

booklog news

Holiday Edition 2011

A Publication from ComputerWorks of Chicago, Inc.

Upcoming Events

Booklog will be at the following trade shows. Please stop by the Booklog booth to chat and ask any questions. We'll be waiting for you!

Book Expo America 2012

June 4-7, 2012
(trade show June 5-7)
Jacob K. Javits Center
New York City, New York

International Christian Retail Show (ICRS) 2012

July 15-18, 2012
(trade show July 16-18)
Orange County Convention Center, Orlando, Florida

Rental Scanners

Don't forget to make your reservations for our hand-held inventory scanners in time to complete your year-end inventory. Our hand-held scanners allow you to move through your store and complete inventory by section with ease. We have the USB-connected TriCoders or the PS2-connected American Microsystems. 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. Make your reservation early as supplies are limited.

Booklog for Windows Year-End Tips

After you close your doors and before you run end-of-period processing on Dec. 31, shut down Booklog and make a copy of your database. This ensures that in the future you can get an exact picture of your database as it was on Dec. 31. To make a copy of your database:

- Go to Windows Explorer (Start > Programs > Windows Explorer).
- Click on File > New > Folder and create a new folder called Year End 11.
- Click on the + sign next to the folder called blwin32.
- Click on the Database folder.
- On the right side of Explorer, right click on the file called blwmed.db and choose Copy.
- On the left side, click on the Year End 11 folder, right click and choose Paste. This will put the file called blwmed.db in your Year End 11 folder.

Make your regular backup of Booklog to floppies, zip disks, CD or tape. Label this backup 2011 Year End and save it.

Suggested Reports

We suggest you run four reports as useful references for the year 2011:

1. **Monthly Income Ledger:** Go to Reports > Monthly Income Ledger.

After it's been printed to the screen, click on the Printer icon to print to your report printer.

2. **Category Summary report:** Go to Reports > Category Summary Report > January 2011 to December 2011 (don't select Detail). After it's been printed to the screen, click on the Printer icon to print to your report printer.
3. **Department Summary Report:** Go to Reports > Department Summary Report > January 2011 to December 2011 (don't select Detail). After it's been printed to the screen, click on the Printer icon to print to your report printer.
4. **Inventory Detail Report (Totals ONLY):** This will give you the year-end value of your inventory, by category. Go to Reports > Inventory Detail Report, change the Sort to Category + Title, and click on the Totals Only box. After it's been printed to the screen, click on the Printer icon to print to your report printer.

NOTE: Users on version 10.0 of Booklog or higher will not need to manually run the end-of-month or end-of-year processing described above. These processes will occur automatically when the server's clock turns over to the new year.

Holiday Savings for Booklog Customers

In appreciation of your support and encouragement throughout the past year, we are pleased to offer you a 10% savings on all Booklog standard version software purchases made until Dec. 31, 2011. You can use this discount on products like:

- Secure gateway credit card processing
- New Content@Ingram interface
- E-commerce solution
- Remote module for off-site sales
- UIEE Amazon export
- Real-time multi-store capability
- Interfaces with major distributors
- Touchscreen module
- QuickBooks accounting interface

For more information, contact Nancy at 800-977-8212 ext. 224 or nancy@booklog.com.

Booklog Referral Program

Our users say the nicest things about Booklog. How do we know this? We know because many of our new customers come to us through referrals from current Booklog users. And it is Booklog users like you who are the foundation of our success.

So we want to thank you and let you know that we appreciate your loyalty and confidence in us. For any referral you make that results in a new Booklog sale, we want to show our appreciation by offering you a \$100 credit towards your next purchase of software, hardware or maintenance.

Please continue spreading the word about Booklog — and be sure that you are mentioned in the referral. Thank you!

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Announcing Booklog's New Feature

Content@Ingram Interface

While we are now working hard on Booklog version 11.0, we are pleased to add integration with Ingram's Content@Ingram web services into version 10.5, which has been released for a while.

Available now, this new interface provides you with the most current information about any title that can be found in Ingram's extensive database. As with their companion product, you will still be able to do single title importing by typing the ISBN into Booklog; the system will retrieve the title information exactly as it has in the past. With the new Content@Ingram web service, Booklog retrieves its title information from an online database, so it is not dependent on having the most recent CD in the drive.

