booklog news

Booklog Travels to CAMEX 2015

We look forward to seeing you at the Georgia World Congress Center in Atlanta for CAMEX 2015. Stop by our booth #2015 to say hi and talk with our staff. We hope to see you there!

BOOKLOG USER MEETINGS
Location to be announced

Friday, February 20
8:00–9:00 a.m. – What's New
    in Booklog
1:15–2:15 p.m. – Booklog Rentals
2:30–3:30 p.m. – Point of
    Purchase Options

Saturday, February 21
8:00–9:00 a.m. – What's New
    in Booklog
1:15–2:15 p.m. – Booklog Rentals
2:30–3:30 p.m. – Point of
    Purchase Options

TRADE SHOW SCHEDULE
Sun., Feb. 22   9 a.m.–5:30 p.m.
Mon., Feb. 23   9 a.m.–5:30 p.m.
Tues., Feb. 24   9 a.m.–3 p.m.

Scanner Rentals

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.

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

A Note From the President

As I turned the page of my calendar from December to January, I paused for a moment and reflected upon how quickly 2014 had become history. Then I read the first draft of the New Features article in this newsletter, and thought, "hmmm, we've done a lot this year!" When I say we, I mean more than just our development staff. I mean *we* — Booklog and you, our loyal customers. For it's only with your constant feedback of what works and doesn't work, and your willingness and patience in working with us, that Booklog has been able to evolve over the past 31 years into the robust inventory management/point-of-sale system it is today.

"I thought of that" was the comment made by Matthew of Maryville University when he received the latest Booklog update. Matthew's statement reflects exactly where the credit rests for so many innovations. In our mission statement, we "strive to help retailers maximize the effectiveness and efficiencies of their businesses …" and are "dedicated to developing and maintaining a strong and satisfied customer base." This can only happen when we, as the provider, and you, as the customers, work together. Thanks so much for all your input.

I want to thank our loyal and dedicated Booklog staff members as well, for they are the ones who listen to your suggestions and work hard and creatively to implement them. As I thought about our Booklog staff, I glanced at the latest roll of employees and was pleased to have factual confirmation of that loyalty — 60% of our employees have been with the company for at least 10 years, and 85% of them have been with us for over five years. This has contributed to our ability to maintain, expand and innovate as much as we have.

Atop this list of long-term employees is David de Castro, who began working with Booklog back in 1993. Working for one company for 21 years in the technology industry is quite rare — a much-appreciated example of dedication and loyalty. From his role as a friend who just helped out answering the phones to director of sales and marketing then director of technology to his role as senior vice president, David has performed almost every role there is at Booklog. His work has been key to the long-term as well as day-to-day development and promotion of Booklog. Also, his ability to develop relationships with outside partners has been invaluable. Without David, Booklog would not be the software it is and the company might not have survived all these years.

Kudos, also, to every one of the other 25 Booklog staff members who have provided so much knowledge and commitment to the Booklog software that you are all using today. Hardly a week goes by without our receiving comments from customers extolling the patience and commitment of our tech support staff. They listen, offer advice, and then pass on suggestions from their conversations with you to our development and quality assurance staff.

We have just completed the 2014–15 holiday celebrations, and I want to take this opportunity to thank all — you and our dedicated staff — for the wonderful partnership we have. As we enter the second month of the new year, I send my very best wishes to everyone. May 2015 be a good year for all! We look forward to seeing many of you in Atlanta at CAMEX.

— *Jean Fishbeck, president*

See you in
ATLANTA!

Booklog Tech Tips

- Do you need a report that lists all the transactions for a period of time? Check out the Electronic Journal report. It will list the transactions in one tidy report so that you don't need to do a number of receipt reprints.

- Have you ever found two items that you want to merge into one new, improved item, but you want to keep the sales and ordering history intact? You can do this now with the Manual Inventory Merge. Go to Utilities > Merge Inventory > Manual Inventory Merge. Enter the two ISBNs you want to combine and you can create an all-new ISBN (or use the same one). You'll even get a preview of how the new item will look.

