

booklog news

ICRS Edition 2017

A Publication from ComputerWorks of Chicago, Inc.

Booklog Travels to ICRS UNITE 2017

We look forward to seeing you at Duke Energy Convention Center in Cincinnati for ICRS UNITE, June 28–30, 2017.

Please stop by booth #506 to see our new system in action and to chat with our sales and tech support staff. We hope to see you there!

TRADE SHOW SCHEDULE

June 28 8:00 a.m.–7:00 p.m.
June 29 8:00 a.m.–6:00 p.m.
June 30 8:00 a.m.–12:00 p.m.

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.

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

What a wonderful turnaround that there are so many new bookstores opening. The number was up in 2016 from 2015, and

2015 was up from 2014. We can hope it is part of a growing awareness and trend for supporting local stores. Even more impressive are all the community and political activities that so many stores are supporting and often sponsoring.

As we head into the summer season, I am excited to share with you some of what is happening at Booklog.

EMV CHIP READERS: We are making good progress working with our Booklog stores on the EMV transition from credit card swiping to the chip reader. I encourage any of you who have not made the transition to do so as soon as possible in order to take advantage of the extra security the chip reader provides. For those of you who have already made the change, I hope the transition wasn't too painful for you. However, if you do have any outstanding issues, be sure to call Isai (ext. 254) or Garrett (ext. 255) in our technical support department and they will assist you in working through them.

OUR EXPANDED TRAINING DEPARTMENT: I am excited to call your attention to the changes and additional training options that will be available to all of our customers through the installation and training department. Chris McFarlane from our technical support department has joined Wes Freeman (director of installation and training) and Arnie Cuarenta (sales specialist) in this newly expanded department to provide additional training to Booklog users and to

offer special assistance to new customers. A brief description of the changes and the classes we are offering in the next few months is listed on page 2 of this newsletter.

SOCIAL MEDIA: Those of you who follow Instagram, Twitter or Facebook may have noticed that we've started including tech tips, announcements and book recommendations on social media. Each site has a different mix of serious tips and lighthearted pictures of bookstores. We'll also use these sites to send emergency announcements about power outages and other interruptions to our regular support services.

To find Booklog, search for BooklogPOS on one of the three social media sites, or tag us as **@BooklogPOS** in your own posts. We're looking forward to having conversations, answering questions, and sharing a love of books with all of you.

DIVERSITY OF OUR CUSTOMERS: We are pleased to feature India Book House in our Customer's Corner column on page 2. One of the most exciting aspects of our business is the opportunity to serve, to get to know, and to feature in our newsletters a diverse range of booksellers. Our Christian and church stores, our independent trade stores, and our college and university campus stores provide us the opportunity to engage in dialogue with a wide range of booksellers who have helped us enhance and broaden our inventory management and point-of-sale system.

As usual, please continue to submit your suggestions to us. Over the 34 years that we have been in business, many of these suggestions have become an integral part of Booklog. See you in Cincinnati!

— Jean Fishbeck, president

See you in Cincinnati!



ComputerWorks of Chicago, Inc.
800-977-8212
www.booklog.com
info@booklog.com

Training Classes for Booklog Users With Maintenance Agreements

Booklog recently initiated a new series of free online training classes for our maintenance agreement users. Classes are scheduled on Tuesdays; class times will alternate each week between 2:30 pm and 6:00 pm CDT.

Customers without maintenance agreements can take the classes for \$100 each. To sign up for a class, email training@booklog.com. Please include in your message the name of your store and the name and date of the class you would like to take.