In addition to the single ISBN import, you are now able to get real-time, item-level stock status while you are looking at individual item information without having to switch back and forth between programs. When using their service, you can simply click on a title in your inventory and browse to the "Stock Status" tab. Click on the Ingram radio button, and Booklog will fetch from Content@Ingram each warehouse and its current stock.

Finally, we have built the ease of the keyword search into the program. You will no longer have to build a list on the web site and then download and import it. Open the Lasso interface and type in the keyword of the titles that you are looking for. By assigning a category and a quantity, Booklog will know to add that title to your database. You will also easily be able to identify titles that already exist in your store and see your store on-hand quantities.

The Lasso search takes full advantage of available Content@Ingram search options, so you can, for example, perform a search for in-demand books for children ages 9 and below with a theme of "Holiday." Bible-specific search options and Spring Arbor search options are also available.

Customer's Corner

In this issue of Booklog News, we are pleased to feature Green Apple Books, located in San Francisco, California. Green Apple Books has been a Booklog customer since December 2010.

When you have a good thing, you keep it going. That was the thinking of three long-time employees of Green Apple Books when they decided to purchase the business from its founder, Richard Savoy. Peter Mulvihill, Kevin Hunsanger and Kevin Ryan had worked with Richard for over ten years when the time was right for him to pass on the keys to his young colleagues. A gradual buyout was the model of succession planning that has paid off for all concerned — Richard has a stable tenant for his property, and Pete, Kevin and Kevin have a thriving business.

Located in the Richmond district near the corner of Clement Street and Sixth Avenue, Green Apple Books has the same ambiance it had when Richard opened the store in 1967. Over the years the store expanded, gradually doubling its width and adding a mezzanine and a second floor. In 1996, when two storefronts became available a few doors down the street, Richard increased the store's selling space from 5,000 to its current 8,000 square feet. To do so, he acquired Revolver Records, a neighbor for 20 years, and added music to the store's inventory. Today, over 125,000 book titles (60% are new and 40% used), a large new and used music section, and a huge selection of DVDs fill the store's unique space.

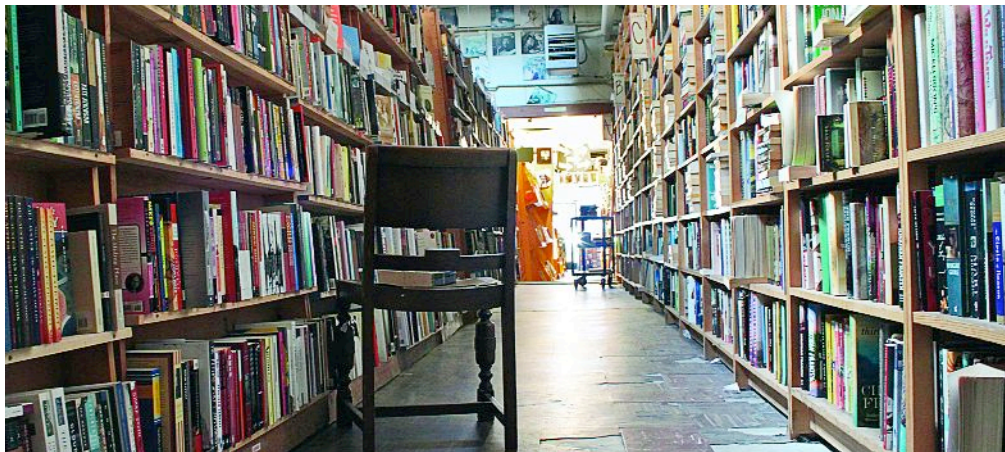
Twenty-eight full- and part-time employees serve Green Apple's diverse customer base, which ranges from children buying their very first book to octogenarians who have been store regulars since the store's inception. Kevin R. handles all of the new book trade, Kevin H. takes care of all of the used book trade, and Pete oversees all of the administrative and back-office aspects of the business. Other members of their staff coordinate the music, DVD and sideline inventories.



The store hosts regular book signings and recently initiated an Apple of the Month subscription book club. Their goofy videos have entertained customers and peers alike. The store keeps in contact with many of its long-time customers through a monthly e-mail newsletter which is sent to over 7,000 customers, many of whom no longer live in the Bay Area. Constant attention — "curation" in the words of co-owner Pete Mulvihill — to what customers want and are buying, and the patched-together look of the building are the two hallmarks of the store's success.

