog family of customers. We encourage other booksellers in the area to visit the store in its lovely new space. Eighty-five years and still going strong — congratulations, Penguin Bookshop!



Booklog's New Features and Enhancements

Software development is always a mix of fixes, enhancements and new features. Some are customer requested, some are industry driven, and some are strategically planned, depending on where we see the industry or our customers' needs heading. In the past year, Booklog's development team programmed many enhancements and new features, two-thirds of which were generated through customer requests. As you can see, we value your input and continue to improve Booklog based on your suggestions.

New Promotional Pricing Options

We added a number of new options to promotions that allow more flexibility with automated sales. Chief among these is the ability to apply promotions based on customer attributes such as frequent buyer club, user-defined codes or customer purchase habits. Promotions also can now join the Category/Department and Vendor tabs by And or Or options; and you can also filter a promotion by current quantity on-hand values or an item's last sold date. A third promotion pricing option allows you to set a fixed price instead of a sale amount or price, so you could have a "bargain bin" where all the items in the bin are priced the same. The combination of promotional pricing options should allow you to set up tiered promotions. For example, you could set up one promotion for 5% off for any customer, a similar promotion for 10% off for customers belonging to a frequent buyer club, and a third promotion for 15% off for customers belonging to a frequent buyer club that also made a previous purchase in the last three months. Finally, we've added a couple of new reports showing you items that are eligible in each promotion and the sale price when that promotion is used.

Mobility

With the rise of tablet PCs in the Windows market, we've focused several enhancements on ensuring that using Booklog on one of these devices is a pleasant experience. We first focused on using Booklog on the Microsoft Surface Pro, but have also looked at dedicated POS tablets such as the Elo Tablet from Elo Touch Solutions. While the enhancements we've made to Booklog will work on any Windows full-version tablet PC (Windows RT is not supported), the Elo Tablet is designed specifically for retail environments and has many advantages over other consumer-level devices like the Surface Pro. The Elo Tablet features an available charging and locking docking station, longer battery life, integrated

card reader, integrated hand strap, and rugged construction.

Within Booklog, we've enhanced both the standard cash register and the touch-screen register for use on a tablet. We added the ability to double-click the customer header or line-items in the cash register to bring up the searches; a detachable, floating toolbar for better access to the far-rightmost toolbar functions; and an on-screen signature capture.

We've also selected the Star SM-T301 Mobile Printer, which features an integrated magnetic swipe reader, as a mobile printing solution. If you choose not to get the Elo Tablet and use different tablet PC hardware, you still have a mobile credit-card reading option. Due to PCI concerns, debit cards and debit pin-collection are not supported on any mobile device at this time. However, if you have purchased a Verifone MX 900 series device, this can be set up on the network to allow PCI-compliant debit transactions originating from tablets.

Email Receipts

Most importantly, and not limited to the mobility features, is the ability to email receipts. You can now send your customers a copy of their receipt to their email address. Rather than directly printing to a receipt printer, the cashier is prompted to print a receipt to email only, email and hard copy, hard copy only, or generate no receipt at all. The email receipts

use a new, dedicated Booklog PDF writer to write a temporary receipt that is then emailed to your customer's address using the SMTP email feature.

The tablet PC enhancements, together with the email receipt feature, create a very strong mobility solution that is great for line-busting or as a new option for selling within your stores. Cashiers can take a credit card, record a signature, and email a receipt from anywhere within the store — all with the same interface they are already trained with and using.

Ad Hoc Inventory

While we've beefed up and regularized our standard inventory process in Booklog, we've also added an ad hoc inventory option for use with the mobile tablet PCs. The same tablets you use for a roaming cash register can also be used for both the

standard inventory process and an ad hoc process where you can inventory any single item at any time of the day, month, year or term. You have the option to replace the current inventory quantity or append the new count to the existing quantity, allowing you to perform both a front- and back-room inventory of any single item at will.

Store Monitor

We've created a dashboard interface showing a number of new advanced metrics that provide an overview of your store's health. This simple, data-rich interface gives you immediate information about your day's sales alongside historical data, customer metrics and inventory data. View your net sales, COGS, gross sales, average transaction, refund and discount information, and daily bestsellers any time you choose. The Monitor also provides insights into your customer base with new customer counts, recency and retention. You can also print or email the reports from the Monitor.



