POINT OF VIEW

Powerfully Simple Point of Sale

≡ *TURBO TIP*

"Customers remember the service a lot longer than they remember the price."

Lauren Freedman

The Help Portal: A Free Upgrade to First Class

The Help Portal is a powerful free resource for all Paladin users. This is the place to find information about how to do almost anything in Paladin Point of Sale. With a single search, you can access all related knowledge base articles, videos, webinars, and new features.

The new Help Portal is web-based. You can get to the new Help Portal in a couple of ways. The help menu in Paladin Point of Sale has direct links to the various libraries in the Help Portal (knowledge base, videos, webinars, etc). When you make a selection, your web browser will open, taking you directly to that section of the Help Portal. Click the Paladin logo at the top of the page to get to the home page to search all libraries at once. Typing https://portal.paladinpos.com/ into your favorite web browser will also take you directly to the Help Portal home page. No user name or password required.

With the Help Portal open in a browser window, you have full access to Paladin Point of Sale. After learning about an interesting feature on the Help Portal you can immediately apply your new knowledge in Paladin. Although it's not required, having two monitors, one for Paladin, one for your web browser, would be really handy.

Benefits of logging in. If you log in to the Help Portal using your Paladin user name and password, you'll be able to open a new case (help request) and check on open cases. Here you can also give Paladin technicians remote access to your computer, should it be needed to fix something for you.

Tell us what you think. The Help Portal was a huge undertaking and the developers would love to have your input on how to make it even better. You'll find space beneath each article for your suggestions. You'll also find room at the bottom of the "contact us" page to comment on the site or anything else you'd like to share. The new Help Portal has made searching for information about Paladin Point of Sale faster and more efficient than ever. A single search delivers information from a variety of resources. Give it a try and tell us what you think.

By George Maginnis

Foiling Ransomware

Preventing your PC from being taken hostage.

Ransomware is a type of malicious software used to block access to your computer system. With your computer held captive, you are unable to access windows, files and apps. It encrypts and holds your system hostage until a "ransom" is paid. In the past, attackers demanded a few hundred dollars, but now the payoffs can be upwards of $20,000! And there is no guarantee that the encryption will be removed. You can be exposed to this type of malware through suspicious emails, links, downloads, pop-ups, and other content from unsafe senders or websites.

Not only can it cost thousands of dollars to remove the virus encryption, but the malware can steal any information on your computer.

Learn to identify ransomware. One good tell-tale sign is grammatical or spelling errors throughout the content. If you don't know the sender, the best policy is to not open the email or attachment. Resist the click. At Paladin, we offer Managed Security, which includes defense against ransomware. We keep your software up-to-date and running smoothly for optimal security. For more info, call 1-800-725-2346 ext 7002.

By Sam Waters

Lighten the IT Burden with Managed Services

Wouldn't it be great if your computers were automatically maintained, backed-up, and protected from viruses, spyware, and malware?

Introducing Managed Services

Managed service providers, or MSP's, use special software to pro-actively keep your computers and network healthy, and take immediate action if problems arise.

Prevention vs. repair

Normally, when a computer quits working, you call a repair person, wait patiently for a technician, and get a hefty repair bill. This is the break/fix business model. With managed services, the MSP would access your network to make the repair or apply security patches, perform data back-up, update anti-virus software, perform routine maintenance, and other

services, in the background.

What's in it for me?

There are lots of advantages working with a MSP:

- Reduced down-time
- Fixed monthly cost for computer and network maintenance
- Lowered risk of revenue and productivity losses
- Peace of mind knowing your computers are monitored and maintained (by someone else!)

Costs stay fixed, too!

Many companies are transitioning to monthly subscription fees rather than a one-time upfront cost. Subscription pricing not only lowers cost, but also protects your cash flow. A properly monitored and maintained computer

network will always outperform the alternative. In fact, the cost of maintaining your network and computers through managed services is generally lower, especially when you figure in the loss of revenue and productivity. A 2014 report by the NSBA points out the recovery cost from a cyber-attack averages $20,752 per attack.

Smoother sailing

As business becomes more dependent on a computer infrastructure, why not give a specialist the responsibility of maintaining it? With computers and networks up-to-date and secure, store owners can put more focus on their business.

For more information visit www.nsba.biz.