July 2017

- 11 – 2:30 pm: Frequent Buyer Club and Promotional Pricing Events
- 18 – 6:00 pm: Frequent Buyer Club and Promotional Pricing Events
- 25 – 2:30 pm: Sales, Inventory and Customer Reports

August 2017

- 1 – 2:30 pm: Book Fairs
- 8 – 6:00 pm: Book Fairs
- 15 – 2:30 pm: Purchasing/Receiving
- 22 – 6:00 pm: Purchasing/Receiving
- 29 – 2:30 pm: Special Orders

September 2017

- 5 – 2:30 pm: Customer Sales and Campaign Management
- 12 – 6:00 pm: Customer Sales and Campaign Management
- 19 – 2:30 pm: Sales, Inventory and Customer Reports
- 26 – 6:00 pm: Sales, Inventory and Customer Reports

October 2017

- 3 – 2:30 pm: Purchasing/Receiving
- 10 – 6:00 pm: Purchasing/Receiving
- 17 – 2:30 pm: Returns
- 24 – 6:00 pm: Returns
- 31 – 2:30 pm: Special Orders

November 2017

- 7 – 2:30 pm: Book Fairs
- 14 – 6:00 pm: Book Fairs
- 21 – 2:30 pm: Sales, Inventory and Customer Reports
- 28 – 6:00 pm: Sales, Inventory and Customer Reports

December 2017

- 5 – 2:30 pm: Purchasing/Receiving
- 12 – 6:00 pm: Purchasing/Receiving
- 19 – 2:30 pm: Physical Inventory

Customer's Corner

In this issue of Booklog News, we are pleased to feature India Book House, located in the Devon Avenue neighborhood of Chicago, Ill. India Book House has been a Booklog customer since 1999.

Mahesh and Nipurma Sharma started India Book House as a news stand to serve the Indian and Pakistani diaspora on Chicago's Devon Avenue. Immigration from the Indian subcontinent has been at a steady pace since the mid-1960s, and when the Sharmas opened the store in 1993, it was to serve the neighborhood.

"People were looking for books on religion, yoga and children," Mahesh said, "Aryveda also." The initial business was good, and by 1995, India Book House became a full-fledged store. Their mission hasn't changed since then.

"Most of our books are published in India," Mahesh told us in an interview, "in different languages." The store has shelves of books in Hindi, Urdu and Arabic, with dictionaries that translate several other languages from the subcontinent — including Telugu, Tamil, Marathi and Malayam. But English language books, which are also published in India, are a mainstay.

"You see, India is the third-largest country in the world publishing literature in English," said Mahesh. English, a legacy of the British occupation, is so pervasive in India that local scholars often have to study their own languages abroad. India Book House is a repository for knowledge on the complex cultures of India and its neighbors.

"People want to buy books for their kids," he said, "to whom they want to teach their culture, their religion and their history." He gestured toward their history section. Next to it is a shelf of hardbound collections of Amar Chitra Katha, a comic book series that retells Indian epics in comic book form. Across the aisle is a large, leather-bound



selection of the famous Sacred Books of The East series, edited by the Angol-German scholar Max Müller at the turn of the last century. The store serves a wide demographic.

Mahesh said their customer base comes from all over the subcontinent: the Tamil and Telugu peoples of the south, Bengalis from the east, Gujaratis and Marathis from the west, Hindustanis and Punjabis from the north. And Chicagoans. "We have a lot of American customers who buy books on culture and history and yoga," Mahesh said.

In addition to books, the store also sells incense, Hindu statues, Indian and Pakistani music and Bollywood DVDs. "From the beginning, they always cast a wide net with their inventory," Mahesh said. "You have to, to survive."

Another way the store survives is to sell online, which Mahesh said is almost like running two stores. Even though their inventory is very specific, the store still feels pressure from online retailers like Amazon, so Mahesh sells online to supplement sales in the store.

"It keeps us busy all the time," he said. "You have to track the inventory online, track prices online, because we have to be competitive. And keep up with the shipping."

India Book House's peak in-store season is during the summer when vacationing Midwesterners come to Devon Avenue during vacations in Chicago. Jewelry sells well then because, as Mahesh points out, customers can't try on jewelry if they're buying it online.

Mahesh says that Devon Avenue is the largest single, concentrated Indian marketplace in the U.S. India Book House has been a part of it for almost 35 years, and Booklog is lucky to have been in their store for 18 of them.

Open since 1993 and a Booklog customer for 18 years, India Book House has seen some changes. If you are ever in the neighborhood, we recommend that you to stop in for a visit.



Booklog's New Features

Booklog version 13 was our fall 2016 release, and version 13.5 is our spring release. Both are packed with many small tweaks and a lot of impactful new features. Be sure to read the 13.0 and 13.5 Release Notes and What's New documents for complete listings of new features and enhancements.

