# POS Register Processing

- Cash Register Screen:
    - Single Screen entry
    - Up to 999 line items per order
    - On-screen item look-up
    - On-screen editing
    - On-screen review of prior customer purchases
    - Bar code or Manual Input
- Calculation of delivery and planting rates at register
- Displays specific item information for each item entered such as:
    - Complimentary products
    - Suggestion dilutions
    - Signs with Botanical Name, Common Name, Seasonal Attractions and Needs and Use
- Hard Copy output including:
    - Register Receipts with Guarantees and/or Planting Instructions by product or category
    - Full page invoices including form printed on plain paper
- Multiple Payment Types – on the same sale! Up to 12 payment methods of your choice.
    - Cash, Visa, Master Card, Gift Cards, Credit Slips and More...
- Multiple sales drawers at a single workstation
- Multiple pricing schemes including:
    - Retail, Quantity, Customer Type, On Sale and Quotes
- Daily Reconciliation including:
    - Weather Conditions
    - Summary by payment method
    - Over/short calculations
    - Total number of invoices
    - Average Sale amount
    - Sales Summary by hour
    - Deposit Summary
    - Register Pay-Outs
- On screen lookup of any prior customer invoices or orders
- Gift Cards with Lost Card Lookup, Use History and Balance
- Loyalty Programs with Custom Rewards
- Delivery and Planting schedules
- Fully integrated with Inventory Management and Back Office Accounting
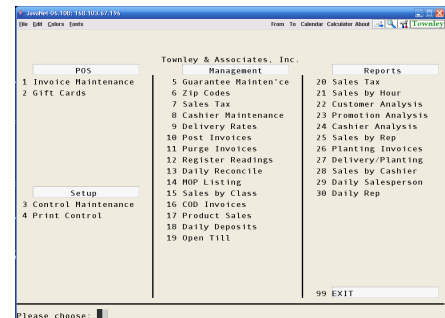
• Reports

- Daily sales by Cashier, Sales Rep, Customer, Product, Department, Class and More…
- Bar Code labels, Tree Tags and Signs in various sizes on laser or thermal printers
- Register Readings, Method of Payments lists, Sales by the Hour
- Sales Tax and Daily Deposits
- Availability price lists
- Bar-Coded Flip charts with pricing for high volume and bulk items
- Ad hoc reporting

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POS	Management	Reports
1 Invoice Maintenance	5 Guarantee Mainten'ce	20 Sales Tax
2 Gift Cards	6 Zip Codes	21 Sales by Hour
	7 Sales Tax	22 Customer Analysis
	8 Cashier Maintenance	23 Promotion Analysis
	9 Delivery Rates	24 Cashier Analysis
	10 Post Invoices	25 Sales by Rep
	11 Purge Invoices	26 Planting Invoices
	12 Register Readings	27 Delivery/Planting
	13 Daily Reconcile	28 Sales by Cashier
	14 MOP Listing	29 Daily Salesperson
Setup	15 Sales by Class	30 Daily Rep
3 Control Maintenance	16 COD Invoices	
4 Print Control	17 Product Sales	
	18 Daily Deposits	
	19 Open Till	
		99 EXIT

Please choose:

Inventory

- ### Features
  - Common and Botanic name lookup for Inventory Items
  - Inventory grouping and reporting by 4 User defined characteristics
  - Cross reference all items for multiple bar codes
  - Different Pricing methods:
    - Standard Price
    - 6 Levels of Quantity Breaks
    - 6 Levels Customer Types such as Retail, Wholesales, etc.
    - Individual pricing for a specific customer
    - Sale pricing during a range of dates
  - Reorder points set by month rather than simplistic MIN /MAX. Replenishment in November is very different than replenishment in April.
  - Suggested reorder amounts with on screen review of prior year sales by month.
  - Sales and profitability reporting by 4 User defined areas such as Division, Department, Type, etc.
  - Automatic interface to the General Ledger
  - In house printing of bar-codes including:
    - ¾" x ¾" micro labels.
    - 1" x 3" adhesive labels.
    - 1" x 11" weatherproof tree tags
  - Inventory by Radio Interface terminals (RFI guns)
  - Printing of labels remotely by RFI guns
  - Inventory status including:
    - On Hand
    - Or Order
    - Salable
    - Committed
    - Available
    - Coming in (on purchase orders)