By George Maginnis

Executive Perspective: *Leveraging "Local" in Retail Stores*

I am back in the office after my annual bow hunting trip I take during deer and elk season in Oregon. During my trip I needed some supplies for my trailer so I drove 46 miles to the nearest town. My first stop was a well-known big box store.

When I entered the store there was no one to greet me. I walked through the miles of aisles finding nothing to suit my needs. At one point I found myself yelling "Hello, Hello" to get someone's attention. (Geez, finding an elk was easier!) After 10 minutes, I found someone from a different department who had no useful knowledge of what I needed. After all that, I left empty handed. At a local store down the road, I was welcomed by a smiling face as I walked through the door. After explaining what I needed, she radioed ahead and escorted me to the proper aisle. There, a knowledgeable consultant walked me directly to the item I needed. After a few questions, we discovered there were other pieces I might need from another department. He radioed ahead and delivered me to the next knowledgeable attendant.

**Charles Owen
Business Development**

I came in needing a one-dollar item. Thanks to expert service by attentive staff, I spent more than $50. This example clearly demonstrates the impact sales associates have on the success of your store. Owners and managers should be focused on the selling side of the house, specifically customers count and customer spend, because that's where profit is attained. Here are a few guidelines:

(1) Hire knowledgeable personnel; **(2)** Regular customer service & product training; **(3)** A clean, tidy, well-lit store, with organized aisles of properly priced merchandise; **(4)** Fast, friendly check-out lanes; **(5)** Customer loyalty program with instant coupons; **(6)** Eliminate "outs" by leveraging Paladin's dynamic algorithms; **(7)** Increase the breadth of product offerings to meet customer demand.

With these guidelines, your store will succeed in today's competitive market. Hopefully, next year will be better for bow hunting in Oregon. And If I need supplies, I know where I will be shopping and more importantly, where I won't be shopping.

Support Made Easy with BizManage™

Managed services are intended to relieve store owners of computer related chores. Paladin offers a suite of managed services to protect your computers, your data, and improve overall efficiency and productivity. The first wave of BizManage™ services are available now.

- **DataWise™** is Paladin's off-site fully automated back-up for all the data in Paladin Point of Sale. Accounts receivable, inventory, sales tax information, customer data, etc. are backed up and quickly restored if disaster strikes.
- **Managed Security** protects your computers from viruses and many forms of malware. The software also blocks dangerous websites, keeping you safe from identity theft and other internet threats.
- **Microsoft Office 365** is the premier suite of cloud-based office productivity tools. It includes word processing, email, spreadsheet, instant messaging, and more, all for one low monthly fee. Automatic updates by Paladin enhance features and security.

- **BulkEmailServer** is used by customers to send out monthly statements or bulk email advertisements to multiple customers at once, without incurring high fees from their local internet service providers.
- **Data Upload** transmits inventory and sales data from a store to vendors for rewards programs and in-store pick-up of internet purchases.
- **Managed Database Replication** is for single stores who want to create a real-time back-up for their Paladin Point of Sale data to a local computer.

Software engineers at Paladin are currently working on additional services to keep your business safe and running smooth. One of these is a system that remotely monitors your point of sale computers and alerts our support technicians of problems in real-time. The goal is to be proactive and solve problems before our clients even need to call.

Keep an eye on the features and updates window in Paladin Point of Sale for information about these services, and others, as they become available.

By George Maginnis

Keep it Healthy - Working for Workplace Wellness

Company-implemented wellness programs help keep employees productive, happy, and healthy. The 2012 Aflac WorkForces Report found workers who participated in wellness programs were more likely to have a higher level of job satisfaction, feel happier with their employer, and be more satisfied with their overall benefits.

Here are a few easy-to-implement ideas:

Stride or ride. Encourage employees to walk or ride a bicycle to work. Provide bicycle racks for cyclists to lock up their rides. Create a contest designed to reward employees who use alternative transportation to and from work the most each month.

Let's make a deal. Negotiate company discounts for health club memberships. If the cost of a membership is keeping an employee from making the commitment, reducing their out-of-pocket expense might help them take the next step.

Go ahead, have one. Leave fresh fruit out near vending machines or in the break room. Employees may find it very difficult to turn down a healthy snack, especially if it's free for the taking.

