



Comparison shopping for an inventory control system?

Some tips from ANTHOLOGY

First, **congratulations**. A good inventory control system can be your most productive assistant, the indispensable tool for managing your store.

Anthology is the premier inventory control system for booksellers today. This document shows why by highlighting some of Anthology's special or unique features.



For more information on any aspect of Anthology, or a free evaluation copy or online demonstration of the software, please contact Anthology Sales at (800) 819-0095 ext. 103 or sales@anthologysoftware.com.

Add new books to your inventory with just one click

Scanning in an ISBN barcode or searching by title, author, or keyword allows Anthology users to access **rich**



bibliographic information that can be added to your system at any time.

The screenshot shows the 'Fetch' window with the following fields and values:

Fetch	
ISBN / SKU	9780393312447
Item / UPC	
Alt ISBN	0393312445
Title/Description	The Wine-Dark Sea
Author	O'Brien, Patrick
<input type="checkbox"/> Add Publisher Preferred Department	
Publisher	19511 - W. W. Norton
Distributor	Baker & Taylor (Test)
Keywords	

Buttons: Book, Section1, Section2, Mal

Scan an ISBN and Anthology's **free Simple Fetch** will automatically download its title, author, publisher, publish date, binding, and retail price. Or for powerful searches by keyword, author and title, use one of the authoritative web databases of books in and out of print from Ingram Content service or RR Bowker (BooksInPrint.com). With the new Ingram Content tools through Anthology, cover art and annotations will be displayed.

Work together with Above the Treeline and Edelweiss



Edelweiss and Above the Treeline Analytics have become **indispensable tools** for booksellers. This includes Edelweiss 360. Anthology fully supports Edelweiss and ATT Analytics by creating the initial upload of inventory and sales history; automating daily uploads; and importing purchase orders and title information from Edelweiss. Link to jump to your Above the Treeline for

more information about a title within the Anthology purchase order.

Clearent for an affordable, secure and PCI compliant credit card solution

An easy-to-use and affordable credit card solution is a must for booksellers, reducing costs and mistakes and increasing customer satisfaction. But in recent years, the compromise of credit card and personal information has cost major retailers hundreds of millions of dollars in fines and compensation to customers.

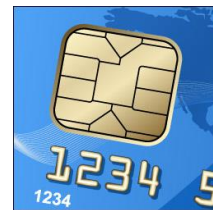
Although the PCI's Data Security Standards (PCI DSS) attempt to alleviate the card data security crisis, they've proven to have flaws. Thieves continue to find ways to hack into point-of-sale (POS) systems and steal confidential cardholder information, even from PCI DSS-compliant merchants.

The only **truly secure, hack-proof solution** is to use a PCI DSS compliant payment processor that utilizes the **advanced technologies of point-to-point encryption (P2PE)** with tokenization. The best solutions:

- Reduce your risk and liability with state-of-the-art security. Aid compliance with and reduce the costs of PCI DSS security requirements
- Use a clear and competitive rates structure
- Allow for secure storage and re-use of customer credit card numbers with a special module
- Eliminate the possibility of data entry error or forgetting to run the charge through on the standalone device when busy
- Support MSR, EMV Chip PIN and NFC (Near Field Communications such as Google Pay and Apple Pay.)
- Support PIN Pad Debit with EMV devices
- Customer facing tip functionality with Clearent PAX A80 device in connection with café module.
- Available standalone credit card device with SwipeSimple links to your store Clearent account. Ideal for author events or as backup in store.

Secure payment cards with EMV and NFC

EMV ("chip cards") are essential for payment card processing. Anthology's payment card solutions will allow you to **accept EMV and NFC payments** as well as traditional mag stripe cards. This allows you to cover the **payment card liability shift** as well as **customer demand** with new EMV and NFC-enabled devices. EMV devices offer additional protection from charge backs due to fraudulent charges.



Minimize costs and maximize flexibility with Anthology Private Cloud™

Anthology Private Cloud server enhances Anthology to provide for **advanced speeds and remote access**. Anthology manages the server for you, freeing you from maintaining an expensive and complex server and network. At the same time, you have the security and robust performance of keeping your important data in-house, not on some remote server. This managed service includes: backing up your Anthology data, Anthology updates, Windows updates, anti-virus software on your server along with repair and eventual replacement of the server when that becomes necessary.