- Did you know that in version 11 you can email copies of your reports directly from Booklog? After you've created a report, click on the envelope icon at the top of your screen. You'll be prompted to enter the recipient's email address and you can enter a short message to accompany the report. You need to have Booklog PDF Writer installed and have your SMTP information configured. Just talk to Booklog tech support if you have any questions.

- When running reports you can use the Parameter window to specify what you need; however, after the report is created, you can also use Filter and Sort to customize the report even further.

- Did you know that you can take a special order deposit and sell items to a customer at the same time? To do this from the cash register, click Edit > Add Special Order or ALT- F2. The Special Order window will come up so that you can enter the deposit amount. Then you can continue entering additional products to the cash register sale. This is especially handy when the customer wants to pay with a credit card.

Customer's Corner

In this issue of Booklog News, we are pleased to feature County College of Morris, located in Randolph, New Jersey. County College of Morris has been a Booklog customer since September 2011.

County College of Morris (CCM) has provided the residents of Morris County and the surrounding region with outstanding, affordable post-secondary educational opportunities for almost five decades. Located on more than 200 acres in Randolph, New Jersey, the campus is noted for its beautiful buildings and grounds as well as its outstanding academic and extra-curricular programs.

Over 45,000 students have graduated from CCM at Randolph and its satellite location in Morristown since its inception in 1968. CCM currently has an enrollment of 8,700 students and offers more than 50 associate degrees and more than 25 certificate programs, in addition to a wide selection of career and professional programs. The college offers students the opportunity to enroll in both traditional face-to-face and online classes, and has one of the highest graduation and transfer rates among community colleges in New Jersey.

CCM is highly touted for its outstanding nursing and law enforcement programs that have provided one-half of all of the nurses and law enforcement officers for the surrounding area. In addition, programs in musical theater, dance, hospitality management, and culinary art and science are among the best in the country among community colleges. CCM is one of the few community colleges in the country to have supported a student newspaper since the college opened its doors.

CCM also offers a wide array of extra-curricular activities, including 10 intercollegiate sports teams and a number of different intramural sports. Over 45 student clubs are currently active on campus. These include co-curricular clubs, honor societies, special interest clubs, religious organizations, recreational clubs, service organizations, and governance and planning organizations.

Among the unique services provided to the greater community by CCM is an eight-week course for newly arrived immigrant priests from the Diocese of Paterson to perfect their English language skills. The goal of the program is to help priests from the Diocese of Paterson communicate more clearly with their parishioners by improving their English pronunciation and public speaking delivery styles. Another current offering is the Ninth Annual Storytelling and World Music Festival featuring Spook Handy, Robin Bady, Laura Kaighn and workshop leader Carol Simon Levin to be held on campus in March.

At the heart of the CCM is the campus bookstore, located on the main floor of the Student Community Center. The attractively designed bookstore provides students, faculty, staff and the entire community with textbooks and other related course materials, school and office supplies, dry goods, and other school memorabilia and various electronic devices.

Abdelilah Ennassef, the director of auxiliary services, manages the bookstore as well as the college cafeteria. He is assisted by seven full-time employees and a number of part-time student assistants. He has been working in the college bookstore business for almost 15 years — six at Union Theological Seminary, three at Berkeley College, and now five at CCM.

Nassef attributes the success of the CCM bookstore to the collaborative work of all of his associates with whom he meets regularly in a round table setting — "all of our decisions are joint." He also meets regularly with faculty and students to gauge the temperature of how well the bookstore is meeting the needs of all of its constituents. One of the greatest challenges for Nassef and his staff is keeping up with the advances in technology and the purchasing habits of their customers.

When asked why he chose Booklog as the inventory management/point-of-sale system for his store, Nassef responded that it was because Booklog "allowed them to do business with a wide range of wholesalers, and because he had had a positive experience using Booklog when he managed the bookstore at Union Theological Seminary."

The entire Booklog staff is delighted to have CCM as a part of our Booklog family of customers. We wish Nassef and his staff the best in 2015 as they support the needs of the CCM community. Community colleges are an essential educational component in a world driven by advances in technology and globalization, and CCM is certainly one of the best of the best.