More, More, More ...

- Direct email reports — create an email and attach a PDF of the report directly from any report.
- Export campaign build data for use with third-party mailing companies.
- Add attachments to campaign email drops.
- Include the sender in campaigns.
- Create campaigns by frequent buyer clubs or user-defined codes.
- Option to print frequent buyer program details on receipts.
- Ability to clear user-defined codes from a customer record.

To keep updated on all our developments, be sure to keep an eye on the Release Notes link available in the Booklog Utilities menu.



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Booklog Tech Tips

Lookup Methods:

Search Screen vs. Pick-list

For those who are still using the old version of Booklog's inventory and customer pick-lists, we added a new search method screen for both the inventory and customer lists that is more powerful and has more search options. The columns can be re-sized based on the user that is logged in, and easily moved to different positions in the list. These screens also allow for easy sorting by clicking on the column headers.

To switch from the old pick-list method to the new search window, go to Maintenance > Addins and select either the Customer Lookup method or the Inventory Lookup method. Switch either from pick-list to search in order to utilize the improved-upon window. You do not need to log out of Booklog to make the change take effect. This will need to be changed on each computer that has Booklog installed.

Icon vs. F4 in the Cash Register Screen

When you are in the Cash Register screen and would like to look up a customer or an inventory item, you should be using the F4 button when in either the Customer field or the ISBN/Title fields on the Cash Register screen. Doing so will enable the Select button on the Inventory or Customer Search windows. The icons along the top of the screen are simple links to those lists and are not interactive select screens.

Converting Receipt Printers from Parallel to USB

With the end of Windows XP support, many of you are upgrading your computers. For those of you with parallel receipt printers and new computers that likely

won't have parallel ports, you can order cards for some supported printers (Star 700, Epson 6000 series) that will convert the printer from a parallel printer into a USB printer. This can save you some money in the process of updating your hardware.

Hardware using other interfaces such as serial pole displays will still work using a serial-to-USB adapter, however, the parallel barcode blaster will not. Parallel barcode blasters will need to be replaced.

Electronic Journal Report

Don't forget that the Electronic Journal report is available to show you the transaction detail for any time period, workstation and payment type that you need to see. This report will list transactions in order, and can be used to help in instances such as a lost credit card slip. You can also use the Search function to find the transactions for specific items that were sold that day, or a total transaction amount that you need when you are reconciling your daily reports. You can find transaction numbers on the screen and use them to reprint the receipt for any transaction necessary.

Refund Signature Required?

Would you like your cashiers to get signatures for items that have been returned to the store? This option is available and can be easily changed under Maintenance > Store on the Receipts tab. Check the box for Print Signature Receipts for Refunds. For those on version 11, you can also set a receipt threshold on the same screen, which will only print receipts for sales above a certain dollar amount. You might want to also check the box to include Print Signature Receipt Item Detail, which will list the actual items in the sale on the receipt that

the customer will sign. Please note that this will also include the detailed information on the credit card signature receipt as well.

While you are in the store file, perhaps it is a good time to take a look at the Defaults tab to make sure that you have all of the features enabled that you need. Over the years there have been new options added to the Store Defaults tab.

Are You on Version 11? Have You Seen Some of the New Features?

Here are some of the exciting new and improved features in version 11:

- Auto-Create POs will create one big work list that you can then split off into individual purchase orders right from the working list screen simply by selecting your Order From vendor.
- The new Campaign Management allows you to send emails directly from Booklog. We have also improved the options for creating and running in-store promotions, including the ability to run multiple promotions at the same time.
- There are new reports available.
- We now have an interface (optional) that will allow you to email receipts directly to your customers from the cash register.
- Another new interface (optional) works with the Verifone MX devices to allow for the electronic capture of signatures for any payment type that you enable the feature for.

For a full list of the new features in version 11, please contact technical support via email at tech@Booklog.com. For sales and pricing information for the new interfaces, please contact sales@Booklog.com.