With Anthology Private Cloud, you can **work from anywhere** with a good internet connection with a properly licensed station.

Café Touch Screen



With Café Touch Screen module, you can make one or several registers touch screen friendly using larger buttons for selecting from a POS Favorites menu of items for quick sale. You can sell, lookup and scan items into the sale for handling any products from any register. Our new version includes: drill down menu selections, basic Tip functionality / reporting and kitchen printing. With Clearent credit card processing in place, customer facing tip functionality is available

with Anthology version 9.6 or higher.

Improve margins with used book sales

Tap into the **lucrative markets for used and remaindered books** with online information about market pricing when you make your buy decisions; track trade credits; keep track of and view customer wants for items being considered for purchase; and upload books to markets like ABE, Alibris, and Amazon with Anthology's optional used book module. New feature optionally limits use of trade credits only to the purchase of used books along with controlling how much credit can be used on any one sale.

☒ Get web prices
 ☒ SaveSettings

☐ Add Fetched items automatically

date	Buy price	Retail	Low Price	25.55
2011	49.98	52.48	Avg Low Price	26.15
2011	49.98	52.48	High Price	27.52
			Sales Rank	1057

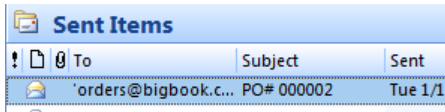
9781413003901
 <http://www.amazon.com/que-s>

Send email directly to your customers and vendors from within Anthology



Watch for the green email icon on the Anthology toolbar that lights up when the current customer or vendor has a valid email address on file.

That means you can send email to your vendor or customer right from within the Anthology screen you are working



on at the moment-- already populated with the details about the special order now waiting for your customer, the book short shipped from your vendor, or the purchase order you are about to send.

Messages are sent through your own

mailbox and can be filed and managed there along with the rest of your email. You can even email receipts to customers at the Cash Register. Supports most popular mail clients like Outlook and Gmail.

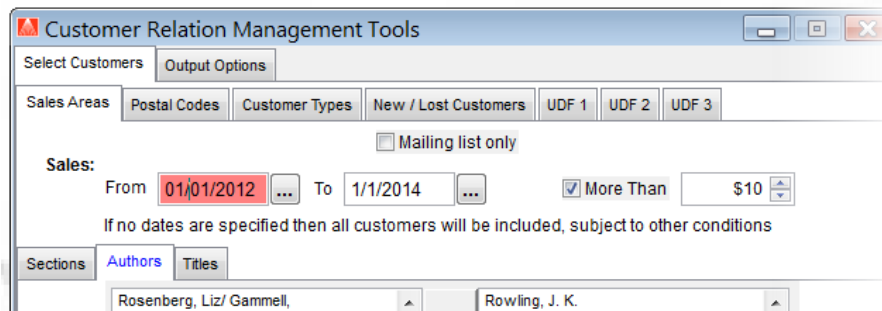
"Using the integrated email functionality in Anthology, I can now handle my special order notifications in 30 minutes, instead of paying my staff to make phone calls for three hours. It also gives our customers a new way to communicate with us, and helps to open the door for emails we send about special events, etc. What a great feature!"

Josie L., Flying Pig Children's Books, Shelburne, VT

Build community with customer relationship marketing tools

For booksellers, it's all about **building and fostering relationships with your community of readers**. That means knowing who your customers are and what they like, and it also means communicating with them effectively about books that interest them.

With Anthology, you can create sophisticated lists of customers with whom you can then communicate via Constant Contact™ or other services.

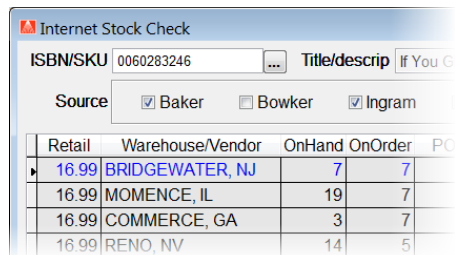


Build lists based on interests, purchasing history, subject, title, or author. Narrow your list by

geographical area, customer type, or by user-defined categories that you define on the Customers screen. You can also print labels for mailings or export your list to a variety of formats like Excel spreadsheet or text files.

