

# booklog news

Holiday Edition 2012

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## Upcoming Events

Booklog will be attending the following trade shows. Please stop by our booth to chat and ask any questions. We look forward to seeing you in 2013!

### Museum Store Association Conference and Expo

April 14–15, 2013

Los Angeles Convention Center  
Los Angeles, Calif.

Booklog will be in booth 303

### Book Expo America

May 30–June 1, 2013

Javits Center, New York, N.Y.

Booklog will be in booth 2860

### International Christian Retail Show

June 24–26, 2013

America's Center, St. Louis, Mo.

## Rental Scanners

Make your reservation early for our hand-held inventory scanners so you have time to complete your year-end inventory. Supplies are limited.

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](mailto:debi@booklog.com).

## A Note From the President

I recently came across a flyer at the checkout counter of a local paint and tile store. It described an initiative titled the **3/50 Project** that promotes the importance of shopping locally and “saving the brick and mortars our nation is built on.” It encourages customers to “pick 3 stores” in their local community which they’d really miss if those stores were gone, and to “spend \$50” each month in independently owned businesses. If just half the employed U.S. population spent \$50 each month in these businesses, their purchases would generate more than \$42.6 billion in revenue. For every \$100 spent in these businesses, \$68 would be returned to the community through taxes, payroll and other expenditures (compared to \$43 if that money were spent in a national chain, and nothing if purchases are made online). The flyer concluded with “**Pick 3. Spend 50. Save your local economy.**”

I’m proud that for 29 years Booklog has been a part of working with locally owned independent trade and Christian bookstores. And because we are located in Andersonville, a small neighborhood of Chicago, we try to support our local community as much as possible. We’ve been fortunate enough to have been able to hire 10 new people over the last five years — all of whom work right here in Andersonville.

As I write this holiday greeting, I am unsure of the ramifications of the election and its effects on small bookstores. Surely there has been a lot of discussion about how outsourcing hurts our economy. But the discussion often fails to go deeper into the question of values and what a better society we have when businesses are locally owned and not focused totally on profits. With all the attention to wanting to support small business, do you feel as if they’re talking about businesses like ours?

What I feel (and know) is that independent trade and Christian booksellers such as each of you are essential components of the life of so many communities. You are often the gathering place for lively discussions and life-long learning for adults, as well as terrific promoters of reading for children and young



*Introducing our new staff members — Sherri Royall, Sharrod Jackson and Aiden Broxterman.*

adults. I also know that we at Booklog will do everything in our power to help you run your store as efficiently and effectively as possible. To help us in this effort, I want to introduce our newest staff members. Sherri Royall and Aiden Broxterman have joined the tech support team, and Sharrod Jackson is part of our quality assurance staff.

Our users say the nicest things about Booklog and our staff such as Sherri, Aiden, Sharrod and the others. How do we know this? 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 toward your next purchase of software, hardware or maintenance. Please continue spreading the word about Booklog — and be sure you are mentioned in the referral.

At this time of year and always, I want to thank you for your continued confidence in and partnership with Booklog, as well as *your* role in being a part of the independently owned community. Every one of us at Booklog wishes you and your families and friends an enjoyable, prosperous, and, above all, peaceful holiday season.

— Jean Fishbeck, president

## 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 low-maintenance, 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 over 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, 2013.

For more information and pricing about Payware Connect, please contact Nancy (trade sales) at 800-977-8212 ext. 224 or [nancy@booklog.com](mailto:nancy@booklog.com), or Gwen (college sales) at 800-977-8212 ext. 229 or [gwen@booklog.com](mailto: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/Timber e-Commerce Solution

Booklog has partnered with the Herkimer Web Development Company to provide a fully integrated, end-to-end e-commerce solution. Herkimer's product, Timber, was created to make selling online as simple as selling in your bricks and mortar store, while offering you thousands of dollars in savings on web hosting and design fees.

