booklog news

Booklog Travels to CAMEX 2014

We look forward to seeing you in Dallas for CAMEX 2014. Stop by our booth #3904, co-located with Follett Higher Education, to say hi and talk with our tech, training and sales staff. We hope to see you there!

TRADE SHOW SCHEDULE

Sun., March 9   9 a.m.–5:30 p.m.
Mon., March 10   9 a.m.–5:30 p.m.
Tues., March 11   9 a.m.–3 p.m.

BOOKLOG USER MEETINGS

Friday, March 7

8:00–9:00 a.m. – Sales Metrics
    and Customer Data
1:15–2:15 p.m. – Course Materials
    and Retail Booklog
2:30–3:30 p.m. – The Rental Module

Saturday, March 8

8:00–9:00 a.m. – Sales Metrics
    and Customer Data
1:00–2:00 p.m. – Course Materials
    and Retail Booklog
2:15–3:15 p.m. – The Rental Module

Rental Scanners

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.

A Note From the President

As Booklog begins its 31st year, we are as committed as ever to providing information and access to a wide array of products from other vendors to our Booklog customers. For a number of bookstores, this information and access have resulted in greater operational efficiencies and, in the long run, increased profits. Among the vendors with whom we have formed a partnership are Blackboard, Cboard, Datatel, Timber, TSYS, Verba, and Verifone. I would like to share with you another recent partnership that Booklog has forged — Reynolds & Reynolds.

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.

Stock your store with gifts and insignia items, streamline your business with custom forms and market your services with direct mail, all from Reynolds & Reynolds. With a portfolio of over 7,000 products, Reynolds & Reynolds will quickly become a trusted resource for all of your business needs.

A recent product innovation includes custom Booklog packing slips. These packing slips enable you to track orders more efficiently, while providing your customer a concise order summary and easy return label. Designed specifically for your Booklog system, these forms streamline your online ordering system, making it a much better tool than plain paper.

Reynolds & Reynolds is committed to your store, your customers and your success. Several of their customers have said the following:

"Reynolds & Reynolds has, by far, been the easiest to work with. The support we receive is great … . I gave our document consultant a general idea of what we were trying to accomplish and she came back with exactly what I was looking for … ."
— Julie Banks, Retail Operations Manager
University of Dayton

"We have worked with other vendors, but what I like about our document consultant is that he knows our business. He is not just someone off the street, stopping in and trying to sell me something. Because of this level of service, I would definitely work with Reynolds & Reynolds again."
— Eric Friend, Service Director, Buyers Imports

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

As new opportunities like this cross our desks at Booklog, we will continue to share them with you. In the meantime, please contact us if there is anything we can do to help you enhance the efficiency and effectiveness of your bookstore business. One of our strategic goals is to continually respond to the needs and suggestions of our customers. Feel free to contact us at any time.

We look forward to seeing you at CAMEX 2014 in Dallas!

— Jean Fishbeck, president

See You in DALLAS!

Training Tips

Setting Buyback Limits

If you regularly fill your Open to Buy for specific titles through buyback, you can exclude those quantities from your auto-created want lists and purchase orders by setting buyback limits for them. This is easy when you're working in the Maintain Adoptions window. Select the item in the Adopted Items section of the window, then look at the information that pops up for it under Buyback Schedules at the bottom right-hand corner of the window. In Buyback Limit, you can enter the quantity you would like to withhold from your ordering process. If the item is already on a buyback list, you can enter a buyback limit for it on the list or by bringing up the item in Item Maintenance and entering a limit on its Buyback Info tab. The quantity you enter in any of those Buyback Limit windows will drop out of your Open to Buy total until that term's buyback cutoff date passes.

POs by Item

Most of the changes in version 11 affected the text management side of Booklog, but a few changes occurred on the retail side. For instance, Booklog now allows you to keep a running list of items you would like to order, then creates separate POs to each of the vendors for the items on your list. This function is called POs by Item. To use it, just click on the Inventory menu and choose POs by Item. Enter the items you would like to order (you can key in their SKU numbers, scan them, or search for them using your F4 key). In the Order From column, Booklog will show the vendor you have listed for each item. It will use that vendor when generating its POs at the end of the process. If you would like it to use a different vendor, choose another vendor in the Order From dropdown menu. When you're done, just click Create POs. If you're not through making your list, but you need to close this window, just click Save and Booklog will keep your list. Come back to it anytime you like by clicking POs by Item.

Customer's Corner

In this issue of Booklog News, we are pleased to feature Hinds Community College. Hinds has been a Booklog customer since November 2011.

Hinds Community College is the largest community college in the state of Mississippi. Since 1917, the college has provided quality educational programs that are convenient and affordable, and currently serves approximately 32,000 students in academic, career/technical, workforce, secondary and adult education programs. With six separate locations over a 50-mile stretch, the college draws students from more than 70 Mississippi counties, and ranks as the largest two-year college and the fourth largest institution of higher learning in the state of Mississippi.