License Plate Receiving/Advance Ship Notice Support With Ingram

If you are using EDI for your orders, License Plate Receiving is available with Ingram orders. License Plate Receiving lets you automate receiving against purchase orders, based on reports that you download from the vendor. It uses Booklog's EDI program to load the reports. When Ingram packs a box of books to send to your store, it produces a report called an Advanced Shipping Notice, or ASN. The ASN contains a list of items packed in that particular box, along with an identifying number for the box. The identifying number, or "license plate," is converted to a barcode and affixed to the outside of the box. When the box arrives at your store, scan the "license plate" barcode on the box. Booklog will match it with the number in the ASN report. The information from the ASN automatically loads into the RCV, Price, Cost and Disc fields in the Receive by PO detail window. License Plate Receiving is a paid add-in module.

Square Import/Export

Interface with Square Register — If you have a Square account and currently use or would like to use Square Register, there is now an export of inventory items from Final Book Fairs and import of sales into Return Book Fair. Create your book fair, add items, and use the export function to create an inventory file to import into your online Square account; the items will be available in your Square Register for sale. When your book fair or off-site event is over, export the sales detail file from Square and import into Booklog, and Booklog will summarize the sales detail for you in the Return Book Fair. This new interface gives you full credit card authorization capabilities with Square hardware (including the Square EMV reader). The exchange of customers, gift cards, and frequent buyer accounts are not managed through the Square import/export, so use the Square Register option when these are not requirements for your off-site event. If customers, gift cards and frequent buyer accounts are important to you, we suggest you continue to use, or consider using, Booklog Remote instead. The Square Import/Export feature is a paid add-in module.

Final Sale Items and Final Sale Notification

There are two new options for inventory: Final Sale and Print Final Sale Notification on Receipts. A final sale item could be either a perishable item for which customers are unable to obtain a refund, or a deeply discounted/clearance item that you can no longer return to a vendor. When an item is designated as final sale in the inventory record, cashiers are alerted in the cash register that the item is a final sale with a gold (sunset) gradated line item background and a bold, red "F" next to the extended price. If you also want your customer to know the item is a final sale on the receipt, in the item's inventory record, check the box to Print Final Sale Notification on Receipts and "Final Sale" will appear under the line item on the receipt.

Add a Reason for Refund

A new store-level option is available to prompt to add a reason for a refund. When this option is checked in the store file, cashiers are prompted with a dialog to add a reason for the refund when they click the Refund checkbox on a line item, use the Scan-Receipt/Quick-Refund function, or use the toolbar Refund All/Current Items option. The latter two options apply the refund reason to all the affected items. The refund reason will appear on the Register Refunds report.

Units of Measurement — Inventory Explosion Option

Easily designate items as belonging to a box/case, and explode to the individual sale item by the case quantity. A multi-item (display) explosion option is available in the inventory, and a quick-scan explode option (for single case to single item) is available from the toolbar. Units of Measurement is a paid add-in option.

Miscellaneous

- Price Check window (quick scan price check any item).
- Square Footage has been added to Category (with accompanying report).
- Special order and mail order notification emails are now customizable and are run through SMTP.
- Create PO or add to TBO, and Create Return or add to TBR from a book fair.
- Cascade book fairs.
- Auto-set Vendor to Publisher — sets a default vendor based on publisher selection.
- Inventory Item Properties now also includes a new tab for items out at book fairs.

- Special Order Notification is also now available from the invoice detail when you save and post your invoice. When you receive the prompt to print special order shelf-tags, you will get an additional dialog box asking if you would like to send email notification.
- Add a Special Order from Touchscreen — this is feature-parity with the regular Cash Register (Edit Menu > Add Special Order or ALT+F2).
- Color and Size Sets and Auto-creation Matrix — designate color and size sets, then choose to generate SKUs for an item by a defined color/size set.
- Serial Number/Warranty Tracking for sales of computer equipment and like items. Designate an item as a warranty item, and cashiers will be prompted to enter/scan the serial/warranty number at the time of sale. Review sold serials in the inventory detail and/or with a report. Serial Number/Warranty Tracking is a paid add-in option.
- Specify the number of emails to send at one time in campaign management (to help with default mail server spammer catch settings).
- Scan into Mail Orders to Ship — to help eliminate large order mis-picking/packing.
- Added a Quick Balance lookup window for in-house gift cards in the Cash Register.

