

# Business Working Smarter

in Today's Economy



A Rapidly Changing Economy



What is System Five



Positive Return on Investment



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**Windward Software**

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# 1 A Rapidly Changing Economy

Around the world, the economies of almost every country are in jeopardy.

The average person can't help but watch the evening news and Internet reports on failing financial sectors, slumping equity markets, and currency devaluation, without asking themselves:

*"Am I going to have a job tomorrow?"*

*"Am I going to be able to keep my house, my car..."*

*"Can I afford to keep the doors open? Sales are slumping, nobody wants to spend any money. What am I going to do?"*

**There is an elephant in the room** - whether it is because of uncertainty, fear, abandon, or a pervading anxiety - this economic state is an unavoidable part of every business.

## So what do you do?

Nobody would blame you for answering that you want to do nothing more than stick your head in the sand or take a nap like Rip Van Winckle and hope

that you wake up to brighter days.

But if you are in business today, you are no stranger to hard work and determination - it is really up to you to turn your business around and prosper in these difficult times.



## Did you go into business to fail?

There are still things that are within your control.

Nobody can sell you a promise that you are not going to be impacted by this new economic reality. The reality is that as a business owner/manager, you will have to make some hard decisions in the near future, especially as:

- ◆ Banks look to minimize paper risk by reducing (*or cutting altogether*) Lines of Credit and Operating Loans
- ◆ Suppliers look to minimize their own Accounts Receivables by shrinking credit terms and value
- ◆ Consumers impacted by the downturn and anxiety scale back spending

You may be forced to trim back expenses like payroll, the carrying costs of inventory, or marketing budgets just to keep the doors open.

But if you had to, could you look at your business and make all the right decisions on what to change?

1. Does your current system let you see how much your inventory is costing you to keep on hand?
2. Does your current system tell you which marketing is working for you and more importantly, which is not?
3. Do you know everything you need to know about all your customers?
4. It may seem callous, but do you know which employees are performing and which are not?

## Have you made the right investments?

It might seem hard to think about investing in a business management solution when the economy is in a downturn, but if you are going to weather this economic storm, you are going to need resources, processes, and applications that help you make the RIGHT business decisions, every time.

Imagine what it would be like if you had a single employee that not only kept your books but also gave you realtime reporting capabilities about every facet of your company.

*What inventory is moving?*

*What are customers buying, renting, servicing?*

*What is running efficiently... what isn't?*

Imagine that same employee could also help you with target marketing so that every dollar spent on attracting new business was giving you the best return.

Also, imagine that same employee was doing everything from front-end cash collection to inventory reporting and supplier reports.

## Would it be easier to stay in business with that perfect employee?



Windward Software isn't a frivolous investment - it is built to help you run your business better, make more money, better decisions, be more efficient...

Keeping the analogy going forward, imagine you could have that perfect type of employee and only pay them \$1.63/hr.

Windward Software is that employee, and in these uncertain economic times, having the best resources at your beckoned call, could be the difference between prosperity and foreclosure.

The purpose of this whitepaper is to illustrate some of the capabilities of **Windward's System Five Business Management Software** - and how those capabilities can directly benefit your business.

# 2 What is System Five

## Windward POS Software

A point-of-sale (POS) system is a combination of computer software and hardware that processes and records retail sales at the point of purchase. POS systems vary in sophistication (and price) from the basic sales processing of electronic cash registers right through to complex software that's been 'wired' into purpose-designed units.

**Windward System Five is POS management software** that runs on standard 'off the shelf' personal computer hardware and connects with a range of affordable hardware peripherals, such as barcode readers, receipt printers, pole displays and more.

As well as physically processing a sale, Windward System Five captures information about the sale - how much money changed hands, how it was processed (*eg. cash, check, credit card*), what was sold, who sold it, and even who bought it.

System Five then matches this information up with information that's been entered into the system during another business process, such as inventory, providing a complete sales and stock management solution that streamlines the

## Windward System Five is a high-end point of sale, business management system

that includes inventory control, invoicing, customer

billing, accounts receivable, accounts payable, general ledger, purchase orders, contact management, commission calculator, appointment scheduler, and many other features. It is a one write system that will take care of all the book work automatically, right down to the final balance sheet.