- ### Reports
  - Product profitability analysis
  - Class Ranking
  - Product Catalog
  - Inventory Valuation
  - Sales History
  - Signs

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WIRELESS TERMINALS

- ## Portable Point-of-Sale
    - o Look-up Outstanding orders
    - o Look-up Customers by name or number
    - o Look-up Products by:
        - Product Number
        - Cross Reference
        - Botanic Name
        - Common name
    - o Pricing By:
        - Retail Price
        - Quantity
        - Customer Type
        - Sale Pricing
        - Special price by Customer
    - o Immediate wireless transfer to any register or other portable
    - o Portable Receiving
        - Look-up of Purchase Orders by PO#, Vendor Name or Vendor Code
        - Receiving of any line on any PO
        - Receiving of Substitute item for ordered product
        - Printing of tree tags on adhesive labels as products are received
    - o Portable Sign Printing
        - Look-ups and printing of signs by Product Code, Botanic or Common name
    - o Portable Label Printing
        - Look-ups and printing of tree tags and adhesive labels by Product Code, Botanic or Common name
    - o Portable Inventory Management
        - Look-ups of products by Bar-Code, Product Code, Botanic Name or Common Name
        - Shows current quantity on hand for evaluating current counts
        - Entry of current inventory by totals or counting by individual item
        - Wholesale Inventory Control with location, reserved quantity and availability date

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ACCOUNTS RECEIVABLE

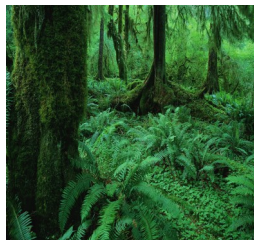- Features
  - o Customer Maintenance
  - o On screen Credit Analysis showing:
    - Average time to pay
    - Average Sale amount
    - MTD Sales
    - YTD Sales
    - Last Year Sales
    - Current aging
    - Credit Limit
  - o Customizable messages for each customer that can be seen on the POS registers.
  - o Segmenting of customers by User defined customer type
  - o Credit limits by customer
  - o A/P contact information
  - o Finance charges
  - o Multiple ship-to addresses
  - o Customer lookup by Customer Name, Key Name or number
  - o Receipt processing
  - o Automated Check clearing for reconciliation purposes
  - o Void Transactions
  - o Collection notes
  - o User defined statement Messages for Current, 30,60 and 90 Day customers
  - o Ability to back date transactions but not into a closed period.
  - o Move customers from one customer number to another to consolidate history when one client is purchased by another

- Reports
  - o Aging
  - o Statements
  - o Transaction reporting
  - o Labels
  - o Vendor Report
  - o Transactions by Division
  - o Customer List
  - o Ad hoc user defined reporting

ACCOUNTS PAYABLE

- Features
  - Single Screen Input
  - Alpha-numeric Vendor Numbers
  - Hold Payments
  - Recurring Invoices
  - Automatic invoice creation from Purchase Orders
  - Partial Payments per invoice
  - Multiple Payments per invoice
  - Allocate a single invoice to multiple Expense Accounts
  - Pay multiple invoices with a single check
  - Look-up invoices by Vendor
  - Automated Check clearing for reconciliation purposes
- Reports
  - Aging
  - Check Printing, Laser or Dot Matrix
  - Check Register
  - Accounts Payable Distribution
  - Vendor Report
  - Vendor Mailing labels
  - Cash Requirements
  - Pre-paid Invoice Report
  - Ad-Hoc Vendor List

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PURCHASE ORDERS

- ## Features
  - Single Screen Input
  - Vendor lookup by name
  - Purchase Order lookup by Vendor number or name
  - Load number
  - Automatic interface to the General Ledger upon receipt based upon the Product Master account setup
  - Receipt of multiple shipments against a single Purchase Order and shows accumulated totals
  - Tracks history of purchases by Vendor by Item and Cost
  - Purchase Orders transfer to Accounts Payable eliminating double entry
  - Auto populate Purchase Order from Vendor Maintenance includes:
    - Vendor Phone Number
    - FOB
    - Terms
    - Contact
    - Buyer
    - Ship Via
    - Ship Phone Number