Timber provides a direct link between Booklog and your web site, and can be easily integrated into your store's existing web site, using the same colors, fonts and logo. Additional advantages to purchasing the Booklog/Timber e-commerce solution are:

- **Featured Items:** Timber provides a very simple component for featuring selected items in your inventory.
- **Web Store Categorization:** Based on the categories entered in Booklog, Timber will automatically place a link to a complete list of all the items that fall into each category.
- **Keyword Search:** All Timber packages include a keyword search area. Customers can search your inventory by title, description, author or ISBN/SKU.
- **Live Inventory Import:** Every two minutes, Timber will update the inventory on your web site based on any in-store sales.
- **Auto-Retrieve Cover Image and Book Information:** When Timber finds that you added a new item to your in-store inventory, it will automatically update your web inventory, and retrieve the book's cover image and description.
- **Live Sales Import/Export:** Immediately following a web sale, Timber sends your staff an e-mail alert and prints a packing slip from your printer. Importing the sale and customer data takes about 10 seconds using Booklog's Mail Order module.

- **UPS Shipping Calculator and Label Generation:** When customers are ready to check out, Timber will use your existing UPS account information to estimate shipping costs. When an order is completed, Timber can also generate UPS shipping labels using your UPS printer.
- **Low Stock-Level Alert:** Timber continuously scans and analyzes your inventory. In the event that the quantity of an item reaches "0," Timber will send your staff an alert.
- **Web Site Hosting:** All Timber packages include hosting for your web store and HTML or PHP-based web site. This can save you more than \$180 each year.
- **128-bit Secure Certificate:** To protect your customers' credit card numbers, a secure certificate is required for all financial transactions that take place on the Internet. Timber packages include a 128-bit secure certificate that Herkimer will renew annually at no extra charge. This can save you more than \$300 each year.
- **Content Management System (CMS) for Web Site:** As part of your Timber installation, we will add a CMS to your existing static-HTML site. A CMS enables staff to update your site's text and images, and even add new pages without needing any HTML programming knowledge. (For sites larger than 10 pages, an additional fee may be required.) This can save you many hundreds of dollars in web design costs each year.

To learn more about Timber and how it can help your store, visit [www.BookstoreWebSoftware.com](http://www.BookstoreWebSoftware.com) or call 877-235-0062.

## Welcome to Our New Booklog Users

\$10 or Less/Schwabe #3, Simi Valley, Calif.

Acorn Books, Dover, Del.

Altar'd State – Crestview Hills, Knoxville, Tenn.

Altar'd State – Frisco, Knoxville, Tenn.

Altar'd State – Greensboro, Knoxville, Tenn.

Altar'd State – Lake St. Louis, Knoxville, Tenn.

Altar'd State – Lexington, Knoxville, Tenn.

Bear Pond Books, Montpelier, Vt.

Blue Moon Gifts, Brazil, Ind.

Body Mind and Soul, Houston, Texas

The Bookshelf 2, Thomasville, Ga.

Bowdoin College Museum of Art, Brunswick, Maine

Buttonwood Books and Toys, Cohasset, Mass.

Calvary Books, Pittsburgh, Pa.

Cellar Door Books, Riverside, Calif.

City Lit Books, Chicago, Ill.

Clarion University Book Center, Clarion, Pa.

Concordia Theological Seminary, Fort Wayne, Ind.

Country Bookshelf, Bozeman, Mont.

Duck's Cottage Downtown Books, Manteo, N.C.

Elizabethtown College Store, Elizabethtown, Pa.

Maine Campus Books/dba Campus Bookstore,  
Portland, Maine

Monastery Book & Gift Shop, Farmington Hills, Mich.

Moon's LDS Bookstore, Dallas, Texas

Murray State, Murray, Ky.

Nicola's Books, Ann Arbor, Mich.

Percy's Burrow – Topsham, Auburn, Maine

Peregrine Book Company, Prescott, Ariz.

Phoenix Books, Essex Junction, Vt.

Psalms Bookstore/St. Paul Baptist Church, Montclair, N.J.

Pyramid Books LLC, Salem, Mass.

Rogue CC Bookstore, Grants Pass, Ore.

Shawnee Community College Bookstore, Ullin, Ill.

Subtext, St. Paul, Minn.

Trinity Episcopal Cathedral Bookstore, Columbia, S.C.