Booklog's New Features and Enhancements

For a single-point release, version 11.1 of Booklog packs in a large number of features and enhancements.

Sell Gift Cards in Mail Order Module

Booklog now offers two ways to sell gift cards in the Mail Order Module. One is through sales on an ecommerce website that are imported into Booklog and automatically added to the mail order. The other is through standard gift card sales, entered on new lines in the mail order. If you are familiar with gift card sales in the cash register, you will be familiar with the standard procedure.

Starting in version 11.1, you will be able to:

- Flag item records as "gift card placeholder."
- Import gift card mail order placeholders from ecommerce sites.
- Convert the gift card placeholder items to active gift cards through the Mail Order Module.
- Sell standard gift cards in the Mail Order Module.
- Run a Gift Cards by Card Amount report.

FALink/Datatel in Mail Order

We have added the ability to process mail orders with FALink/Datatel, similar to the cash register. When students opt to pay with financial aid online, that flag is passed to Booklog, which, in turn, attempts to find the student within the FALink/Datatel system when you process the order for shipment in Booklog. Likewise, adding a student to a new mail order with FALink turned on will behave exactly like the cash register.

On Account Payments to Specific Invoices

A frequent request has been to tie payments on account to specific transactions. Enabling this feature in the store file will require your cashiers who are taking payments on accounts or making adjustments in the customer record to tie the payment or adjustment to a previous transaction ID. All payment, debit and credit activity is tracked by transaction ID, so your customers will know when a specific transaction has been paid off. A new Customer Statements by Transaction report shows each outstanding transaction and any payments tied to the originating transaction.

Non-decrementing Inventory Items

Inventory items can now be set as "non-inventory" items, meaning that when they are sold in the cash register, the quantity on hand will not increment or decrement. This is handy for any item for which you wish to track sales but not inventory. This includes ticket sales, bus passes, stamps — any item you may have previously sold as department sales. You can still set a specific price and cost to the items to track income and COGS, but their quantity on hand will never change.

Membership Module

You can now set up and sell multiple membership programs in your store and tie the memberships to either a frequent buyer club program or promotional pricing program. Memberships can be defined to have a duration of a specific number of days or years, and you have the option of renewal behavior as well as a choice for alerting the cashier of an expiring membership. Memberships have been fully integrated into campaign management so you can target members for specific promotions or communications, alert members to their expiring and pending renewal due dates, or thank them for their new membership or renewals. Customer reports are also filterable by membership.

Memberships are a paid, add-in module. Please contact your Booklog representative for more information on how to purchase the Membership Module.

New Customer Record Features

- **Birthdays** — Record and track a customer's birthday for in-house birthday promotions or targeting.
- **Special Orders Tab** — Review a customer's special order history and status from the customer record.
- **Multiple Notes** — Add more than one note to a customer record. Notes have their own tab in the customer record, and the Notes tab will have blue text when a note exists for that customer.
- **Alert Cashiers With a Special Message** — Add a message to the Alert Message box in the customer record and cashiers will get prompted with that message each time that customer is added to a transaction.

Miscellaneous Enhancements

- **Ingram Direct-to-Home Ordering (retail mail order, book items only)** — The new Direct-to-Home feature allows your customers to receive home shipments of books that you don't have in stock. Customers get the books quickly because they are sent directly from Ingram's warehouse, rather than going to the store and then to the customer. Direct-to-Home uses the Mail Order window to create orders that are electronically sent to Ingram. The books are sent directly from Ingram's warehouse to the mailing address that you designate in the Mail Order Entry screen. When the books are shipped, you will receive an email notification and an EDI response that allows you to close out the PO.
- **Pick-list Window Enhancements** — All pick-list windows are now a uniform style, allowing for window minimizing and maximizing to take advantage of your full screen space, column resizing and mouse-wheel scrolling.
- **Colored User-Defined Code Labels in the Cash Register** — You can set user-defined codes to use a specific label color in the cash register.
- **View and Print the To-be-Ordered and To-be-Returned Pick-lists** — The TBO and TBR pick-lists are now available to view at any time from the Inventory window. Print the lists from these pick-list windows as well.
- **Require Customer at the Cash Register** — A new store file option allows you to require your cashiers to tie a customer to every sale, or sales that only involve gift cards, and/or only sales that involve department sales. You can also set only certain departments to require a customer at the time of sale. The latter option restricts any inventory item belonging to the department, rather than just department sales.
- **Refund Mail Orders to Pre-Authorizations** — If you pre-authorized a mail order, Booklog does not have the credit card on file to refund to, but Verifone and Payware Connect will have a record of the token, and Booklog can use the token to refund the mail order.
- **RedShelf Textbook eBooks** — College Edition users are now able to sell RedShelf textbook ebooks. Import, localize, adopt and sell the RedShelf catalog the same way you do the eFollett catalog. This new feature is a paid add-in. Please contact your Booklog sales rep for details.

