

booklog news

BEA Edition 2016

A Publication from ComputerWorks of Chicago, Inc.

Booklog Welcomes You to Chicago and the 2016 Book Expo

Your friends at Booklog look forward to seeing you at the 2016 Book Expo America — held in our home town of Chicago.

Please stop by our booth #1157 at McCormick Place (2301 S. Lake Shore Drive, Chicago) to say hi and talk with our tech support and sales staff. We hope to see you here!

SCHEDULE

WEDNESDAY, MAY 11

9:00 a.m.–5:30 p.m. – Remainders Pavilion open

9:00 a.m.–5:30 p.m. – BEA Content & Digital Conference

1:00–5:30 p.m. – Trade Show

THURSDAY, MAY 12

9:00 a.m.–5:30 p.m. – Trade Show

FRIDAY, MAY 13

9:00 a.m.–5:00 p.m. – Trade Show

BEA Show Special

Again this year, Booklog is offering a Book Expo Show Special of 15% off software add-ons.

To take advantage of this savings, please contact Gwen at 800-977-8212 ext. 224 or by email at gwen@booklog.com.



A Note From the President

Over the last six months, the Booklog staff has been very busy communicating with all of you regarding the shift in credit card processing, moving from the traditional swipe to the new chip and PIN method of accepting credit cards. Many of you have already made the transition and others are now getting into the queue following the holiday season — which, I hope, was a good business season for all of you.

Booklog had a good year in 2015 and we're looking forward to another successful year in 2016. One of the highlights of this year is that the BEA (Book Expo) will be in Chicago. While we all enjoy traveling to the Big Apple for the Book Expo, we are particularly thrilled when we can be a part of the team welcoming you to the Windy City. We hope to have a chance to talk with many of you at the McCormick Place here in Chicago, and that you can meet all of our staff who will be at the show sometime throughout its duration. We'd also like to welcome you to visit our Booklog offices in the Andersonville neighborhood on the north side of Chicago if you are in the area during your time at Book Expo.

In the 2015 holiday newsletter, we introduced you to Isai Alvarado, whom we welcomed to our Tech Support team as of June 2015. Isai has been coordinating our efforts to transition many of our PCCharge customers to Mercury Payments. In this newsletter, we would like to introduce three additional new members of that team — Will Bulka, Amir Bektesevic and Garrett Krueger.

Will completed a computer science degree from the University of Iowa in August 2015. Prior to entering the tech field, Will spent 10 years working with homeless youth in Chicago. He is currently the vice chairperson and a founding board member of The Lyte Collective, an agency dedicated to ending homelessness in Chicago. Will also

enjoys playing music and developing therapeutic virtual reality software in his free time.

Amir is passionate about the field of computer technology and providing customer support. Prior to joining Booklog, Amir was a computer technician and later an IT coordinator servicing a major financial institution. He earned degrees in electronics and computer technology and technical management. Amir lives in Chicago with his wife, Amina, where he enjoys running on Chicago's Lakefront Trail and playing sports.

After gaining over 10 years of experience in retail and customer service, Garrett comes to Booklog in his last year of his graduate program at DePaul University, where he is studying computer science. In his spare time, Garrett likes to paint and write short stories. He also enjoys teaching his dog, Luna, to roll over, and exploring the lesser-known parts of Chicago with his wife, Sara. What excites Garrett most about joining the Booklog team is that it combines his passion for technology, problem solving and helping people.

Isai, Will, Amir and Garrett look forward to responding to your tech support calls and getting to know our customers. Please continue to share with us your comments and suggestions — they are always welcome and guide us in modifying and enhancing our software. We hope 2016 will be a good year for you and your staff.

— Jean Fishbeck, president



Introducing our new tech support staff, Will Bulka, Amir Bektesevic, Garrett Krueger and Isai Alvarado..