When asked why Green Apple chose Booklog for its inventory management/point-of-sale system, Pete responded, "We had outgrown our previous DOS-based system, wanted to better integrate with the Internet, and saw efficiencies in Booklog not to be found in other systems."

The entire staff at Booklog is proud to have this long-standing bookstore as a member of our Booklog family. We encourage all of our customers who travel to San Francisco to visit Green Apple Books — it is one stop in the Bay Area you won't want to miss.



Booklog Training Tips

Cascading Your Orders

Cascading canceled items from one PO to another is a quick and efficient way to get items into your store. If you order an item from your vendor of choice, and that vendor doesn't have the item available, there is no need to backorder it if you can buy it from another vendor. To cancel the item and move it to another PO, go to Inventory > Receiving > Receiving by PO. Find the item on your PO, and enter the quantity you're canceling from your order in the "Canc" field, then click the Move-Cancel icon (which looks like a green beaker). Move your items to an existing PO, create a new PO for them, or move them to your To Be Ordered list.

Working with Reports

When working with Booklog's reports, there are a few basic strategies that can help you get the information you need. First, explore the Parameters screen that comes up for each report. The Parameters screen will help you narrow down the information that appears in the report, and it's often the quickest and most efficient way to get the information you need. Second, once you've run the report, you can use the Sort and Filter features to further narrow it down. You can find these features in the toolbar at the top of your Booklog screen. The Sort feature allows you to organize the report by any of its columns. The Filter feature lets you filter out data you don't want to see in the report. A third strategy is to export the report into Excel by

clicking the Export icon in the Booklog toolbar. You can also export this report into other formats, including HTML, comma-separated values and text. If you can't find the report you want to run in Booklog, our database is also compatible with Crystal Reports and Microsoft Access. Using those applications, you can build your own reports using your Booklog data.

Direct Marketing Segment

One advantage of taking customers' names at the register is that Booklog lets you identify specific buying patterns within your customer base. Whether you enter names or not, Booklog can tell you what is and isn't selling in your inventory. But by accumulating customer data, Booklog can show you why certain items sell in your store and give you the information you need to plan and promote events at your store.

For promoting those events, there's no better tool in Booklog than the Direct Marketing Segment. This feature (found under Sales > Marketing) allows you to build a list of customers who have purchased a specific item, items by a particular author, items from a vendor, or in specific departments or categories. You can export this information to a mailing list (usable in Microsoft Word's mail merge) or generate a targeted e-mail to let customers know about your event. It's great for letting people know about holiday and post-holiday sales at your store.

Announcing: Booklog/TSYS Partnership

Booklog is now partnering directly with TSYS Merchant Solutions to provide an ideal merchant processing program which easily integrates with the Booklog management system. If TSYS Merchants Solutions can't save you money, they will pay you up to \$500.* Guaranteed!

An Offer That Isn't Just Talk!

With TSYS Merchants Solutions, it is their priority to meet or beat your current processing rates, so you will save money on every transaction. If they can't, they will pay you up to \$500.* It's that simple.

Call 800-516-6242 ext. 4957 and speak with our liaison at TSYS, Jim Kilcoyne, about Booklog's Meet or Beat Guarantee. You may also e-mail him at jkilcoyne@tsys-ms.com. Please include your name, telephone number and the name of your business.

In order to take advantage of this offer, your store must meet certain verification requirements. Three consecutive months of current statements are required to verify your processing volume. Payouts are calculated by TSYS Merchant Solutions on a sliding scale according to the estimated annual Visa® and MasterCard® transaction volume projected from three recent, consecutive months of processing statements.

- For an annual volume of under 1,000 transactions (and under \$100,000) the payout would be \$50.
- For an annual volume of 1,000 to 10,000 transactions (or over \$100,000) the payout would be \$250.
- For an annual volume of more than 10,000 transactions (or over \$1,000,000) the payout would be \$500.

* Offer is subject to change at any time.

Hosted Credit Card Processing

Payware Connect — The Simple Way To Go

If you haven't already considered switching to our new Payware Connect interface for your credit card processing needs, perhaps now is the time. Payware Connect is:

- A maintenance-free, Internet-based, hosted payment solution which eliminates the complexities of payment acceptance.
- Accessible from any Internet-connected PC and easily consolidates information from multiple workstations.
- Hosted by VeriFone, giving you the peace of mind that your system is always compliant.
- Low upfront costs and projectable monthly payments help you manage expenses more efficiently.
- Simple graphical interface makes processing easy.
- Complies with PCI security standards.