**Windward Software develops software for the business market** including wholesalers, service companies, repair shops, industrial supply shops, computer and electronics shops and of course, a wide range of retailers.



# 3 Positive Return on Investment

*“But what I have already works, it may not work well, but it works.”*

*“How can i justify making an expense when I am worried about whether or not I can afford to keep the doors open?”*

*“I can't afford to make an investment and wait for a turn-around... I need a solution today - one that starts working today!”*

## We know what you are saying

It's not as if we ourselves are immune to the concerns of small-to-medium sized business owners - especially in these economic times.

We know that you are struggling with some difficult decisions, like how do you justify making any sort of capital expenditure when you don't know what, if any, business is going to come through your doors tomorrow.

But we also know that **the difference between surviving and failing in difficult**

**times isn't about chance, it's about having the resources and business intelligence in place to find the opportunities still available to you and be able to act on them.**

Windward Software gives you a competitive advantage... letting you instantly see and report on your customers, their buying behaviors, and all other facets of your business, so that you can consistently make the RIGHT decisions moving forward.

## The Top-10 Reasons You Need Windward Software

There's only one REAL reason you need Windward - **to make more profit when the economy is working against you...**

but these top-ten “benefits” are the reasons why Windward Software is a smart business decision.





## 1. Seamless Transition from Old to New

One of the biggest fears in business is CHANGE and the risk associated with it - cater this with an uncertain economy and it is no wonder most businesses have stalled at being innovative. After all, innovation means putting your neck out - and with so many axes falling, the last thing you want to do is expose your jugular!

### I can't afford down time!

Of course you can't; that's why any time you implement a new business application you shouldn't be required to close your doors while some tech imports and exports files on site.

Why do most software companies do this then?

Because to the traditional software company, your time isn't as valuable as their time.

At Windward that isn't the case.

We know that you can't be successful with your doors closed, which is why we offer a seamless transition from your old software (*be it entry-level*

*applications like Quickbooks and Accpac or a direct competitors suite*) to our more robust solution.

### There is no down time!

Everything transitions from your old system to the new without any hiccups - however, many clients have also used this transition to do stock counts and other housekeeping that is all to often swept under the rug, but can be the difference between running at a streamlined level and barely scraping by.

## 2. Guaranteed Implementation at a Single Cost

Most business software companies follow the old Gillette sales method... give away the arm and charge for the blade. In other words, they charge very little up front but nickel and dime you with training, support, and implementation.

It isn't uncommon for a business to see the cost double or triple after everything is actually installed and running smoothly.

### How is that good business?

**It isn't!**

At Windward, we run things differently. We understand that you are thinking about the risks and costs associated with a new business management solution - which is why we take some of the guess work out of the equation.

**We know our solution works!****Our clients know our solution works.**

That is why **we guarantee our solution** and we don't charge you extra for anything over and above the standard implementation.

**There is no risk!**

If it is going to need more work in coding or development to make the solution fit for your unique business needs - we eat the cost.

Training, support, and upgrades are no additional cost... this is how confident we are that what we offer is better than anything anybody else has.

That is how confident we are that **System Five** will work for you.

**3. Real Time Visibility**

Whether you are in retail or rental services, you are bound to have some inventory in the back or on the showroom floor...

How much time is wasted by employees looking for lost inventory that was sold in the morning and is still showing in the system because your batch updates haven't run?

How happy is your customer when this happens?

How many times have you run a client report and lost important sales numbers because your system didn't allow you to see the massive sale a client made just an hour ago?

**How happy were you when this happened?**

**Business intelligence is only valuable if it is timely.**

What good is an inventory report on Boxing Day if it isn't up-to-the-moment?

**None!**

Windward Software is a completely integrated solution with no need for double entries, which means that the entire process is completely transparent.

**At any given time your accounting, sales, and customer reports are in real-time.**

You have all the actual intelligence needed to make the right business decisions with the real-time capabilities of Windward Software.

**4. Scalable**

Why buy something for today that won't work for you tomorrow?

When you think of making an investment in the type of business management solution



that is going to allow you to run more efficiently, wouldn't it be good to know that the software can be scaled up to handle multiple users and/or multiple locations, without any development time?

**Windward Software works just as well in a single location for a single user as it does for multiple locations across multiple countries.**

The visibility across the software is the same regardless of size.

