

ISSUE August 2011

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SSA Appears at Metcash Expo 2011

Trading ..How the Locals like it.



With much oomph and gusto SSA appeared at the Metcash Expo in a bright contemporary stand. The event overall was bigger and better and it was pleasing from SSA's perspective to be a part of the vibrancy that marks the event every year. Naturally through new ownership the SSA format was different and unique and attracted much attention from all attendees.

Of particular significance was the stand layout which was clean, bright, and uncluttered. This provided for clean displays of some of SSA's sharp POS hardware, with emphasis around the highly successful DigiPos range.

The integrated camera security system running live on the stand also attracted a lot of attention. And serious visitors took advantage of the relaxing couched seating arrangements, while others watched on to some exciting Back Office demonstrations.

The theme this year focused on 'Trading – How the locals like it' and for SSA there couldn't be a more apt slogan. SSA has been proud of its reputation to provide solutions the way the locals like it, and looks forward to doing more of the same.

The show also offered outgoing Owner and Director David Hagen the chance to farewell many friends and customers of SSA. David enjoyed meeting you all and once again thanks you for your patronage for all these years.

It was a great show for SSA and we look forward to doing it bigger and better next year.

Choosing The Right Retail Technology Partner



When looking for a retail technology partner its fair to say that you wouldn't talk to an abacus shop. And its also fair to say that retail technology today has moved a long way from simple cash registers.

So having a good retail technology partner who knows retail and is backed by an excellent support team has similarities to the modern car dealer. Its simply a must. Because not only does the technology require expertise but its application to the retail business requires expertise as well.

Quality vertical solution providers are also integral to helping a retailer boost efficiencies and increase profits. Good vendors become a secondary business partner and they do this competently by advising on the correct hardware and software for your store(s) and by Implementing the most effective processes to make that technology provide the right outcomes.

A retail technology partner should know retail, not just retail technology. Its crucial to find a solution provider that can:

- ◆ discuss your retail processes as well as their technology competencies.
- ◆ access and engage high quality technical experts in the fields their technology operates within.
- ◆ detail and prove their support capabilities, not just talk about it.
- ◆ list support performance outputs so that you can get a clear picture on the likely response time when you need assistance.
- ◆ present a streamlined process to implement a system to suit your store and your needs.
- ◆ provide the ongoing service and support in the form of system advice and training.

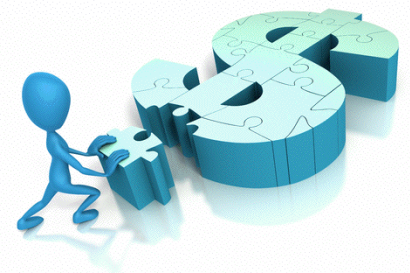
When these things come together in a POS vendor, then you find that you are likely to have a true partner.

At SSA we are continuing to put in place the strategies and processes to become a valuable POS vendor in Australia today and we look forward to making your experience a better one every year.

Creative Financing for POS Equipment

Consider Renting for your next upgrade

Currently it can be very difficult for businesses to obtain business credit especially for POS system equipment and software. Banks are operating in a very controlled and meek manner at present and they are understandably obsessed with a sure bet.



We all know that all businesses, at one time or another, need to access operating capital to

overcome seasonal revenue fluctuations or to reinvest where deemed necessary. So if you can't get financing from a traditional bank where does the money come from?

Renting has become very popular in the last couple of years and its surprising that its not utilised more often. It offers a very controlled and streamlined option for managing technology investment. And its not subject to interest rate variations, so it does not require you to watch the OCR every day.

There are other significant benefits relevant to accounting and credit rating. SSA must advise that you seek advice from a qualified financial expert to ascertain the value for you.

However it's a useful option particularly when the banks are holding onto their pennies.

Growing Presence with Profit Track

Profit Track Store: TT Mart Brunswick

When you can find a POS system to compliment your growth projects, the developing partnership creates the confidence to pursue desired outcomes.

Co-owners Terry Lin & Thomas Bong have opened a bright, compact convenience store on a busy intersection in Victoria, called TT Mart. With previous experience in specialist food retailing, the owners have now used their experience to open a wider store range with grocery & liquor.

They chose PROFIT TRACK for their POS management system, with the added benefit of integrated camera & DVR security system supplied by SSA. The system compliments their store and provides the nouse to make it profitable, and keep shrinkage to a minimum.

Check some images of their store .



Digital Video Security.



DVR Security offers many benefits in a retail environment.

Monitor staff performance. **Reduce shrinkage by controlling theft.** Satisfy customer queries on cash tendered and change given. PROFIT TRACK provides 3-way integration with selected DVR's. For more information and pricing give our office a call.

Pre-paying has never been easier than with epay



One of the fastest growing segments in the convenience sector is electronic merchandise such as pre-paid mobile, phone cards, calling cards and tourist attraction bookings – just to name a few.

epay is recognised as a leading provider of internet based merchandising and this integration in PROFIT TRACK is offered as a module on a similar basis to other optional modules such as XPOS and TAFMO Touch.

Please contact your SSA Sales Representative for further information on pricing and options available to you.

The additional security and the fast and efficient processing within the PROFIT TRACK touch screen will attract additional floor traffic as well as generate further profitability for your store.

PROFITTRACK
It's the software that makes the difference

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Back Office PC Performance

Here is a simple check that you can do to see if your PC requires upgrading.

1. Right click on the desktop icon "My Computer"
2. Move the cursor down to "Properties" and left click.
3. On the right hand side under the heading "Computer" you will find the system info that we require.

When you have this screen in front of you, take a note of this info and contact our Support Team on **07 3387 5555**

MAIL TO SSA

Please note our Post Office Box has changed. It is now

**PO BOX 6239,
Logan Central QLD 4114**

For all large parcels please send to

**13-23 Mayes Avenue,
Logan Central QLD 4114**



"After deducting the coupons, we owe her \$104."