



# PROPHETLINE FOR WINDOWS

## Overview

ProphetLine for Windows (PLW) was developed as an integrated POS, inventory and small business financial solution for retail stores. We noticed that when retailers purchased a system, they usually expected higher profit margins, lower inventory investments, lower shrinkage and better control on procedures. After three to five years, however, they often find that little has changed on their financial statements. While most systems only focus on shrinkage and procedures, we designed ProphetLine to help you obtain the more important benefits relating to margins and investment.

### The power you want...

ProphetLine has everything you expect in a quality point-of-sale system, plus a variety of unique features not available in most other packages. These include manufacturing (for items that go through a development process), order tracking and inventory matrix for apparel, golf and sporting goods. ProphetLine small business financials was designed to integrate seamlessly with our POS system. We also work with other off-the-shelf accounting packages.

### The power you need...

We know that one of the most important features of a POS system is speed. To better serve your customers, ProphetLine allows you to complete a transaction in as few as five keystrokes. To better serve you, ProphetLine data can be used internally or with other applications such as spreadsheets and word processors to produce customer mailings and specialized reports.

### The power to choose...

We made ProphetLine feature rich to work for a variety of retailers, so you have the correct functionality to run your business. Select from the following ProphetLine features to customize a retail management system that fits your business needs and goals.

Order Tracking	Communications	Accounts Payable
Manufacturing	Open to Buy	General Ledger
Inventory Matrix	Accounts Receivable	Payroll
Customer Marketing	Consignments & Trade-Ins	Rentals & Reservations

### Is there any other choice?



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## Inventory Matrix

The Inventory Matrix module offers a key feature for retailers who need to keep track of styles of items that are ordered and sold by color and size such as men's shirts, ladies' dresses, golf gloves or shoes. It allows you to easily build a two- or three-dimensional inventory record to track the individual items.

For example, you can order casual shirts by color and style in a small, medium, large and X-large size matrix or order dress shirts with neck size and sleeve length in a two-dimensional grid.

The Inventory Matrix makes it easy to track reorder points by each style, color and size, inventory on-hand, and performance for each item in a matrix group. You may add as much or as little detail to the matrix as you need. For many systems, creating six styles in six colors with thirty-six possible size combinations can take hours. In ProphetLine, it only takes a few minutes.

With the Inventory Matrix Module added, your ProphetLine system will automatically print thermal pricing tags and labels each time items are received. You can now verify that you received all the items ordered, in the mix ordered, and ensure that each item has a bar code pricing tag or label on it before it goes on the shelf.

### Inventory Matrix Module Highlights

- Purchase Orders
- Unlimited Matrix Groups
- Unlimited Inventory Items
- Matrix Reorder Report
- On-Hand Quantity Report
- Stock Evaluation Report

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## Open-to-Buy

Controlling inventory investment is a primary reason retailers purchase systems. Properly "timing" inventory means gaining control over cash flow. A well-planned Open-to-Buy lets sales revenue pay for incoming merchandise rather than having to borrow money.

An Open-to-Buy serves as the "budget" for inventory, sales and purchases. The Open-to-Buy report is the "financial statement" for your inventory.

Open-To-Buy has helped many retailers gain financial control of their businesses. With ProphetLine's Open-To-Buy Module added to your system, you will be able to develop and execute your buying plan easily and accurately. With a properly managed buying plan, you can improve your stock turn rates, cash flow, gross profits and return on inventory investment.

At the end of each month, you can identify and respond to trends as they develop. You can achieve optimum stock turn rates, while keeping inventories at the proper level to support expected sales. Isn't that better than kicking yourself at the end of the year?

Most retailers know they should utilize an Open-to-Buy, but do not know how to properly develop and exercise an Open-to-Buy Plan. We can help there, too. Our on-staff retail consultants have extensive experience in OTB planning, implementation and reaction.

We also offer Open-to-Buy monitoring on a monthly basis. For this service, we will help you develop a plan, review the statistics each month and make suggestions (and challenge you) on how to stay on course.

