

## SSA News

### Imagine your Back Office in the palm of your hand!

Grocery Supermarket POS systems are based on a back office work station, separate from the POS checkouts, dedicated to stock management and setting of prices and margins. It is best to keep each of these tasks well away from the checkouts, where staff are dedicated to the all important objective of processing sales for customers as quickly as possible.

This concept of systems design is a point of difference between grocery supermarkets and many other specialty retail stores where staff have the luxury of time to complete some of the back office in-house tasks in between serving customers.

The down side of the remote back office concept, as commonly found in supermarkets, is the amount of time that key personnel such as departmental managers spend walking the distance from the shop floor to the back office.

#### It's a productivity killer!

PT-Mate is the ultimate solution to eliminate this cost to business. PT-Mate is one of SSA's most unique and outstanding components in the PROFIT TRACK suite of software.

**So much so that we say you cannot run your business efficiently without it. Why?**

Because it takes your back office process and makes it available where you need it to be ...on your shop floor. With PT-Mate all your important information is at your fingers tips, any-time, wherever you happen to be. You have spontaneous access to the following:

Sales history, Purchase history, Price change history, Stock holding,  
 PLU Price list, Promotional pricing, Suppliers list, Product comments,  
 .....and much, much more.

Running on a standard wireless network platform, provides a fast and efficient response to all commands for data that is accessed from the back office server. You won't have to be running back to the office every few minutes to check up on information that is needed to help you make the right decision when doing tasks such as ordering and stocktaking. Now you know the rationale behind the name. PT-Mate, your little mate.

And here is what you can do with your PT-Mate...

Ordering	Stock Taking
Pricing/Ticketing changes	Receipting of stock
Price Markdown Label Print	Product extraction
Performance History	Mobile register



**The beauty is, for a relatively small cost it is easy to install at least one, or as many units as you need depending on the size of your store. And so instead of the tiresome trek from shop floor to office on a regular basis, you gain the ability to work more effectively from anywhere in the store. For more information contact the Sales Team on 07 3387 5555**

## PROFITTRACK

It's the software that makes the difference

### Reminders

- > Always do On Demand Back Ups
- > Keep areas around PC's clean and tidy.
- > Look after your hardware

**PT Mate is one of SSA's most influential components**

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## Danks and Mitre 10 Hosts

A number of country based stores have a hardware department with products being sourced from either Mitre 10 or Danks. This has led to the development of electronic hosting and associated invoicing and ordering modules in PROFIT TRACK for both of these banner groups. These enhancements are now fully operational and we welcome your enquiry.

The challenge of developing a stock management solution for

the hardware industry was challenging with many products being available to purchase in varying pack sizes, at significantly different cost prices and margins. This led to the development of the concept of average cost as a methodology of reporting on profitability on sales.

It is interesting to notice the overseas trend to Mega-Centres presenting hardware outlets on location with grocery

supermarkets. PROFIT TRACK is now well positioned as a market ready solution for any business model combining grocery and hardware.

### **ELECTRONIC INVOICING**

Presumably most people in the grocery industry are well familiar with the benefits of electronic ordering and most stores take advantage of electronic invoicing to automatically update their computer system with the details of goods coming

into stock. The main benefit is accuracy of update of data for last buy price and quantity of goods received. The real benefit is that it also ensures that the system is updated, rather than leaving it to a data entry operator to key the information – which in some instances, never gets done at all!

**3 functions  
that you  
may have  
overlooked**

## How Easy We Forget!

### **Prompt for Quantity**

This prevents items such as Kiwi Fruit being accidentally sold as a weighed item instead of at a unit price. This option ensures a pop-up screen appears so the operator needs to enter a quantity. *Go to FI Help/Contents/PT User Guide/Section 2/Shop Products/How to maintain Shop Products/Modifying PLU details.*

### **Age Verification**

You can set a range of products by using Set Selected so that when the product is scanned a verification screen appears. The operator is given a number of options including the ability to key in the customer birth date therefore not having to try and work out if the customer is under or over age. Perfect for Liquor and Tobacco.