New Reports and Reporting Options

- Date Added has been added to the general report filter window. All reports using the general filter window (most inventory and sales reports) can now be filtered by a date added range.
- Stock Level and Stock Number have been added to the general report filter window.
- Slow Sellers Report — mimics the slow sellers feature of the Auto-Create Return function.
- Customer Credit Limit Change — audit report for changes to a customer's credit limit.
- Customer Store Credit (RSC) — usage report of charges and issued credit to the store credit (RSC) payment type.
- Hourly Sales (non-graph) — hourly summary of transaction count and total amounts by workstation.
- Scan Sheet report — for creating a scan sheet of items for use at the register.
- Search electronic journal by amount tendered.
- Added percent change of retail and cost and option to report by category to Sales Volume report.



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ComputerWorks of Chicago, Inc.
5153 N. Clark, Suite 207
Chicago, Illinois 60640

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Booklog Tech Tips

Our technical support team continues to respond to your questions, and hopes that the following tech tips will assist you in navigating the many features in Booklog. Below are a few tips to that end.

- Check out the online Help Index. You can get to this in Booklog by going to Help > Online Help Index.
- Booklog has a new price check window. This window can help the cashier determine the cost of a product, whether it's on sale, how many copies are in stock, any used copies, etc. To use this feature in the cash register window, use ALT+4 or the Price Tag icon.
- Booklog can now track store credit. This is tracked on the new Customer Store Credits report found under Reports > Report Pick-list > Customer Store Credit report.
- Booklog can now require a refund reason for any refund accepted through the Cash Register or Mail Order Module. To enable this, go to Maintenance > Store > Default and check Prompt for Reason on Refund.
- Duplicate customers in the system? No worries. You can merge your customers and get a report as to what's been merged. In Reports > Report Pick-list > Customers To Merge report, you will see the customers that are duplicates. To perform the merge, please contact technical support.
- Do you sell used books in your store? Check out the Used Book Module to help buy, sell and track used books. For more information about this module, contact Gwen at 800-977-8212 ext. 224 or gwen@booklog.com.
- Are you updated to the EMV integrated solution? If not, please contact Booklog for further information on what needs to be done.
- Booklog has electronic ordering integration with many publishers, wholesalers and vendors. If your store isn't electronically transmitting orders, give us a call and we'll help you set it up.
- Cash register voids are viewable in version 12.5 and above. The Show Voids button immediately below the transaction window will show any voids that have occurred.
- With Booklog's campaign management tools, you can send targeted marketing emails to customers based on their purchase history.

New — Twitter Feed Tips

This spring we started sharing training tips on our new Twitter feed. The following is a list of tweets we sent out that had tips you might find useful. Follow @BooklogPOS on Twitter or find Booklog POS on Facebook to receive new tips like this every week. Below are some examples.

March 24 — Katie W here. I just learned how to sort tabs in Item Properties: Go to a tab, like Register Sales tab. Right-click, get a pop-up. Wow!

March 29 — Customer Sales Detail report shows you who bought what. Sales Transaction Analysis report shows you what else they bought in the same sale.

March 30 — The best #keyboardshortcut is F4: In a blank row, F4 opens the customer, item or vendor search. In a populated row, it opens the record.

March 30 — If seeing "Use Vendor QTY Discount?" annoys you, open the vendor record, go to Qty Disc tab, and uncheck "Prompt for Disc Override" box.

April 3 — Encryption key out of date? It's easy to fix and we have instructions! Help > Online Help Index, then Utilities > Change Encryption Key.

April 4 — Honor #worldbackupday by checking your Booklog #backup. It should run every day! Find backup instructions at www.booklog.com.

April 4 — Re-arrange the fields in Customer Search or Item Search by dragging and dropping. Make your screen unique — it's controlled by login name.