## Open-To-Buy Module Highlights

- Edit/Print Spreadsheet
- Print Open-To-Buy Report
- Retail Stock Ledger
- End of Month Report
- Graphs Comparing Last, Current, and Projected Years
- Gross Margin Return on Investment

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## Order Tracking

Originally designed for photo finishers who needed to track the completion of orders, the Order Tracking module is a valuable tool for any business that performs services such as repairs or alterations. The Order Tracking module can keep track of orders internally or externally.

ProphetLine prints thermal bar code labels with complete customer information, date and time in, due date and time, and special instructions. Your staff will be prompted to make "decisions" such as number of prints, size of prints, or adding a second set. You determine the "decisions" that must be made.

Once the order is completed, the label is scanned, any necessary adjustments are made (such as quantity of prints made), and the order is logged as completed.

You can print reports detailing the status of the order, dollar value, or a customer call list for all orders in your system.

## Order Tracking Module Highlights

- Tracks Orders Being Processed
- User Defined Order Items
- Unlimited Decision Items
- Thermal Labels with Bar Coding
- Order Log Sheet
- Completed Order Reports
- Orders in Progress
- Late Order Report
- Order Explosion Report

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## Manufacturing

The Manufacturing module is designed for retailers who produce and manufacture goods from raw materials or production supplies.

As an example, consider the process a photo developer goes through in producing a set of photo prints. When the number of prints to be made is determined, photographic paper is cut from a bulk roll. Next, chemicals that were purchased in concentration quantities are applied to the paper in minute amounts. Both the paper and the chemicals must now be assigned a cost, based on the original bulk price.

This is where ProphetLine comes in. By calculating amounts to one millionth of one percent, your system can determine exactly what the resources cost you to produce the set of prints. The Manufacturing Module also tracks material usage by different production resources. In other words, you will know how much material was used by particular machines in the production process. This is important for retailers who wish to control shrinkage of non-finished products.

With the Manufacturing Module, you can keep a handle on production costs and be sure your operation runs efficiently!

### Manufacturing Module Highlights

- Automatic Inventory Deduction for Raw Materials
- Track Production Supply and Waste
- Unlimited User Defined Kits
- Report Listing Kit Components and Selling Price
- Production Resource Reports
- Inventory Parts Explosion Reports

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## Communications

Want to know the biggest single support issue for multiple stores? Communications. Store 5 did not communicate customer information last night; store 2 did not get updated inventory files; corporate did not get payroll information from store 3.

ProphetLine's Communications module retrieves sales and timecard information from remote systems to communicate back to the corporate location. It also enables store locations to exchange information such as inventory, personnel, customers, vendors, and company mail. It also tracks inventory transfers, customer histories and vendor information. ProphetLine can automatically exchange this information unattended during normal business hours as frequently as every minute, or it can store the changes and perform communications after normal business hours – you pick the frequency.

All financial statements and account balances can be handled at the corporate offices or a retailer might elect to decentralize some operations. For example, corporate might handle payables, but have the store locations handle accounts receivable statements. Each business can customize the Communications Module to select the information to be transferred, custom-tailoring the data exchange for your business operation environment.

### Communications Module Highlights

- Exchange financial information between store and office locations
- Exchange customer, personnel, and vendor data among locations
- Automated processing during or after normal store hours
- Customizable transmissions
- Facilitates inventory transfers

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## Accounts Receivable

Making the sale is less than half the job if you sell on credit. Sometimes you spend more effort on maintaining the account than on selling the merchandise!

ProphetLine's A/R Module lightens the accounting load and leaves you more time to concentrate on sales. You can track account balances by:

- Commercial accounts
- Personal accounts
- Groups of related accounts (frequent buyers, employees, etc.)

New accounts may be set up or payment applied to existing accounts at the register, if you desire. In-house charge sales are automatically posted to the accounting system as soon as the transaction is tendered, providing you with constant up-to-date information.

Since special customers deserve special treatment, in many cases you allow your best customers or employees special discounts when they purchase selected items. The system will automatically calculate these special prices whether you use "cost plus" or "retail minus" and then track the discounts that you grant.

The A/R module can calculate late charges as a flat fee, a percentage of the past due account, or calculated from the total balance due.