### **Comments on POS**

A number of our retailers are using this in conjunction with Deals. On the item maintenance screen click on the comments tab. Any comments that are typed in here will pop up on the operator display at POS and prompt staff to “up sell”. Remember to tick the box “**Show comments on POS**”

**Don't  
under  
estimate the  
importance  
of Daily  
Reports**

## Daily Reports—Are you checking these?

### **Reports are there to help you**

ProfitTrack offers a range of reports available to you after every end of day session. **These reports contain information vital to more effective store management. Take time to check for staff security risk transactions.**

Engage your managers to review these reports to ensure that sales targets and GP% is being achieved.

Below are a number of reports that should be reviewed:

**Department Sales Report** is a very common report, this report will show you Total Sales, Gross Profit and % of sales of a department to total sales target for the day.

Teach your managers to always pay attention to the Target% for their departments and to always ask questions if the GP is low .

Your team need to know what the next step is after identifying areas of concern with GP%, and you as the leader, must have the knowledge to guide them through the process.

### **PT Pos Cash Flow Report**

The report is one of the most overlooked reports in Profit-Track.

Not only is it a cash flow summary but it highlights a number of security concerns.

Get into the routine of checking how many Voids, Returns, Cancelled sales have been done on

the lanes.

To drill down even further you could always go to the EJ Viewer and review the transactions detail there.

### **Times Sales Summary Report**

This report is a valuable tool that highlights the busiest time of the day and allows you to schedule staff accordingly. The report also shows the customer count for the day which can be useful to track shopping trends.

It's always helpful to keep these reports in a folder for future reference.

## How many times!!

We have spoken about the importance of protecting your data time and time again.

Your PC is the brains and backbone of your business and it needs to be given the respect it deserves. Without your PC how do you run your business?

Our support team regularly receive calls from stores regarding viruses and data loss on their back office PC's.

Ensure that your staff are not loading other programs that have nothing to do with the business.

Follow up these points:

- > No downloading of music, movies etc from web sites.
- > No loading of programs unless SSA approved.
- > Not playing games on the internet.
- > Don't insert memory sticks from any external sources.
- > Avoid staff surfing the internet for no reason.
- > Do not open email attachments if you do not know the sender.

**Ensure you have Virus Protection**

Increases of Viruses and other PC related issues have been occurring due to these reasons.

**TIP OF THE WEEK**

When updating customer accounts in the Back office (Name/Address changes, Invoices etc) always send accounts down again. To do this, click on:

"Comms>Send Sundry>Send Accounts", afterwards to reflect those changes on the PDS lanes. Do not do this during the day on cash register sites.

**"Don't worry when you are not recognized, but strive to be worthy of recognition"**

## Team Member Profile- Martin Coughlin

Martin is our resident Security Specialist and comes to SSA with international experience. In his former role he has been involved in business solutions where security was paramount.

Martin has been with Scanning Systems for over 3 years and has assisted hundreds of our retailers with security solutions tailor made for their business.

He is married with a beautiful daughter and is a real family man. If he's not working at SSA he's probably at home working on the next home project.

If you would like to speak to Martin regarding the best security solution for your needs please contact him at the office on 07 3387 5555

Great Job Martin



**Involved in Solutions where Security was Paramount**

## Bonus Pricing - Want More Margin?

**So where is ProfitTrack different?**

Most packages have the ability to increase or decrease prices based on a percentage. However, the price change is usually based on the current store price and if that is already incorrect then the percentage calculation only creates further problems.

The bonus pricing in Profit Track looks at the warehouse RRP in each host and lifts margins by the set %. At the same time it also corrects any inaccuracies in selling

prices that had been manually keyed into the system.

**Now it gets even better !**

Suppose that after monitoring sales trends for a few months it is decided to remove or adjust the bonus pricing. It is simply a matter of changing the percentage set next to the group heading and all prices within the selected group will re-calculate with the new bonus price based on current warehouse RRP.