- ## Reports
  - Purchase Order print on Laser printers eliminating need for Purchase Order forms
  - Purchase Order summary by Vendor
  - Purchase Order summary by Product

GENERAL LEDGER

- Features
  - Controlled access by password
  - Accounts
    - G/L account maintenance
    - Multi-Level account summarization
  - Journal entries are automatically generated by selected sub-modules
  - Fully auditable system
  - Manual Journal entries
  - Ability to load recurring entries into future periods for depreciation and other recurring items
  - Debit and Credit balances displayed during manual journal entry
  - Journal entry analysis for specific accounts
  - Balance analysis for a requested date range
  - Multi-Department coding (unlimited number of departments)
  - Multi-Company capable for keeping books on subsidiary or parent organizations
  - Full Budget capability

- Reports
  - Detail General Ledger for all or specific accounts
  - Company Income Statement
  - Company Balance sheet
  - Departmental Income Statement
  - Departmental Balance Sheet
  - Trial Balance by Department or Company
  - Batch or individual printing of General Ledger, Income Statement, and Balance Sheet

About Townley & Associates, Inc.

The founding of Townley and Associates was a natural progression for Jim Townley. Jim, armed with dual college majors in Engineering and Business Administration was selected by *Hewlett Packard* to work on a 5 member team to create the first small business accounting system for HP^{TM}. HP^{TM} wanted a system that would have the broadest possible use and therefore leverage the largest number of possible sales for their computers. The application was intended to handle the needs of manufacturers, distributors and service organizations. The result was so massive and cumbersome that it really did not fit the needs of any individual company.

Having successfully built a cumbersome package for the masses Jim set out to create what he called *KISS* or Keep It Simple Software. Along the way however, Jim recognized the beauty of the software that was being used to create the accounting system. HP^{TM} had created a software tool set that was years ahead of its time. That software is now called Eloquence. Now, as then, it contains extensions for Forms, Reports, and most important, a true Database. Because of the nature of this software tool set, modifications and enhancements were truly quick. Ease of use in creating modifications and extensions to the application software were no longer weeks or months in duration but frequently minutes, hours or days. The *KISS* concept was to provide an effective base software package and then quickly tailor it to the specific needs of his future clients.

Jim launched Townley & Associates, Inc. and became the largest OEM for HP^{TM} selling the HP250 computers to small businesses. Early on, *KISS* was used in a variety of Denver organizations including dry cleaners, Porsche parts distribution and finance. Some early clients were Dominos Pizza and Boettcher Western Properties (now Kemper Insurance Company).

A few years after starting up, T&A responded to a request for proposal from a local nursery. What they wanted was inventory with multiple locations and multiple stages of growth. Other companies such as IBM^{TM} and DEC^{TM} came in with standard distribution systems which attempted to use multiple bin locations. What they soon discovered was that the nursery business did not have simple parts or products sitting on a shelf or in a bin. The nursery inventory grew and changed over time from one product to another. This was obviously not standard Inventory! *KISS* and its ability to be quickly customized was the obvious solution.

It was then that T&A wrote the first Nursery Inventory Control and Accounting system capable of multiple locations and multiple stages of growth. It is believed to be the first ever done for the Nursery Industry. The next year, T&A wrote the first ever Bar-Coded Point of Sale system for Garden Centers. That same year AAN held its national trade show in Denver and T&A received nationwide attention. As new Nurseries implemented *KISS* it became apparent that each of them had their own idiosyncrasies. *KISS* with it's ability to be quickly modified was truly at home in the Nursery business and has made T&A the leader in the Nursery and Garden Center industry.

HARDWARE

Townley and Associates provides Hewlett Packard computers running Unix or Linux operating systems. We choose Hewlett Packard for its unmatched quality, performance and support. And, we choose UNIX for its mission critical reliability, database ability and performance. Although we use windows PCs as terminals, the servers are running UNIX.

Not familiar with UNIX or LINUX? Check the major retailers and you will find UNIX or LINUX. Or, check the most stable web sites and they are running UNIX or LINUX. Why? Because UNIX and LINUX are not under constant attack by viruses and are significantly more stable. Anyone can go to the web and locate numerous articles on security and performance issues comparing versions of UNIX with Windows. One thought provoking quote is

 "**Opinion** *To mess up a Linux (UNIX) box, you need to work **at it**; to mess up your Windows box, you just need to work **on it**, writes Security Focus columnist Scott Granneman.*" (Bold text inserted by T&A.)

