

This Is How Easy Retail Can Be



**A Look Inside Utopia University Bookstore:
An Ideal Example With Real Results**



**Ever wonder what
a perfect day in the
bookstore business
would look like?**

A day without hiccups, headaches and hindrances? A day where you can reach your customers anywhere they are and everything goes off without a hitch?

While no store or solution is totally ideal 100 percent of the time, that's less of a fantasy than you might think. Step inside "Utopia University Bookstore" to see what an ideal day in the bookstore business could be like using real-world practices, tools and solutions.

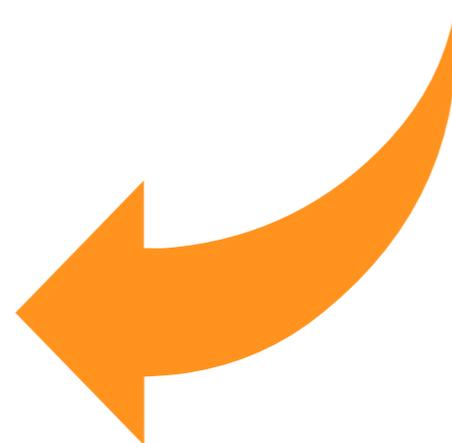
Meet UUB's Director Dave and see how he runs operations with the help of his store's system, an integrated total store solution.

Are you ready to get a snapshot at a workday running smooth as silk?

Continue to the next page to see how the day begins!



Director Dave



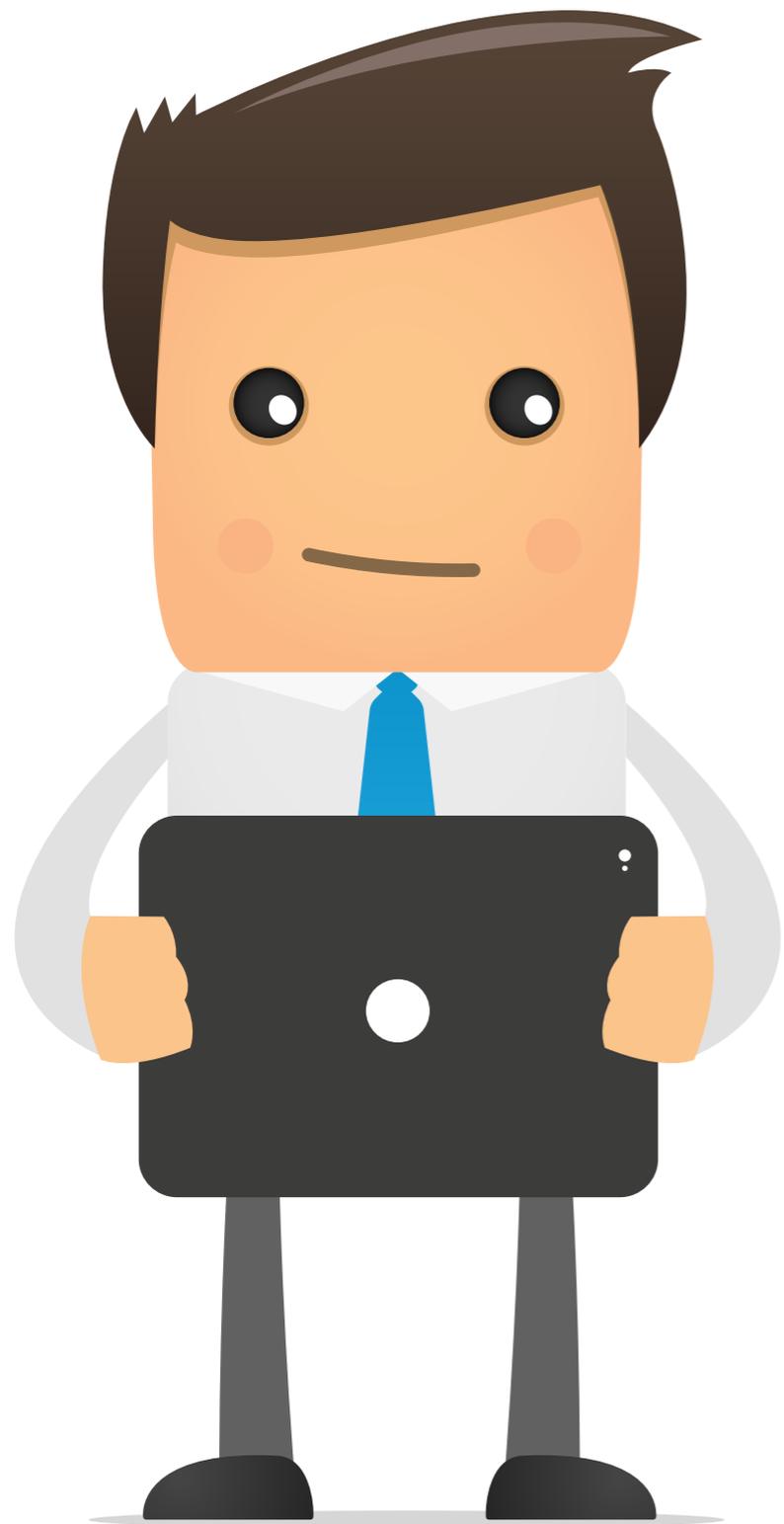
Director Dave and his staff get sales reports up to the minute and customized to their own preferences.