Profit Track overcomes the problem experienced in other systems where items that have

been locked at a pre-set target percentage can quickly become non-competitive. The approach in other systems does not cater for changes in margins resulting from warehouse price negotiations or changes in product ranking.

**Margin Management and Bonus Pricing in Profit Track ensures that your shop prices maintain parity with warehouse recommended retail and your local competition. At the same time you enjoy a dramatic lift in your bottom line!**

**SSA Training Dates:**

<b>Brisbane</b>	Thu, 19 Aug
<b>Gold Coast</b>	Wed, 25 Aug
<b>Perth (WA)</b>	Wed, 25 Aug
<b>Northern NSW</b>	Thu, 02 Sep
<b>Newcastle</b>	Tue, 14 Sep
<b>Sydney</b>	Wed, 15 Sep
	Thu, 16 Sep

For more information please contact the Sales Team on 07 3387 5555 to book your seats.

**PRODUCT OF  
THE MONTH**

**GOOD QUALITY  
RECONDITIONED  
DELI-SCALES**

**\$1,295**

### Back Office PC Performance

Here is a simple check that you can do to see if your PC requires upgrading.

1. Right click on the desktop icon "My Computer"
2. Move the cursor down to "Properties" and left click.
3. On the right hand side under the heading "Computer" you will find the system info that we require.

When you have this screen in front of you, take a note of this info and contact our Support Team on **07 3387 5555**

### **PROFITTRACK**

It's the software that makes the difference

Point of Sale & Retail  
Technology Specialists



13-21 Mayes Avenue,  
Logan Central, Q'ld 4114  
Phone: +61 7 3387 5555  
Fax: +61 7 3387 5588  
E-mail: [info@scanningsystems.com.au](mailto:info@scanningsystems.com.au)  
Web: [www.scanningsystems.com.au](http://www.scanningsystems.com.au)  
Blog: <http://scanningsystems.com.au>  
Twitter: <http://twitter.com/scanningsystems>  
Facebook: [www.facebook.com](http://www.facebook.com)

## **HELPFUL HINTS**

**1. Do a daily back up** to a memory stick (USB stick) This is called a "On demand back up and can be found by clicking on File/Back Up/On demand.

Ensure that the Back up location reflects the memory stick drive letter.

**2. Run a GP Variance report** weekly. This will highlight any discrepancies with margins in your shop file. You can select what the lowest GP should be and the system will report any GP below that.

You can also have it report on \$ variances between your sell price and the RRP.

**3. Use the Deal module** to stimulate extra sales. Research has proved that by using Deals extra sales can be achieved without sacrificing \$ margins.

**4. Do you check your stock?** when it's delivered?? Even without all the technical gadgets stock checking is a crucial part of any business. Systems must be in place to

ensure that load checking forms part of the daily routines. This includes Milk & Bread deliveries!!!

#### **5. Check returns/Voids!**

This is a report that is overlooked due to the busy activities you all have in the day to day running of your business. Under EOD mgt you will find reports under each day of the week that can assist in better managing the financial side of the store. One of these is the **Cash flow Summary Report** that highlights the number of voids and the amount.

This is the same for returns. Please take the time to review this for any figures that don't make sense.

#### **6. Lead in Lead Out Specials**

PT has a module in Specials Management that allows the user to create lead in and lead out specials from your hosted promotional file. Traditionally advertised banner promotions run for a week and many stores

run the week before and the weeks after the advertised special at a different price. PT has this feature built into Specials Management. We also have a feature called **TWEAK** which allows you to tweak complete special batches that are not advertised to give you extra \$ margins.

#### **Systems Statistics Report**

This report can be found under Reports/Utility Reports.

It is a helpful tool showing up to date information regarding your PT file.

The report shows helpful information such as :

- > Scheduled Events
- > No of Negative Stock on hands
- > No. of negative GP's
- > Normal cost = zero
- > Normal sell = zero
- > How any products have locked flags.
- > How many products do not equal RRP

There is a large amount of information available on this report so please take advantage of it.

**If a new Host Special Type appears during Host Processing always select Default Pricing**

### The Rock House

#### Real or Fake?