## Accounts Receivable Module Highlights

- Open Invoice or Balance Forward Accounts
- Customer Statements
- A/R Transactions Journal
- Aged Balance Reports
- Unlimited A/R History
- Reprint Invoices or Statements

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## Accounts Payable

The Accounts Payable module was designed especially with retailers in mind who do not want to spend a lot of time on accounting functions. The easy-to-use payout entry screen will not make paying your bills enjoyable, but should make it quicker and a little less painful.

Accounts Payable is fully integrated so that merchandise receiving information (quantity and cost) is matched with the invoice and freight charges. Expense invoices are easy to create and can be set up as recurring expenses such as rent or loan payments.

With ProphetLine's A/P module, you can void Debit Memos and Payments, simultaneously updating the A/P journal and Vendor file. All vendor balances, credit limits and terms are kept current in the vendor file.

The A/P Module enables you to pay invoices by cash, manual check, computer check, or credit arrangements. As you pay invoices, ProphetLine can print a computer check immediately or create batch checks to be printed together at a later time.

### Accounts Payable Module Highlights

- Match Received Merchandise to Invoices
- Print Computer Checks
- Process Vendor Returns
- A/P Aged Report
- Pre-Check Report

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## Payroll

Taking care of all the details involved in payroll often falls to an outside accountant-at a considerable fee. With ProphetLine's Payroll Module, you can save money, time, and frustrations as the system provides step-by-step ease.

ProphetLine simplifies this procedure first by automatically preparing personnel time cards. This eliminates the need to enter hours worked for each employee and calculate overtime hours. Also, unlimited entry of deductions and other pay amounts for each employee provides you with greater flexibility.

Printing personnel payroll checks is a simple task. ProphetLine will print on any standard computer check. We understand that printer mishaps happen, so the payroll module allows you to reprint some or all of the checks. You also have the ability to void a check once it has been finalized and posted to the payroll journal. Timecards are restored, so payroll can be run again for one or more employees.

Payroll records are posted to the General Ledger, if that module is installed.

Concise and comprehensive payroll tax reports can be generated in a matter of seconds.

## Payroll Module Feature Highlights

- Print/Edit Personnel Timecards
- Automatic Posting to the General Ledger
- Payroll journal Report
- Deduction and other pay report
- Federal form 940 (Unemployment Tax)
- Federal Form W-2
- State Withholding Reports
- State Unemployment Reports

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## General Ledger

Many independent retailers cannot afford the luxury of a full-time controller, so ProphetLine's General Ledger module helps you monitor the financial health of your business. It is completely integrated so that Sales, Accounts Payable, Payroll and other transactions that impact the financial statements are recorded automatically and effortlessly. ProphetLine is pre-loaded with a standard list of GL accounts, so that you can add, delete, or edit accounts to customize ProphetLine to your operation.

ProphetLine also helps reconcile your bank account for you. All deposits, AP, and payroll checks are automatically posted to the GL as you enter them into the system. Each month, simply enter the checks that have cleared the bank, and ProphetLine updates your bank balance.

Because the GL is continuously updated internally by the ProphetLine system, financial statements and account balances are current and available on a daily basis to help you keep a close eye on your business.

In addition to providing ProphetLine for Windows accounting modules, we also interface to Great Plains and QuickBooks.

## General Ledger Module Highlights

- Bank reconciliation Report
- General Journal Report
- General Ledger Report
- General Ledger Batch Audit Report
- Standard Income Sheet
- Comparative Income Statement
- Balance Sheet Trial Balance

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## Rentals and Reservations

Many Specialty Retailers have experience with reservation and rental management systems as well as inventory management and point-of-sale software. However, most have had to choose between a suitable reservation and rental product with a weak retail inventory system or a weak reservation and rental system with quality retail management. Now you can have both with the same seamless integration that is a trademark of the ProphetLine for Windows family of products.

Rental inventory can be moved from rental to retail and back effortlessly, proper markdowns accounted for and reporting that keeps you in total control. Your customers will enjoy fast and efficient checkouts of on-hand rental inventory and reserved inventory and services. Proper payment methods by time period, late fees and reservation updates are automatic.