Anthology's **Frequent Buyer Clubs** can be configured to match your store's model: count books, sales, or dollars; and give rewards in the form of discounts or a dollar premium. One more reason for your customers to shop with you rather than someplace else.

Get connected with third party vendors and services



The screenshot shows a window titled "Internet Stock Check". It has input fields for "ISBN/SKU" (0060283246) and "Title/descrip". Below these are checkboxes for "Source": Baker (checked), Bowker (unchecked), and Ingram (checked). A table displays inventory data with columns: Retail, Warehouse/Vendor, OnHand, OnOrder, and PO. The table contains four rows of data.

Retail	Warehouse/Vendor	OnHand	OnOrder	PO
16.99	BRIDGEWATER, NJ	7	7	
16.99	MOMENCE, IL	19	7	
16.99	COMMERCE, GA	3	7	
16.99	RENO, NV	14	5	

Stay connected with vendors and partners. Anthology allows for updates to **IndieCommerce, Handseller tools** or other third-party websites; and it creates exports for **Bookscan, the New York Times bestseller list, Above the Treeline**, and others. It also provides extensive import facilities for iPage, Bowker Books in Print,

Edelweiss and other sites. Uploads to major used books selling venues are supported. And you have access to real-time stocking information from major wholesalers and publishers through the integrated Internet StockCheck feature.

Ecommerce Link to Anthology

Online sales have become more important to independent booksellers. Linking your Anthology POS system to the **ABA Indie Commerce** solution or other sites can make this part of your business more efficient to manage. Our new tools provide the following functions:

- Automatic inventory upload to the ecommerce site for regulate update of titles and on hand quantity.
- Scheduled download orders into the Customer Order interface of Anthology for processing.
- New orders are bolded, marked as New so staff knows they need attention. Key data is downloaded including:
 - Customer contact information with billing and shipping address
 - Line items with quantity requested
 - Payment made online
 - Source listed as from Web.
- Standard customer notification of order availability by email with line-item order summary including order, shipped and back order quantities.

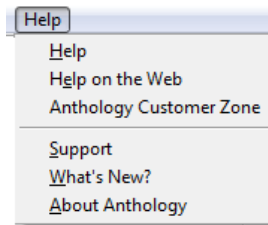
Other ecommerce platforms can also integrate with these tools once our team is in touch with your provider to work out the details on the file formats.

Look for timely tech support

When you are in a jam, perhaps with a customer standing in front of you, you can't wait 24 hours for a response to your tech support questions. Our **experienced, friendly tech people** are ready to help and will call you back, usually within a matter of minutes.

Anthology Support goes beyond manuals, a Help system, and emails to also include:

- Free, **frequent upgrades** providing fixes and optimizations, along with important new features and functionality. Recent enhancements include integrated texting, the option to email cash register receipts, deeper integration with IndieCommerce, and improvements to electronic ordering.
- Emergency support on evenings, weekends, and holidays. (Other systems charge extra for this service—or don't provide it all.)
- Free, regularly-scheduled training opportunities through webinars and online videos. Over the last twenty years, we've helped more than 1500 bookstores use Anthology to thrive in a competitive marketplace.
- An online community of fellow-users of the program
- A well-developed, frequently-updated website, with white papers, technical bulletins, search, and other resources



New this month:

- 3 Minutes or Less Series - PO & CR
- Quick Receive (V6 feature) (REC)
- Enter Non Book Inventory (INV)
- Overstock Return Invoices (RI)

"I am emailing to thank you and your staff for always putting us (your customers) first. Everyone we have spoken with has been nothing but patient and helpful. My staff is very comfortable working with your support team and that is much appreciated. So, just a quick little thank you for all that Anthology does for us. I know I made the right decision with our POS system. "

--Arlene Lynes, Read Between The Lynes, Woodstock, IL

Learn more

To find out why so many ABA bookstores have chosen Anthology, please contact Anthology Sales for a free evaluation copy of the program, to schedule an online demonstration, or to talk with our helpful, knowledgeable, and low-pressure Sales Department at:

(800) 819-0095 ext. 103 or sales@anthologysoftware.com

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