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Campus Market Expo 2015

Welcome to Atlanta and CAMEX 2015

Atlanta is often called "the center of the south" for good reason — the city has many cultural landmarks that rival any other similar city in the country. In addition, the city's southern flavor is maintained in its many landmarks and customs.

While in town for CAMEX, be sure to explore Atlanta. Here are a few sightseeing, shopping and dining options that we feel you might enjoy:

Sightseeing
- **Fernbank Museum of Natural History** (767 Clifton Rd. NE, 404-929-6300) features a permanent dinosaur exhibit as well as a walk through Georgia, which details the history of this great state. www.fernbankmuseum.org
- **The National Center for Civil and Human Rights** is a landmark which exhibits the history of the civil and human rights movement in the U.S. www.civilandhumanrights.org
- **World of Coca-Cola** (121 Baker St. NW, 404-676-5151) showcases the history of this popular drink and offers a media parade of Coke ads throughout its history. www.worldofcocacola.com

Shopping
- **Underground Atlanta** (50 Central Ave. SW) offers a wide variety of small shops that sell tourist trinkets as well as mainstream retail outlets. Famous chain eateries and drinking establishments line the underground path.
- For first class luxury shopping that showcases all the very best in fashion and accessories, visit **Phipps Plaza** (3500 Peachtree St.) in the upscale Buckhead section of the city. www.simon.com/mall/phipps-plaza

Dining
- **The Smoke Ring** (309 Nelson St. SW, 404-228-6377) for southern barbecue.
- **Alma Cocina** (191 Peachtree St., 404-968-9662) for delicious Latin American food. Tasty treats from south of the border — gluten-free friendly!
- **The Grindhouse Killer Burgers** (209 Edgewood Ave., 404-522-3444) for the best burgers around. Lunch only.
- **Sweet Georgia's Juke Joint** (200 Peachtree St., 404-230-5853) for typical southern soul food with late night live music.
- **Metro Café Diner** (229 Peachtree St. NE, Suite B-17, 404-557-1420) for diner food with a Greek flavor!
- Luxury dining can be at your fingertips with a visit to **Nikolai's Roof** (255 Courtland, 404-221-6362) for French and Eastern European dishes.

Booklog's New Features and Enhancements *(continued from page 3)*

New Reports
- **Frequent Buyer Detail by Customer Report** — This report displays all items that were counted toward a frequent buyer certificate.
- **Inventory Detail with Sales Report** — This is a hybrid report of the Inventory Detail and the Sales report. It shows sales information for the specified period for all inventory — even those that never sold during the period.
- **Gift Cards by Denomination Report** — This report shows gift cards purchased within a date range. You can see whether customers are buying small denominations, like $10, or large ones, like $100.
- **Vendor Performance Report** — This report shows sales, purchases, a fill rate, turnover, gross margin dollars and gross margin percentage for a comparative period for a single vendor.
- **Rental Returned Items by Student or Title Report** — This report shows returned rental books/items within the given date range summarized by student or title.

EMV Credit Card Processing
Our currently shipping product is already processing NFC (contactless EMV) payments including NFC Chip, Google Wallet and Apple Pay using Verifone Payware Connect and MX 915/925 devices. We will be expanding this implementation this summer to include all EMV (including chip-and-pin/chip-and-signature) payments, and also tentatively adding support for the Verifone VX805. This integration offers complete EMV compliance without any further certifications.