The six campuses include the Academic/Technical Center and the Nursing/Allied Health Center in Jackson, the Rankin Campus in Pearl, the Raymond Campus, the Utica Campus, and the Vicksburg/Warren Campus. The Utica Campus, which used to be its own school (Utica Junior College), has recently come under the Hinds umbrella while still retaining its status as a historically black college.

Although Hinds is primarily a commuter college, there are four women's, four men's, and one co-education honor dormitory on the Raymond campus and four dormitories on the Utica campus. A unique feature of the Rankin campus is its wonderful coffee shop, the Brewed Awakening. Because all of the campuses are located in rural areas, the bookstores serve as the bookstore, drugstore, grocery store, electronics store, coffee shop — you-name-it store — for the students, faculty and staff in each of the communities. The Utica bookstore also supports the high school associated with its campus.

The Raymond campus bookstore includes four separate stores — one for textbooks and face-to-face learning; another for distance learning; a third store for school and office supplies, clothing, food and other general merchandise; and a fourth store that sells only electronics. The total selling space occupies the entire lower level of the Student Center. The Raymond campus also serves as the distribution center for the other campus stores. The other campuses are much smaller, but provide for all of the academic needs of their students, faculty, and staff.

Tammy Smith is the district director of bookstore operations for the six campuses of the college. She intended to work at the college "just long enough to get the retail experience necessary to start her own boutique." Nineteen years later, she's still working at Hinds and intends to do so until she retires to a life of "rocking my grandchildren." For now, Tammy continues to contribute not only to the success of Hinds, but also to the success of the Southeast College Bookstore Association of which she is the president-elect.

Tammy is assisted by coordinators/managers at the four stores on the Raymond campus and the managers of the bookstores on each of the other five campuses. Fifteen full-time staff work with Tammy and her managers, and another 15 part-time staff join them during rush and other busy times of the school year. Tammy attributes the efficient operation of all of the bookstores to the loyal support she has received from her staff — all of the full-time staff have been with the college for over 10 years.

In addition to the unique arrangement of having four separate stores for different goods and services, the Raymond campus is also unique because it is a part of an area where several movies, including "The Help," have been filmed. At the time of this writing, Dan Ackroyd was in town for the filming of a James Brown biopic.

When asked why Hinds chose Booklog as its inventory management/point-of-sale system, Tammy responded that "Booklog had the features and the technical support to facilitate the unique operations that we have distributed over our six campuses. Through the attentive support of the Booklog staff, we have made the transition from another system to Booklog with ease."

The entire Booklog staff is pleased to have Hinds Community College as a valued customer, and we look forward to continuing our close relationship with Tammy and her entire staff. Throughout our two years working together, we at Booklog have learned a great deal about the operations of community colleges and particularly about colleges with multiple campuses.
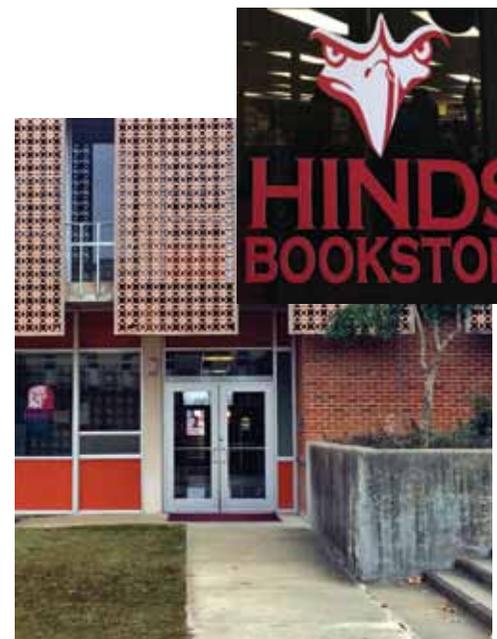
Booklog's New Features and Enhancements

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 over 250 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.

In particular, we focused on our rental program capabilities in conjunction with the Follett Riskless Rental program (unveiled at last year's CAMEX). The Follett Riskless Rental program is responsible for a number of new features and enhancements, such as non-serialized rentals, collateral collection and electronic signature capture. However, we also took the opportunity to beef up rental support in the Course Material Management (CMM) module in ways that CourseWorks never could — such as the ability to edit and search for rental items from CMM as well as the ability to see rental numbers within the Maintain Courses & Adoptions and Item Maintenance windows.

Where in the past two years we've focused primarily on the CMM side of things, we have a number of exciting new features this year for the Retail module too.

Verba Integration
Earlier this fall, we released the first stage of our full integration with Verba to support Verba Compare and Verba Compete. Stores can export a booklist directly from Booklog to the Verba FTP server and directly download price suggestions from Verba into Booklog for coordination. A second stage was released this December that uploads transaction and invoice data to Verba during your End-of-Day processing which allows Verba to analyze price strategy and give better price suggestions. Finally, this spring we'll enable you to download and coordinate online adoptions collected by Verba Collect.

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 regular inventory process on both the Retail and CMM modules of 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.