With the ProphetLine Rental and Reservation component, financial reporting will become easier and more manageable. Besides creating sales analysis reports that show performance of all of your retail, rental and services inventory, you will also be able to gather statistics for comparatives by periods, customers, vendors and employees. The integration of the rental and reservation components with the ProphetLine System Manager ensures that all transactions are applied automatically and correctly.

### Rental and Reservation Highlights:

- Inventory can be marked for sale or rental
- Easy navigation to other days and dates for reservations
- All inventory, rental or sell items viewed from one screen

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## Centralized Purchasing

ProphetLine's Centralized Purchasing Module optimizes multi-store inventory control from one central location. Never before has it been this cost effective and easy for retailers to automatically balance store inventory levels and manage Just-In-Time replenishment with a single streamlined purchasing system! Previously this technology was affordable only to large retailers.

### Automated Inventory Balancing

With an easy -to -use graphical interface, retailers set minimum / maximum inventory levels for each store. When inventory levels reach the minimum level, the module notifies corporate with an inventory replenishment request. For chains with warehouses, the system will recommend store- to- store transfers, warehouse replenishment, or purchase orders for a vendor.

### Flexible Replenishment

ProphetLine's Centralized Purchasing Module gives retailers more order processing flexibility. Multiple store replenishment requests transmitted to corporate may be pooled into one purchase order or transmitted to vendors as an individual purchase orders for each store. Vendors then fulfill the order as floor- ready merchandise, notify the retailer with an advance ship notice (ASN), and ship the order. Inventory is received by scanning the shipment's bar code label to reference the ASN, and both the corporate and store inventory databases are updated with the actual quantity shipped.

### Increased Cost Efficiency and Competitiveness

With Centralized Purchasing you can cut costs by reducing excess inventory stock and increase competitiveness by preventing stock outs. ProphetLine's Centralized Purchasing module minimizes inventory stock to sales ratios by allowing you to manage true Just-In-Time inventory replenishment for multiple profit centers. This lowers total inventory costs and increases your company's margins!

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## Customer Marketing & Loyalty

One reason many companies implement Customer Marketing software is to build Customer Loyalty. Loyalty comes from managing customer relations to ensure preferential treatment for your best, most profitable customers. In turn, these customers will keep coming back.

### All customers are not created equal!

Data gathered at the Point Of Sale can provide valuable information, such as which customers are profitable and which ones only do business with you when there is a sale or they have no other choice. The bottom line is the need to better understand your customers and use this information for promotions to different customer groupings.

No matter what size your company, building and nurturing a base of Loyal Customers through targeted marketing efforts contributes to a better bottom line. That is how the most profitable companies separate themselves from the pack.

ProphetLine for Windows has everything you need for a complete customer loyalty and marketing program.

### What Your Customers Want

#### Rewards

Preferential Treatment • Gift Cards  
Buying Clubs • Loyalty Programs

#### Information

Completed Orders • Special Orders  
Promotions • In-Store or Web Sales

### Features

- Maximize the Best-Worse list of Sale Reports for Target Marketing
- Initiate Clubs and Programs to create Customer Loyalty
- Notify customers when special orders are received or jobs are finished
- Reports in PDF, Word, Excel, HTML, or XML formats
- E-mail, Fax or create letters directly from within ProphetLine

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## QuickBooks Pro Link

Many retailers already have experience with (or an investment in) the Intuit accounting solution QuickBooks Pro. ProphetLine for Windows can provide a direct interface to the Accounts Payable and General Ledger portions of Quickbooks Pro. Use of this module can reduce the learning cycle for bookkeepers and keep the accounting department on the same solution while retail operations make the transition to ProphetLine for Windows.

Vendor Information and GL account changes or additions can be created in ProphetLine for Windows and then exported at any time for use by QuickBooks Pro. More detailed information, such as specific GL Postings and Account Payable batches, is made available to accountants upon finalization of the processes themselves or after the end of day processing or reconciliation.

The “import files” created can be automatically deposited in the appropriate QuickBooks Pro “folder” or delivered to the accounting solution by use of email or any other file transfer method. The user of QuickBooks Pro simply imports these updates using the import utility in QuickBooks Pro itself.

