



# NEWSAGENT TECHNOLOGY NEWS

SEPTEMBER 2009

BETTER SOFTWARE. BETTER SERVICE. SINCE 1981.

## CURRENT SOFTWARE RELEASE

The latest release of our software is 2.2.12B. This displays on the top right hand corner of your screen.

## TIPS

We send out tips weekly by email.

## SUPPLIER SALES ANALYSIS

BY: JEFREE LIM, QUALITY ASSURANCE

The Supplier Sales Analysis Report is one of the many useful reports in Retailer. It reports on items that have been sold within a certain period of time, and can break them down per department and per supplier. It shows valuable information, such as gross profit made during the period. When comparing that report to what you have received from your supplier, it can assist in determining the number of stock you wish to have at your store. ie. You were supplied with 10 Diaries, and you have only sold 1 during that period. This would suggest that you need to order less.

To access this report, follow the steps below:

1. Click on Reports
2. Click on Sales Reports
3. Click on Supplier Sales Analysis Report
4. Tick/untick the options you want to show on your report
5. Click Preview/Print

## AFTER HOURS SUPPORT:

0418 554 963

0418 528 577

0419 842 334

If you're calling on a Saturday, call 03 9524 8000 as we run the help desk Saturdays.

If it's an absolute emergency and you cannot get through on one of the above numbers, please try:

0418 321 338 Mark Flethcer

0418 554 759 Gavin Williams

0403 189 379 Tim Batt

0417 568 148 Nathan Morrison

## REVIEWING THE XchangeIT PROJECT

We proposed to XchangeIT that we jointly review progress on the rollout of the new software. They agreed and we are in the middle of assessing the new software and their backup support. We appreciate the considerable feedback from our customers which we will be presenting as part of the review process.

Our goal in seeking the review was to help XchangeIT understand that changed processes and commitment at their end could result in better quality and more timely support for newsagents.

Two thirds of all claims by XchangeIT that we are responsible for a problem, we prove wrong. This is one issue we want to reverse since these wrong calls by them cost our help desk team time and this delays us getting to more important issues for you.

## GREAT ONLINE TRAINING FEEDBACK

We continue to receive excellent feedback from newsagents using our free online training service. Here is what one reluctant newsagent wrote to us last week:

"I didn't want to do the online magazine management training. The whole process scared me. I would rather learn in a room with other people or in my shop one on one. The magazine workshop was fantastic. I was wrong to be worried. I learnt plenty and have booked to do another session. I have booked my husband in now."

To get more from our Tower software please check out our free online training. It's a great way to learn and ensure you get more from your investment in our software.

## SOFTWARE UPDATE TO SHIP THIS MONTH

We are testing a software update we will mail on CD later this month. While we have issued updates via the website recently, we felt it appropriate to package an update for mail distribution so that you have a full backup copy of our software for your safe keeping. Once you have loaded the update, please store the CD in a fireproof safe – you will need this if you have to reinstall our software at any time. The CD is an extra bit of protection for you. There is no charge for shipping the update out in this way.

## STATIONERY ORDERS

If you need new magazine labels, receipt rolls, USB sticks or other consumable items for your system, please order these online at our website.

## BUSINESS MANAGEMENT TIP

Turn on postcode tracking with your software for a month and track where you attract your customers from. Once you have the data in the software, use our reporting tools to extract this and overlay it across Google earth and see the reach of your business. This will help you develop new marketing strategies.

## PARTNERING WITH CARD CALL

We have signed an agreement with Gotalk to support their Cardcall phonecard range more prominently on eziPass. As part of this relationship we have two new products as well as Tower Newsagent terms which are more attractive for you. We will be sending out a separate communication about this. The changes will appear on eziPass when you install the latest eziPass software.

## BLACKHAWK GIFTCARDS

We are rolling out a trial of Blackhawk giftcards (Myer, Dymocks, Wittner, Sportsgirl, iTunes, etc) to 100 Tower Newsagents. Once this trial is complete, we expect to make gift cards more widely available to our retail network. There is excellent sales data which indicates the value of giftcards as an add-on to greeting card sales. We will keep you posted when the giftcards are more widely available.

## POS SOLUTIONS SUES TOWER SYSTEMS

We are disappointed to have to report that POS Solutions has instituted proceedings against Tower Systems in the County Court of Victoria. They say that they are losing customers to us because of information published at our blog. POS would lose fewer customers to us if they invested in better software and better support rather than taking this legal action against us.

## SOFTWARE COPYRIGHT

Our software is sold to a specific business location. This means you cannot copy the software for use in another location. The same is true for updates. Software updates are for supported users. If you give an update to an unsupported user, it will impact on their system.



For news and commentary of interest to newsagents go to [www.newsagencyblog.com.au](http://www.newsagencyblog.com.au). Currently attracting over 1,500 visitors a day.

## Is this news to you?

We email news weekly. Sign up now:  
[retailer-users-subscribe@yahoogroups.com](mailto:retailer-users-subscribe@yahoogroups.com)