Meaning that if you wanted to run a real-time inventory report across your five locations, Windward can make that happen.

It may be hard to think about growth in this current economy, but growth is the goal of any business, so why not invest in a solution that can grow with you?

## 5. Built in Accounting

For most entrepreneurs and managers, accounting is this dark horse business application that they would rather delegate or relegate to some other arena.

*I don't want to know how to do journal entries, that is why I have a bookkeeper.*

*I only need accounting at month and year-end.*

*My accountant will handle it... hopefully... soon.*

So much time, money, and resources are tied to the necessary accounting procedures in business.

**Think about how much time is spent correlating what your current software exports and what your accountant needs to import; or vice-versa.**

Windward Software is a complete solution - you can do everything from general ledger entries to A/R, A/P, and reporting without having to wait for

an accountant to look at your file.

**Think about how complicated your current software is to make amendments.**

Windward Software saves you time and money by offering a completely integrated and out-of-the-

box solution for your entire business needs.

What's more, we offer a 40-year history so that you can compare year over year.

**Windward Software is a complete and real-time financial reporting tool.**

With all the accounting apps built in,

imagine the load off your bookkeeper; imagine the time savings; imagine the money savings.

## 6. Complete Inventory Control

Good inventory control is essential to running a profitable business.

It's a fine balance between cash flow, carrying costs, and making sure you have the inventory to meet customers demands.

**Windward Software is an intelligent**



## inventory management tool...

Does your current software tell you about the seasonality of your business?

Does your current software suggest inventory highs and lows?

Does your current software help you minimize carrying costs and see in real-time what your inventory needs are?

Imagine how much more profitable you could be if you had the ability to run a lean business that never sacrificed the unique needs and wants of your customers.

**With Windward Software you can directly save money by minimizing the costs of inventory.**

With Windward Software you can save time by knowing exactly what is in your shop at any given time, greatly improving the speed and accuracy of ordering procedures.

## 7. A Real Customer Relationship Management Solution

### Build stronger relationships.

In a depressed economy, one of the keys to profitability is keeping the customers you have and building a stronger relationship with them.

In order to do this you need to know your customer.

**Do you currently have problems locating customer information?**

With Windward, everything is linked together - you can see what customers bought, liked, didn't like; how they responded to marketing initiatives... everything and anything you want to track.

## Get more from Marketing.

Ipsos Reid has shown that targeted marketing is up to 900x more effective than any other marketing activity. Why? Because it resonates with real customers; it speaks their language; and it's something they



want to hear.

With Windward, you can build more targeted marketing initiatives and stretch every promotional dollar to get the best return.

Conduct mail merges with customer details for any and all direct marketing campaigns.

Alert customers of new inventory based on purchasing behavior.

Marketing Sherpa has shown that targeted direct mail gets a **12% lift in open rates and sales** than non targeted direct mail... imagine if you were closing **12% more leads** from your marketing initiatives.

Windward Software can help you turn prospects into sales and make customer baskets larger.



## 8. E-Commerce Integration

Independent Research shows that consumers that look at the web before **spend 29% more** than consumers that don't. Why? Because the web is the major touch point between you and your customer.

The Internet has broadened the competitive landscape but also made it possible for smaller businesses to attract customers from around the globe.

Do you have an e-commerce strategy in place?

Is your current software allowing you to integrate

online sales, leads, etc?

**Windward Software has a built in e-commerce solution** that allows you to extend inventory visibility across the web; add a web terminal to your store, offer special pricing online, and so much more.

With an online component you can stretch your fixed costs into a new revenue channel, but only if your business management software allows you to.

Does yours?

## 9. Financing Options

Maybe you can see that your business needs Windward to help weather this economic storm and take it to the next level, but in this massive credit crunch you don't know how to make it happen.

We want you to grow.

We want you to succeed.

We have built financing options to make implementation easy, risk free, and affordable.

The only thing stopping you is you.

We help you run your business instead of it running you.

## 10. So much more...

Your business is unique - what it needs to succeed is a solution built entirely for it, not some cookie-cutter product.

Windward Software is tailored for you - it is guar-

anteed to work out-of-the-box, but it is unique for you.

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Contact a representative to find out more:

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