This interface to VeriFone's web-based gateway has been available for almost a year and the reviews are quite positive.

For a limited time, you can take advantage of Booklog's Payware Connect discount. Switch from PCCharge to Payware Connect and receive a 100% discount on Booklog's Payware Connect interface fee — a \$495 value. This offer is good through January 31, 2012.

For more information and pricing about Payware Connect, please contact Nancy (trade sales) at 800-977-8212 ext. 224 or nancy@booklog.com, or Gwen (college sales) at 800-977-8212 ext. 229 or gwen@booklog.com.

"Our switch to the Payware credit card interface has been a seamless transition which now provides us an increased level of security and PCI compliance, as well as an ability to access transactions and reports which enable our store to better serve our customers' needs."

— Lou Capocci, manager
FSA Bookstore Westchester
Community College

booklog

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Tech Tips for Booklog Users

Utilizing Reusable Gift Cards

If you have purchased your reusable gift cards from Plasticards Plus (PLI Industries), you are able to easily check the balance of a gift card using the F11 key in the cash register. Press F11 and the same screen that you use to sell a gift card will pop up. Scan the card number to see the balance on the value line. If you need to add value to that card, you can do so on this screen as well. Remember that if you are selling items with gift cards that you are tracking in the system, **DO NOT** use the Override button. This will act as if you have not selected a specific gift card and will not decrement the customer's actual gift card number.

Frequent Buyer Programs Keep Customers Coming Back

A frequent buyer club can be a great way to reward your repeat customers. You can set up the program to track the sales of these customers and automatically present them with a certificate when they reach a certain trigger quantity (of items purchased) or dollar amount spent in store. When they hit this point, the program will prompt you to print a certificate for them. You also have the option of giving them a certificate that you design for the store as well. If, for some reason, you are not able to print the certificate, you can always go back and reprint it using the regular Receipt Reprint screen.

Did an Old Customer Come Back to Shop?

Starting with version 9.0 of Booklog, we no longer completely delete customers from the system. If you have previously deleted a customer and would like to reactivate them to maintain their previous sales history, you

can do so in the program. Simply go to Utilities > Restore Deleted Customer. Search for the previously deleted customer. Once they are in the list, click on the Undelete button to reactivate the record.

Searching Special Orders and Mail Orders

Did you know that there was a keyword search available from the Special Order and Mail Order Pick-list? If you would like to trim the list to just show the orders that a specific ISBN or title are on, press F10 to bring up the Search screen. Enter the title information and click on Search. This will filter the list just for the information you have provided. You can search by title, ISBN, order number or customer name.

Ready to Start Work on Your Holiday Promotions?

If you are planning a holiday promotion, don't forget about the Customer E-mail Listing report. This report is very customizable. It can either pull a select list of customers or all your customers with e-mail addresses, which can then be easily exported to Excel. Often this list is used for marketing promotions targeted to a large group of customers where you might be outsourcing the promotion to a company like Constant Contact.

The "Workstation Already in Use" Message Appears When Logging in

Do you get this message when logging into the program? If so, chances are that more than one station has the same workstation number. Each station should be using its own unique workstation number. To verify that they are unique, you can either look at

the workstation box at the Login screen, the WkStation number across the top of the Booklog screen when logged in, or under Help > About. To change the workstation that you are logged in as, simply log out of Booklog. At the Login screen, change the workstation number to what it should be set to. If you have any questions, please contact technical support.

You Accidentally Cleared the Register Report — What to Do?

As of version 10.5 of Booklog, you can now re-create a register report that you accidentally cleared before printing. You can reprint this report by using the End of Period report. You can include/report on specific workstations by checking or unchecking the box next to the workstation number(s) you are interested in.

Balancing Credit Cards at the End of the Day

It is a great idea to balance your PCCharge/Payware Connect/Debit totals to the totals on your Booklog End of Period report. It helps you catch any problems the same day they happen, thus allowing you to void them out of the batch before they are processed. Use the built-in reports from either PCCharge, Payware or the standalone credit card machine to compare to the charges on the End of Period report. First compare the totals between the two reports. If you find discrepancies, you can go back and re-run the End of Period report to include transaction detail, which will break out all of the individual charges.