As for reliability, T&A has customers that have been up and running for over 7 years without ever having to reboot, require updates to fix operating system problems, or having been attacked by a virus. Contrast this with your daily newspaper reporting periodic massive attacks on Windows based servers causing millions of dollars in damages, sometimes worldwide.

HP continues to deliver enhancements to its server portfolio. These enhancements include new PA-RISC 8900 processors for the HP 9000 server line supported by HP-UX 11i, further demonstrating Hewlett Packard's decades-long commitment to HP 9000 customers. The new processors complete Hewlett Packard's PA-RISC server roadmap and accelerate the transition to standards-based HP Integrity servers. In addition, T&A clients frequently use Hewlett Packard laser printers, Hewlett Packard data terminals, Hewlett Packard PCs and other equipment. The option of having virtually single vendor support across the hardware implementation can provide a single point of contact for those hardware issues that occasionally come up.

For various wireless processing, T&A uses the PSC Falcon 345 portable data collection terminals. Please see the Wireless Terminals data sheet for an overview of the processing currently supportable by wireless. These handheld terminals weigh just 17.3 ounces including battery pack and laser reader and can withstand multiple 4 foot drops to concrete! The 345 has a 48 key pad allowing single stroke alpha input as well as function keys.

Using best in class hardware in your system implementation brings peace of mind on a daily basis.

The Competition

Townley and Associates regularly competes with a variety of systems. Most of the competition that comes and goes is from the world of Microsoft based PCs. Classically they use Microsoft Access, Microsoft Visual Basic, Microsoft Windows and on rare occasions, Microsoft SQL Server.

The variety of applications available in the Microsoft world is staggering. The path to market generally breaks down into one of several scenarios:

Sometimes, they start by simply picking up some accounting from one company, order processing from another, payroll from a third organization and do some interface work and go to market. This can be an effective way to get to market quickly and cheaply but, not easy to modify to meet the specific needs of the Nursery industry.

In other instances, they actually sit down and write an application. Perhaps for themselves and then, thinking that they have the killer application, try to market it. Because they are in some other business, the price can be low, and they can hang on for a while since it is just additional income to their primary business. Eventually, they grow weary of the support and realize that what for them had been an exciting hobby is turning into a time consuming drain on their real business.

Some really intriguing competitors provide a product written in Microsoft Access. Microsoft Access has been around a long time and is useful for doing ad hoc applications on a small scale. When asked about modifications, they say "Sure, our product can be modified to do that!" What you may find out sooner or later is that they mean YOU will be able to modify it to do that. Can you contemplate how long it will take you to determine first what it does and then the effort to modify it to do something else? Or, perhaps you will hire a third party such as a local company for $100+/hour. Or, maybe, if you are lucky, you live next to a local university that has students willing to work for $20 per hour in their spare time. The problem is that as each student comes and goes, the learning curve continually has to be paid for over and over. Generally when the second student is hired the learning curve cost begins to become obvious. Do you plunge ahead or simply use the system failing to get the most from your computer investment?

What do these typical companies have in common? Windows. Windows is certainly, a widely distributed platform. A widely attacked platform. A widely acclaimed platform. And, an extremely complex platform. It is not unusual for nurseries that buy in to the Windows arena to be spending $30,000 or more just trying to support it using outside vendors. But, this is cheap compared to spending $50,000 or more adding a single IT person to their staff to support the hardware and networking infrastructure.

One current website cites that there are over 40,000 viruses in the windows world, about 40 in the MAC arena and 5 in the LINUX world. How much business would you lose if your server was attacked by a virus, your registers did not work, your receiving reverted to paper and your payroll could not be calculated, sometimes for days because of an attack?

Are you familiar with Microsoft Small Business Server, Internet Information Server, Exchange Server, APSX, SQL Server, and a host of other applications which have to operate in lock step to keep a business running?

So, where is Windows effective? On the desk top. Word, Excel, Power Point, Games. Windows personal applications are great for analysis but, are you sure you want windows for your server?