Unabridged Bookstore, Chicago, Ill.

University of Dayton Libraries, Dayton, Ohio

White Tree Books, Sandwich, Ill.

Woodland Pattern Book Center, Milwaukee, Wis.

## 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, 2012. You can use this discount on products like:

- 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 by e-mail at [nancy@booklog.com](mailto:nancy@booklog.com).

## Booklog's New Features and Enhancements in Version 11.0

We are pleased to announce our latest version of Booklog, version 11.0. This new version, which is currently in beta, has been in the works for a while and includes some new functionality, a major overhaul of some existing functionality, and several enhancements. Please read on to learn more.

### Purchasing Changes and Enhancements

- **Electronic Ordering** – All Electronic Data Interchange (EDI) functionality has been rebuilt from the ground up, from the way we connect to the way we send and receive orders, confirmations and acknowledgements. Along the way, we also built in direct ordering to Random House and Ingram X12. A new EDI agent automatically retrieves confirmations for you.
- **PO by Item** – You can now create purchase orders from a work list. Use the AutoCreate POs feature to build a work list of all your items, then pick and choose order vendors for each item. PO by Item will split out your work list into each individual vendor PO, based on your choices, or transfer the items to the To Be Ordered list.
- **Enhanced Auto POs** – The Auto Create POs window has new features, including a finer grained creation process that allows you to *select* on one vendor and publisher while *ordering* from another.

### New Security Model

Previously, Booklog security allowed access to everything by default, and system administrators restricted user access to various parts of the program. Version 11.0 reverses this so that everything is restricted by default and enabled per security profile. **This takes a little extra setup after upgrading, but is more secure than the old method.** You can now assign multiple profiles to each user for those employees that wear a lot of different hats in your store. We have also expanded security to all reports, separated price, cost and discount

security between inventory maintenance and the cash register (both modules have their own separate security), and fixed a long outstanding issue with restricting the Maintenance menu.

### Sets/Kits

If you've ever wanted to combine dissimilar inventory items into a kit to sell as one item for a promotion, Booklog will now allow you to do so. You can combine any number of items into a set or kit, and Booklog will manage the inventory as one item.

### Inventory Tracking/ Adjustment Reasons

Any time the quantity or cost is changed outside of a sale, Booklog will keep an audit trail of the changes and allow you the option of entering an adjustment reason. An accompanying report is available showing your inventory transactions.

### Label Price Printing by Department

You can now specify, by department, if the barcode label for your inventory includes a price. Check with your local city/state labeling regulations before deciding to eliminate the price from your barcode label.

### Sales/Cash Register Enhancements

- **Allow/Restrict OAS Sales by Category** – You can now restrict on account sales by department so only certain categories are eligible for charging to OAS. You will see an eligible for OAS amount in the payment window and the OAS payment type will auto populate with the allowable amount (optional).
- **Receipt Printing by Sales Amount** – Two new features now allow you to prevent receipts for small dollar amounts being printed based on criteria that you set.

### Pick-list Enhancements

- **Vendor Pick-list** – The Vendor Pick-list is now a search window much like the Customer or Inventory

Search windows. Search by code or description and sort by any column by clicking on the column head.

- **Reports Pick-list** – The Reports Pick-list has been categorized. Select a category and the pick-list will display reports only available for that category.

### New Reports

Version 11.0 has a number of minor enhancements that are too numerous to list here, but are detailed in our *What's New in Version 11* guide.

- **Cost of Goods Sold** – This report displays for each item the cost of goods sold for the selected sales period as well as the average COGs.
- **Cost of Goods Purchased** – This report displays for each item the average purchased cost across all purchase orders that fall within the selected date range.
- **Book Fair Inventory Report** – This report displays items/quantities that are currently out of the store on book fairs, and lists each book fair for which the item has a quantity checked out.
- **Sales Comparison by Day** – This displays the total sales for the days of the week for the selected date range.
- **Sales Comparison by Date** – This shows a matrix of daily department or category sales totals for your selected date range.
- **Sales Volume Comparison** – This displays, for all departments, the quantity, retail value and wholesale value sold for two selected periods.
- **Historical Inventory Value** – This report displays the end-of-month or end-of-year inventory values for one department or a range of departments.
- **Rental Profitability Report** – This report displays the turns and lifetime return investment on rental inventory.