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New Training Option

We offer a range of classes and training options to help our users take full advantage of the many features Booklog has to offer. This year, we have expanded these options to include onsite training in a new space at our headquarters in Chicago. Each of these training sessions is \$750 per day and can include any range of topics that might be of interest to your bookstore staff. Please contact us at training@booklog.com to set up a time for your training session(s). In the future, we hope to offer onsite users groups as well.

If travel to Chicago isn't convenient, we continue to offer onsite training at your store for \$1,000 per day, plus travel expenses for the trainer. Some customers find it useful and cost-effective to share the cost of these trainings with other nearby Booklog stores — hosting a type of informal users group. We love these! If this might be of interest to you, let us know and we will work with you to set up such an arrangement.

We also continue to offer online trainings by appointment to customers. All the classes are \$100 each and include a video of the class. After each class, all the participants get a link to download a video of the entire class that is playable on Windows Media Player. Mac-compatible versions are available on request.

We encourage you to take advantage of the options described above to learn more about the many ways in which Booklog can make your bookstore operations more efficient and financially more successful.

Scanner Rentals

Plan ahead to make reservations for our hand-held inventory scanners. These scanners allow you to move through your store and complete inventory by section with ease.

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

Customer's Corner

In this issue of Booklog News, we are pleased to feature RoscoeBooks, located in the Roscoe Village neighborhood of Chicago, Illinois. RoscoeBooks has been a Booklog customer since March 2014.

Over the past ten years, while many indie bookstore owners became nervous about their prospects for competing with big box and online stores, Erika VanDam was thinking about the day when she could embark upon her dream career of owning an independent bookstore. As a child, she had enjoyed reading everything from Judy Blume and Nancy Drew to her mom's cookbooks and the *Audubon Field Guide to Birds*, and her love of reading and bookstores has grown ever since.

Erika spent the early part of her working career in ad sales, and it wasn't until she became a mom in 2013 that she thought seriously about changing careers. When she and her husband, Jeff, a lawyer and former journalist, moved to the Roscoe Village neighborhood of Chicago in the summer of 2013, Erika immediately fell in love with the neighborhood. She realized that along with its upscale boutiques, cozy cafes, laid-back taverns, destination brunch restaurants, and other unique shops and stores, what this neighborhood really needed was a community bookstore.

After leaving her ad sales position in March 2014, Erika spent the next several months doing research, finding the right space and readying the store. Finally, on November 21, 2014, RoscoeBooks opened to the public. And, as is so often the case with other indie bookstores, RoscoeBooks soon became a meeting place for a wide range of citizens of the village community.

Erika, Jeff and their vivacious toddler Caroline live just down the street from the bookstore. When not working at RoscoeBooks or hanging out with her family and friends, Erika enjoys cooking, running, performing volunteer work and reading a mix of fiction and nonfiction.

RoscoeBooks occupies over 1,400 square feet, about 1,200 square feet of which are dedicated to sales space. Attractively arranged throughout the store are glistening white bookshelves holding approximately 10,000 titles. Titles not currently stocked at the store are always available through the store's special order option. Assisting Erika are one full-time and three part-time employees. The staff

enthusiastically share their picks, contribute to the store's regular blog, and, most importantly, provide the friendly and helpful atmosphere that characterizes this beautifully decorated store.

The bookstore currently hosts three different book clubs — Classics in Brief, Contemporary Fiction, and a Middle Grade Book Club for younger readers 8–12 years of age — and a twice-weekly story time for younger children. Other community book clubs hold their meetings at the store, and author events are becoming a larger part of the store's evening offerings.

On the last Tuesday of every month, Alex Anlas from Alex's Music Studio in Roscoe Village drops into RoscoeBooks for a mid-week story time. Alex reads three to four picture books and figures out new, creative ways to incorporate music into these stories. She has the kids and their parents dancing, stomping and banging on a drum all morning long. Children's fun times are often used to celebrate holidays such as Halloween and Christmas.