From the bigwigs on campus to the shift managers on the sales floor, everyone needs to see pertinent store data to make timely business decisions. Luckily for Director Dave, his system lets him build graphical reports on pretty much any bit of data he chooses, from top-performing merchandise to the busiest times of the day.

Now, everyone can make the right decision for their department. Director Dave and other administrators get to choose what items to push and what items to put on clearance, keeping their inventory tidy and their merchandise offerings relevant to their customers. Shift leaders know when the store is going to be at its busiest, so they can make sure they're properly staffed to help any customer that walks in.

Thanks to customizable, detailed reporting tools that can drill down information exactly like its readers want, the reports are as easy to read as they are to create. Everyone wins!

Plus, it all works together.



**UUB's System
is Fully
Integrated in
Every Way**

When it comes to integration, Director Dave's store can't be beat. That's because the applications and tools his system uses are developed to run in harmony.

Dave's system provider has a proven track record for integration at all levels for stores of all sizes. His in-house applications work hand-in-hand, letting UUB's staff access SFA information, loyalty and more at the POS.

UUB is even plugged in with every other hosted system Director Dave works with on campus: from receiving invoices to validating them to paying them out or sending them to UU's financial department, Director Dave's system facilitates the process for Utopia University Bookstore.

Now, curious how Director Dave gives students what they want?



**UUB Gives
Students
What They
Can't Get
Elsewhere.**

Director Dave knows that if you give students what your competition can't, they're hardly competitors at all. That's why the Utopia University Bookstore offers loyalty programs and accepts SFA on course material transactions.

Since SFA is an important but complicated tender, UUB needs to be able to implement it effectively. Thankfully, Dave's system lets him accept SFA across all channels — in-store, at mobile events and online — so he's able to offer it easily anywhere UUB makes a sale.

Plus, the store's loyalty module lets officials track customer types all from the point of sale, making it an awesome tool to fine-tune their promotions and offerings.

With the improved customer feedback that brings, Director Dave can give his customers more of what they want to ensure they always come back for more!

Read on to see how UUB is extending its reach!



**UUB Reaches
Its Customers
Everywhere,
Every Way.**

Whether they're walking in the front door or logging on from their smartphones, UUB is there for its customers. That's because they have a strong online presence customized for any device thanks to their omnichannel toolset.

The UUB's system allows Director Dave to quickly and easily build a fully functional web store — built for accessibility from any mobile or desktop device — where students can order anything they'd be able to find in-store. Now Director Dave's boundaries don't end at the store walls: whether they're across campus or across the country, students, alumni and community members can now be customers.

Director Dave's web presence, physical space and even other stores in his university system operate in harmony, all thanks to his system. That's a lot of time saved!

It's easier than you think to simplify your life. Find out how...



So What Can You Do?

If you're in the market for a new system, make sure yours offers a total store solution. If it gives your store the tools it needs to simplify accounting and inventory, manage an online presence, break down your data and make better business decisions, you're definitely on the right track.