The use of this module with QuickBooks Pro effectively eliminates the need for the ProphetLine for Windows Accounts Payable and General Ledger Modules. A complete accounting solution can be built around the QuickBooks Pro module with the addition of the ProphetLine for Windows Accounts Receivable Module and the Payroll Module.

## QuickBooks Pro Module Highlights

- Seamless communication between ProphetLine for Windows and QuickBooks.
- Training time for accounting staff is dramatically reduced.
- Accounting and accounting functions continue while retail transitions to new POS.

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## ProphetLine Web Integration

ProphetLine Web is based on Microsoft ASP, ASP.NET, and AJAX technologies, and Microsoft SQL Server which is used by sites of all sizes, including some of the most popular shopping sites on the Internet. ProphetLine Web's unique capabilities make it perfect for "click-and-brick" retailers and users of ProphetLine for Windows.



### Set-up Wizards

The Site installation and management Wizards are designed to enable a simple, step-by-step approach to designing a commerce site. The wizards build scripting and HTML coding of the storefront, enable cross-selling and price promotions, and create stores with multi-level departments and classes.

### Security

ProphetLine Web runs on top of Microsoft's Internet Information Server, which allows all traffic to be encrypted via Secure HTTP utilizing SSL technology. From the customer to you, the traffic is encrypted using up to 128-bit encryption, the highest currently exportable encryption key length.

### Integrated Inventory, Transactions, Customers

ProphetLine for Windows integrates seamlessly with your web site. Adding items to display and sell on the web is as simple as checking a box within ProphetLine for Windows. The system will then transmit the images to the web site. Web orders are downloaded automatically into your ProphetLine for Windows system for fulfillment. Customers are shared, so you always know who they are and what they are buying. Quite simply, this is the easiest and most comprehensive way to get your business on the web!



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## The Retail Stock Ledger

This single sheet of paper can give you comparatives on vendors, items, classes, and departments. Who gives you the best turn rates and sell-thrus, vendor A or Vendor B? Knowledge to make smart business decisions.

The typical retailer is overstocked by 10-25% at any given point in time, meaning that for every \$100,000 in sales, there can be \$5,000 to \$25,000 (at retail) in excess inventory on the shelves. When you start looking at \$500,000 in sales, the wasted investment runs into six figures. Imagine converting \$100,000 of excess inventory into cash.

- **UNITS** = Item Count
- **RETAIL** = UNITS x Retail Price
- **COST** = UNITS x Cost of Merchandise
- **OPENING INVENTORY at Retail or Cost** = ENDING INVENTORY from last EOM Processing
- **PURCHASES at Retail** = (UNITS Purchased x Retail Price) - (UNITS Returned x Retail Price)
- **PURCHASE PRICE VARIANCE** = COST of item on Vendor Invoice - COST of item on Receiving Ticket
- **PURCHASES at Cost** = (UNITS Purchased x Cost) - (UNITS Returned x Cost) + PURCHASE PRICE VARIANCE this Month
- **SURCHARGES (always Retail)** = Amount added to a Receipt Line on Sales and Returns
- **ADDITIONAL MARKUPS (always Retail)** = Price Increases to Inventory On-Hand + Price Increases at POS + SURCHARGES
- **NET TRANSFERS at Retail or Cost** = Inventory Transfer Out + Inventory Transfer In
- **AVAILABLE INVENTORY at Retail** = OPENING INVENTORY at Retail + PURCHASES at Retail + ADDITIONAL MARKUPS + NET TRANSFERS at Retail
- **AVAILABLE INVENTORY at Cost** = OPENING INVENTORY at Cost + PURCHASES at Cost + NET TRANSFERS at Cost
- **SALES (always Retail)** = (UNITS Sold x Retail Price) - (UNITS Returned x Retail Price)
- **COST OF SALES (always Cost)** = (UNITS Sold x Cost) - (UNITS Returned x Cost)
- **MARKDOWNS (always Retail)** = Price Decreases to Inventory On-Hand + Price Decreases at POS
- **DISCOUNTS (always Retail)** = Amount deducted from Receipt Line on Sales and Returns
- **INVENTORY ADJUSTMENTS at Retail or Cost** = Value of Inventory Quantity Increases and Decreases from Modules/System Manager/Adjust Inventory
- **ENDING INVENTORY at Retail** = AVAILABLE INVENTORY at Retail - SALES - DISCOUNTS - MARKDOWNS + INVENTORY ADJUSTMENTS at Cost
- **ENDING INVENTORY at Cost** = AVAILABLE INVENTORY at Cost - COST OF SALES + INVENTORY ADJUSTMENTS at Cost
- **STORE %** = SALES / Total Sales on the Report
- **IMU %** = (PURCHASES at Retail - PURCHASES at Cost) / PURCHASES at Retail
- **CURRENT MARKUP %** = (ENDING INVENTORY at Retail - ENDING INVENTORY at Cost) / ENDING INVENTORY at Retail
- **ACTUAL GROSS PROFIT \$** = ( SALES - DISCOUNTS ) - COST OF SALES
- **ACTUAL GROSS PROFIT %** = ( ( SALES - DISCOUNTS ) - COST OF SALES ) / ( SALES - Discounts )
- **PERFORMANCE GROSS PROFIT \$** = SALES - COST OF SALES
- **PERFORMANCE GROSS PROFIT %** = ( SALES - COST OF SALES ) / SALES
- **TURN RATE** = Annual SALES / Average OPENING INVENTORY
- **SELL-THRU (Units)** = UNITS SOLD / ( OPENING INVENTORY + PURCHASES + NET TRANSFERS in units )
- **MARKDOWN %** = MARKDOWNS / SALES
- **SHRINKAGE %** = INVENTORY ADJUSTMENTS at Retail/ SALES
- **STOCK/SALES** = ENDING INVENTORY at Retail / SALES