If you are on a current maintenance agreement and are interested in upgrading, please contact our tech support at [tech@booklog.com](mailto:tech@booklog.com). If you don't currently have a maintenance agreement, please contact [nancy@booklog.com](mailto:nancy@booklog.com).



## Tech Tips for Booklog Users

### Reminder about End of Period Processing and Backing Up

You still should run End of Day reports at the end of each day and process your End of Period, but we have now made other processes easier. Starting in Booklog version 10.0, End of Week, End of Month and End of Year processes will run automatically. End of Week will run on the day that you set under Maintenance > Store > Defaults as your end of week. Even though these processes are now automatic, don't forget to back up and archive your database at the end of the year before the End of Year runs — as well as back up weekly (and often). A good backup can be used in the case of a computer failure to get your store up and running again. Make sure to store a backup on an external device that will not be affected if your hard drive crashes.

### New Reports for Sales Comparison

The Sales Comparison by Date report and the Sales Comparison by Day report are new in version 10.5. These are great for showing at-a-glance differences between days of the week or specific dates. Break them down by category or department for more specific sales comparisons.

### Combining User Records

Sometimes duplicate customer records are created, either by mistake or from a separate function within the application (such as web ordering). Booklog offers functionality to merge these duplicate records.

Customers will be merged based on their customer IDs, which can be seen on the Customer Properties screen. Information is merged to one record, based on which record has been updated most recently. You end up with one record for each duplicate customer.

Even if you don't use customer IDs, you can still use this function to merge by assigning the same number to each of the two customers that you want to merge. If you would like instructions on how to enable this free feature, please contact Booklog tech support.

### Special Orders and Inventory

When a special order is created, generally it is for an item that is either not in stock, or it is never carried but is being ordered for a customer. When the order is created and processed, neither the Quantity on Hand nor Quantity on Special Order Hold are immediately affected. These fields are only incremented when the special item is added to a purchase order using the Special Order Items icon in the open purchase order. (Or use the book icon on the right side of the toolbar.) By adding it to the order this way, the statuses on the special order will accurately reflect where the item is in the order process. When received, the Quantity on Special Order Hold will be incremented (not the Quantity on Hand field). Once the order is received, the order will come up automatically in the register when the customer's name is entered.

### Encryption Key Message

Are you using either the PCCharge or Payware interface and receive an Encryption Key Expired message each time you sign into Booklog? Once a year you are required to change your encryption key to stay PCI compliant. Sign into Booklog as Admin > Utilities > Change Encryption Key. The key can be up to 16 letters long and can contain letters and numbers. **Booklog tech support does not have access to the key you choose, so make sure to jot it down in a safe place.**

### Go Green! Download a Free PDF Writer

Are you tired of wasting paper and printing out giant reports? You can "print" reports and view them as PDF files or e-mail them to co-workers using a free PDF converter that installs like a printer driver. CutePDFwriter can be downloaded for free from web sites such as CNET. You could also use Ghostscript, which is included on the Booklog disk. Once you have installed one of these products, you are able to run your report in Booklog, and then when you select Print, choose the print driver for the PDF writer.

### Oh No, My X-Tape Has Been Cleared!

If you forget to run your register report (x-tape), have no fear. As of Booklog version 10.0, you can now recreate it. Pull up the End of Period report for the date in question, and under the section for Workstation, click the Unselect All button, then check the box for the workstation for which you need the x-tape and click OK.

### Monitoring Turnover

Throughout the year, Booklog tracks how often you sell and restock items in each of your categories and departments. Using two Booklog reports, you can see how often you turn over items in each part of your inventory. Run Booklog's Inventory Turnover report every 3–6 months to see how much you've turned over in each department or category in your system. A good number of turns is three or more. If your turns are fewer than that, then you've probably got too much inventory in those departments or categories to satisfy demand. If they're higher than eight, then consider ordering more of those items to satisfy the demand.