Advanced Ordering Option
CourseWorks had two options for EDI ordering: Pubnet and EasyLink. Pubnet and EasyLink are both third-party mailbox services for EDI. When we took on development of CMM within Booklog, we didn't have the option to develop for the existing EasyLink platform; firstly, because EasyLink will be sunsetting that product and is not accepting new development on that platform, and, secondly, because of the monthly fees charged to the customer. Booklog has always partnered with Pubnet in our trade market, so it made sense to continue to EDI partner with Pubnet, but for all other distributors other than Follett, we decided to go the direct route. The direct EDI ordering method with other wholesalers means we can do even more than CourseWorks could not do with EasyLink, such as want-listing with automatic confirmations. This new method eliminates the monthly service fee to EasyLink and allows us to add new wholesalers to the Advanced Ordering Option, automatically giving you access to those wholesalers. We started our Advanced Ordering Option with direct EDI ordering with Tichenor and MBS and we are in the process of adding more.

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

If you are coming to CAMEX 2014, visit our booth, where we will be demonstrating the Elo Touch Solutions Tablet!

camex
Campus Market Expo 2014

Booklog Tech Tips

Booklog Users Love Their Shortcuts
Did you ever wonder if there was a shortcut for a particular function? In every module of Booklog, if you look under the Edit menu there is a list of functions and if a keyboard shortcut is available, it will be listed next to it. Some shortcuts are universal throughout the program like F4 (lookup), Insert (add something to the program) and CTRL-Delete (delete something from the program).

Chargebacks and Riskless Rentals
If you participate in Follett's Riskless Rental program, please do not generate your Chargeback Report in Booklog until **after** your rental grace period and term end of sales dates have elapsed. However, you will need to run the report **before** you start accepting rental returns as the returned items will not be included on the report.

Purchasing New Computers
There is a wide range of options when buying a new PC with Windows. One of the most important considerations is how Windows will interact with Booklog. Booklog is compatible with Windows 7 and Windows 8 in either 32-bit or 64-bit platforms. Be sure to purchase the "Professional" version of the OS — the "Home" editions are not compatible with Booklog. Note that if you are still using CourseWorks, you will need to upgrade to version 11 prior to moving to Windows 7 computers or higher.

Be Green — Print Receipts as Needed
Are you looking for ways to go green? Since Booklog holds the sales information for your customers, they may not need a printed receipt. In Maintenance > Store > Receipts you can set the receipt count to zero and only print a receipt (using Sales > Receipt Reprint)

if a customer requests one. Use the Quick Receipt Print for those who do request one, or press ALT-R to reprint a copy of the last transaction from your current workstation.

Promotional Pricing
With several holidays coming up (Mother's Day, Memorial Day, the 4th of July), don't forget about the promotional pricing feature in the Sales > Marketing menu. It helps make your holiday sales easier to manage. With this feature, you can tell Booklog what you want to put on sale, when the sale starts and ends, and it will take care of it for you. No more going into each item or into your department or categories to manually make these changes, and then having to worry you'll forget to take down the sale.

Gift Card Payback Threshold
If you prefer to not have your customers hold gift cards with small amounts of unredeemed money, you can create a payback threshold to automatically give a customer the remaining cash on their gift card after a purchase. Go to Maintenance > Store > Defaults, and in the lower left corner you'll see the payback threshold amount. If you set the value to $1.00 and your customer has $0.42 left on their card after a purchase, Booklog will automatically prompt the cashier to give them the remaining change and close out the gift card.

Search the Electronic Journal Report
The Electronic Journal Report can be very useful when you need to find information about a sale but do not have things like a receipt number; for example, a customer wants to exchange a book but does not have their receipt. Using the Electronic Journal, you can enter a date range and search for

the title using the Search icon. The search feature will allow you to select the title, ISBN, customer, extended amount, total sale or total tendered as the search. The values are case sensitive, so if the title is in all caps, make sure your search matches how the title is entered in Booklog.

Keep Tabs on Your Vendor Purchases
Booklog makes it easy to keep tabs on how much you are spending with a vendor by totaling that information in the Vendor Properties screen. You can see how much you have ordered, received, and how much freight you have been paying. Use this screen to ensure that you are getting the best return on investment from your vendors. Go to Maintenance > Vendors and select the vendor you would like to view. Click on the Purchasing/Receiving tab to view the history.

Don't Forget About the Scan Receipt
When a customer returns items and has the receipt, use the barcode printed on the receipt to return the items. The Quick Return function brings up the original sale to the Cash Register screen with the refund box(es) checked. Even if they are only returning one item, there are benefits to using Scan Receipt. Since it brings up the information from the original sale, the price they paid will be displayed. So if there has been a change in price since the purchase, you will refund the correct amount. It automatically takes into account all discounts offered on the original sales. Scan Receipt removes the item from the original sale, so the same item cannot be returned again with the same receipt. To use the Scan Receipt feature, click on the last icon on the right side of the toolbar, click on Edit > Scan Receipt or press the ALT-Q keys.