Erika chose Booklog as the inventory management/point-of-sale system for RoscoeBooks after attending the Paz & Associates Workshop in Florida and recognizing the value of being very close to a source of technical support for her system. She is also committed to supporting local businesses, as are so many of the people who live and work in her community. When asked by Aimee Levitt of the *Chicago Reader* how small, independent stores can compete with the likes of Amazon, Erika responded, "People, especially in cities, are starting to really embrace the idea of shopping local. Here in Roscoe Village, it's especially true. People care about supporting local businesses."

Since the Book Expo will be in Chicago for the first time in many years, we are particularly delighted to feature in this newsletter an indie store located in a neighborhood of Chicago, not very far from the Booklog headquarters. If you have a few extra hours during your stay here in Chicago, we highly recommend you include a stop at RoscoeBooks. Your trip from the convention center to this unique bookstore will include a beautiful drive along Lake Michigan. While you're in the area, we also hope you will stop at our Booklog headquarters at 5153 N. Clark Street.



Booklog's New Features

Booklog version 12.0 is our current shipping version and represents a major shift in the credit card processing industry to support EMV. To that end, you should have already received notices of our change in supported credit card processors and the required hardware. Although EMV is the big news of version 12.0, we packed many other enhancements into it as well.

EMV Credit Card Processing

You now have two possible options for processing credit/debit cards that are EMV certified: Verifone Point or Mercury Payment Systems. Customers currently using Verifone PCCCharge or Payware Connect will most likely want to stay with Verifone Point. However, if you do not have credit card processing capability and do not need signature capture, there is also the option to use Mercury Payment Systems instead. Both integrations use required EMV-certified hardware. Point customers have the option of using either an MX 915, MX 925 or VX 805 device. Mercury customers may only use the VX 805. If you already have MX devices for your checkout lanes, the software on these will need to be upgraded, but otherwise, you will not need new hardware. The Verifone VX 805 is EMV-capable hardware that also supports NFC and Apple Pay/Google Wallet at a decent price point, but it does not have signature capture. If you need to add a device to a back-office computer for card processing mail orders, we suggest the VX.

If you currently have an integrated credit card solution with Booklog, you cannot move to Booklog version 12.0 until you've contacted our Sales department, elected one of the processors and hardware options, and scheduled an upgrade. If you need to purchase hardware, Verifone has been very slow in fulfilling orders, and there is a 10-week waiting period due to high demand. The sooner you start this process, the better.

Gift Receipt Options

Previously, Booklog only offered the ability to print a gift receipt by clicking the checkbox for a gift receipt on the line item in the cash register during the sale. Now, you can also print a gift receipt from the Receipt Reprint window, as well as choose which items to print a gift receipt for from this same window. In addition, we've added the ability in the cash register to consolidate all gift items to one receipt or print single gift receipts for each item.

Scan Item to Return Added to Quick Return/Scan Receipt Feature

If you've ever returned items to a big box store, you know the process. The cashier scans your receipt, then the items you are returning, and then processes the return. This new option works the same way. If the customer has more than one item on the transaction, the cashier is presented with the option to scan the items or return all. If the cashier chooses to scan the items, a new window appears for the cashier to scan (or type) the SKU of the items the customer is returning. The window checks the item against the transaction and alerts the cashier if the item is not returnable on that receipt. When the cashier is done and the window is closed, only the eligible item scanned is brought into the cash register for the return. Only non-department sales are returnable through this method.

Also in Version 12.0:

- Automatic notification of outstanding frequent buyer certificates.
- Lifetime sales and month/week sales added to (retail) returns.
- Show/hide closed POs button added to POs and receiving pick-lists.
- Invoices, write-offs, mail orders, special orders and book fairs have been added to Release Locked Records.



COMING IN VERSION 12.5

Vendor Non-Returnable Flag

A flag has been added at the inventory, vendor and purchase order levels to indicate whether an item or items associated with a vendor, or items on a PO, are not returnable to the vendor. Some vendors offer better pricing if you agree not to return to them. Also, some vendors may not allow returns at all or only certain

items. The non-returnable flag helps to ensure that these items do not appear on auto-created returns, and helps you identify items on invoices that are non-returnable to a vendor. There is also a bar-code option to add the flag to barcode labels to help identify items on your shelves that are non-returnable to vendors.