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## ProphetLine for Windows Internet Credit Card/Gift Card System

Most retailers have experienced slow credit card processing at peak periods. ProphetLine for Windows Payment System, a partnership with Mercury Payment Systems, uses your Internet connection to produce extremely fast and reliable credit and debit transactions. PLW Payment will give you low rates, quick approval and all card types are supported. Faster transactions can reduce lines and afford better service to your customers. Gift Card functionality is also available with no transaction fees.

The web reporting system allows you to see all the transactions for all your locations—organized by date, batch, card type or in dozens of other reports.

In a recent survey by a major bank about credit card merchant services, which was rated most important?

- 1) Lower Costs
- 2) Faster Transactions (If you chose this one, you were right!)
- 3) More Features

Of course merchants want all three. PLW Payment Systems delivers.

**Lower Costs:** Costs can be lower, especially on low ticket purchases where transaction fees make up a larger portion of overall credit card costs. PLW Payment is an ideal solution for retailers with high volumes and demanding customers.

**Faster transactions:** PLW Payment is roughly 400-500% faster than conventional dial-up. 2-3 seconds instead of 10-30.

**More Features:**

- Ultra Fast IP Payments
- Full Integration with your Point of Sale
- Web Reporting
- E-Commerce

The startup costs are low, the opportunities for increased customer satisfaction are high. ProphetLine for Windows Payment System is a virtual no-brainer!

Is there any other choice?





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## Consignments and Trade-Ins

Consignment and trade-ins are a snap with ProphetLine for Windows. Consignment items are inventoried, assigned a unique bar code with label, and the accounting is properly handled when the consignment item is sold. A record is also maintained as to the condition, length of time in inventory, cost and retail. This gives you a concise history that enables you to quickly evaluate like items for future consignment sales. When the consignment item is sold, a payment to the consignor can be marked as cash, check, batch check or simply a credit in their account.

The functionality for trade-ins is the same as consignments except for the accounting and when the cost of sales and income is realized. When you take a trade-in, the amount you gave for the trade-in is put on the books as a cost of goods sold and the item is immediately inventoried, labeled, and made available for sale.

There is also a function that allows you to hold large amounts of trade-ins and consignments as assorted items, and then itemize, receive and label at a later date.

### Consignment and Trade-In Highlights:

- Inventory updated immediately.
- Cost of goods and income accounted for properly.
- A history for fast appraisal
- A hold function for receiving at a later date

### Is There Another Choice?