A little something extra. Pack a healthy living newsletter inside the envelope along with employee paychecks. This is a great way to promote company-sponsored programs or pass along any other information about creating and maintaining a healthy lifestyle.

One of the most important things to keep in mind when creating a wellness program is to keep it fun!

By George Maginnis

Bryant & Sons Building Supply has been a fixture in Summerville, Georgia since 1945. The Bryant's are proud to have Landon, a member of their fourth generation, helping customers and learning the family business. While they carry a full line of lumber, plumbing, and electrical supplies, the two five-gallon paint shakers seem to run non-stop.

Dennis is a firm believer in the future of the independent hardware store. The willingness to listen to customers and evolve with changes in the market is important to future growth and success.

Deep product knowledge and a quick response to customer needs has distinguished Bryant & Sons from the local competition. Dennis points out, "Customers often come to us after they've been told, 'it can't be done', knowing we will find a way." Great relationships with suppliers enable them get that special product delivered to a customer in days rather than weeks.

Best Advice:
"Show genuine concern for your customers while respecting their time and selling at a competitive price. Do your best to keep aware of new products, so if asked a question you can be somewhat helpful. Customers are not impressed when their questions are answered with a shrug."

By George Maginnis

PALADIN™
DATA CORPORATION

Paladin Tech Buzz

Your Paladin Point of Sale system holds a lot of important information. Inventory, accounts receivable, tax records, sales data, customer info... Everything is in there and easy to access when you need it.

But, what if, suddenly, it wasn't there? Fire, theft, natural disasters, computer viruses, and catastrophic hardware failure are just a few of the events that can permanently separate you from one of your most valuable assets -- your data.

PALADIN BIZMANAGE™
DataWise
AUTOMATIC OFF-SITE BACKUPS

What could you do? In this increasingly digital world, could you recreate your data? How many man-hours would it take to put it back together? A report by David M. Smith, PhD in the Graziadio Business Review states, "a company that experiences a computer outage lasting for more than 10 days will never fully recover financially and 50 percent of companies suffering such a predicament will be out of business within 5 years". How prepared are you?

Paladin has a secure off-site backup service. DataWise™, part of Paladin's BizManage™ services, protects your business if you lose access to the data you use to run Paladin Point of Sale. After your day is over, DataWise™ automatically backs up your data to our professionally managed servers, seven days a week. Nothing to manage or forget.

A database is a different animal. Backing up a database is more complicated than simply copying a file from one computer hard drive to another. A database isn't a single file but an information system composed of many parts. An excellent example of a database is your local library. This database contains two major parts, the card catalog (the database) and the books themselves (the data). Like the database in Paladin, these two pieces work together to help you store and locate information quickly. A database that isn't connected to its data is like that card catalog without the books... Not a lot of useful information there. On the other hand, having a million books at your disposal is great, but without the card catalog, it might take weeks to find a specific book.

DataWise™ puts it all back together. In the rare event that data loss occurs, Paladin will restore your database using the best possible method for your individual situation. Our goal is to have you up and running again as quickly as possible.

Easiest set-up, ever! Once you purchase DataWise™ on the Paladin web store, you're finished. Our technicians will jump in and take care of everything. All you have to do is rest easy knowing all your data is safe and secure.

By George Maginnis

Upcoming Events
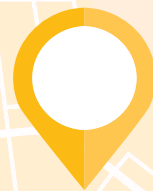
Paladin will be attending the following events. To arrange a visit, please email us at sales@paladinpointofsale.com

Wallace Fall Market - *FREE USER MEETING*
October 12-14 | Pigeon Forge, TN

Speed Script Conference
November 4-5 | Kansas City, MO

World and Main Market
January 6-8 | Houston, TX

United Market
January 6-8 | Minneapolis, MN

Orgill Spring Market
February 16-18 | New Orleans, LA

Get Connected:

We love to connect. Join us online by clicking the above links. Subscribe to our blog for more valuable tips and strategies at blog.paladinpos.com. Check us out at paladinpointofsale.com

2016 PHOTO CONTEST

Have a great photo of Paladin being used in your store?

Enter our first annual Paladin Photo Contest for a chance to win a

$500 Paladin Gift Card!

For prizes, rules and entry details

CLICK HERE