Ability to View Voids Historically

A toggle on the Receipt Reprint window allows you to view voids (shown in red) and reprint the void receipt. In the past, only the reference to the transaction was kept. Now you can view the items that were on the void and payment types associated with the void. There is also an option not to print the void receipt when you void a transaction, and there is a Void Audit report as well.

Return to Same Credit Card as Original Purchase

Under the Scan-Receipt/Quick Return feature for a customer return, when the cashier processes the transaction, Booklog will look for all credit cards processed in the original transaction. If there are any, Booklog will distribute the refund amount to the credit card payment type and use the stored tokens for the refund, without requiring the customer to swipe a card. There is also an option to bypass the payment type distribution so you can plug your total into financial aid instead. In addition, there is a new button in the Process Payment window that allows you to clear out all the payment type amounts.

Additional Enhancements

- Added redeemed/issued filter to the Gift Certificate/Card Summary
- Expanded parameters on the Customer Sales Detail report
- Top 50 Customers report added to Reports pick-list
- Print inventory labels from the Inventory Search
- Credit Card Authorization report
- Enhanced Tender Type report
- Mail Order Summary report by date
- Received items by date
- New Cash Register Refunds report
- New Sales Transaction Analysis report for items bought together
- Sub-SKU Listing report
- Sales Sell-Through report



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Booklog Tech Tips

Frequent Buyer Programs

Are you looking to reward your core customers or encourage others to become repeat customers? Take advantage of Booklog's ability to create frequent buyer programs that reward customers with credits that they can apply to future purchases. By selecting which departments and products are eligible for the program, as well as what triggers an award, you have complete control of the program. And when this pre-set criteria is met, Booklog will automatically issue a coupon that prints directly from the receipt printer. Booklog's frequent buyer programs can be as simple or elaborate as you wish, and you can have multiple programs running at any given time.

Email Marketing

Do you want to connect with your customers? By collecting customer email addresses at checkout, you are able to send targeted marketing emails to customers. Once the email addresses are in Booklog, you can create individual marketing campaigns through the Campaign Management screen. The bodies of the emails are fully customizable, and you can determine the criteria that filters which

customers are included. Example criteria include customers who have purchased a particular item, customers who have made a purchase in a selected time period, or, if you are collecting customers' dates of birth, a coupon for their birthday.

Check Your Backups

Don't wait for a brush with malicious software or a hardware failure to check on your backup solution. A good habit to get into is to verify at least weekly that your automatic backup is running properly. It is also recommended that you establish an off-site backup plan. This is typically done by backing up on a USB drive or some type of cloud-based storage.

Unlocking Orders

In Booklog version 11.1, we added more functionality to our utility for unlocking POs, and in version 12, it's been expanded to include book fairs, invoices, mail orders, returns and write-offs. To use this enhanced feature, note the user that has "locked" the record and the record number (such as the PO number). Next, go to Utilities > Release Locked Records and enter the user, record type (book fair, invoice, PO, PO by item,

mail order, return, special order or write-off) and the record number. Click OK. You should get a message that the record has been unlocked. Go back to the record and you should be able get right in. Security restrictions may be set to limit some users' access to this feature.

Admin Credentials

When you call Booklog for technical support, it is a good idea to have your Windows admin credentials on hand. Booklog staff often need those permissions to work on issues like receipt printers or register files.

Merging Items

Version 11 now has an advanced option for merging SKUs/ISBNs. There is an automatic merge and also a manual merge, where you can select items you want to merge and how they will merge. Go to Utilities > Merge Inventory. You'll see an option for Merge all Duplicate ISBNs and an option for Manual Inventory Merge.

Booklog Help

Booklog help can now be found online at www.booklog.com/help/Booklog_Help//Default.htm

Welcome to Chicago!