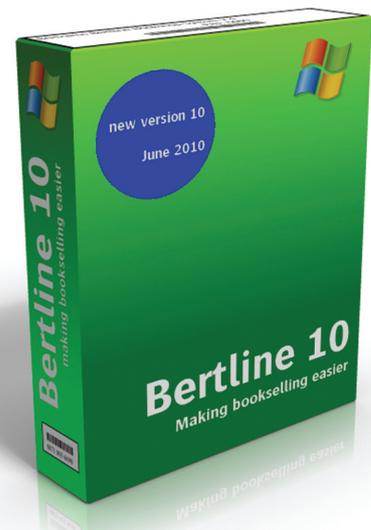


# Bertrams

## Bertline 10 - the book industry's leading stock control system is now even better

### Bertline 10 upgrades include:

- Sage integration to reduce your bookkeeping costs
- Bertline 10 with EPOS integration
- A completely new look and feel, with simple and intuitive access to all major functions
- Multi-store stock visibility
- Order synchronisation allows Bertline to automatically create orders for Bertrams orders placed outside of Bertline – for example via the Bertrams Call Centre
- A new ISBN list acting as a scratch pad to speed up stock management
- Simplified and improved customer invoicing including customized invoicing templates
- Reordering and reporting damages during goods-in
- A brand new stock reservation feature



### Bertline 10 offers:

#### Free Hardware\*

Dell Optiplex PC • Samsung laser printer  
Sales & Goods-in scanners

#### Free Software\*

Bertline 10 Stock Management System

#### Free Installation\*

Including a stocktake and 2 days in-store training from our experienced team

\* Subject to terms & conditions

For more information or to arrange a demonstration please contact our Bertline team on 01603 648321 or email [bertlinesupport@bertrams.com](mailto:bertlinesupport@bertrams.com)

Bertline 10 & Open Bravo EPOS  
6 reasons why over 200 bookshops use Bertline

Be the 23 years in bookselling (and finally say: 'No! Bertline is the most user-friendly EPOS system I have ever used!' - Andy Rowley, co-owner Rowley Books)

Making the business of bookselling easier

- Saves you time
- Tighter stock control
- Enhances customer service
- Cuts in-store ordering
- Simple & fast IT process
- Simplifies business accounting

Now with easier access to Bertrams promotional discounts

To discuss how Bertline 10 & Open Bravo EPOS can benefit your business, please contact us:

Bertline team  
01603 648321  
bertlinesupport@bertrams.com

| Item          | Price | Stock | Sales | ... |
|---------------|-------|-------|-------|-----|
| 9781444711111 | 12.99 | 10    | 5     | ... |
| 9781444711112 | 14.99 | 15    | 8     | ... |
| 9781444711113 | 16.99 | 20    | 12    | ... |
| 9781444711114 | 18.99 | 25    | 15    | ... |
| 9781444711115 | 20.99 | 30    | 18    | ... |
| 9781444711116 | 22.99 | 35    | 20    | ... |
| 9781444711117 | 24.99 | 40    | 22    | ... |
| 9781444711118 | 26.99 | 45    | 24    | ... |
| 9781444711119 | 28.99 | 50    | 26    | ... |
| 9781444711120 | 30.99 | 55    | 28    | ... |

# Bertline 10

# Bertline 10

**A good bookshop computer system is no longer a luxury, it is a business essential**

The best systems are very easy to use, are designed with booksellers in mind and require little or no technical knowledge. Any suitable system should, at the very least, fulfil a few basic criteria: it should be an open system so that you can order from any supplier; it should offer full access to Nielsen Bookdata bibliographic products.

## **Bertline 10 offers all this and more...**

Designed in consultation with booksellers, Bertline is the only bookshop computer system originally developed for Windows allowing easy integration with back-office systems.

Bertline is the complete bookshop computer management system.

Bertline is available with or without EPOS, on a stand-alone PC or over a network.

## **Our supporting partners**



## **Why choose Bertline 10?**

**Truly Open System** – Electronically transmit orders to and receive acknowledgements from Bertrams and Gardners. Receive electronic invoices from Bertrams and Batch-enabled suppliers. Teleordering is also supported.

**Electronic Ordering** – Orders can be sent to Bertrams using one of two electronic methods to either send single line orders or bulk orders.

**Fast and Efficient Book Search** – Nielsen online and CD options as well as Bertrams catalogue search and in-depth bibliographic details.

**Stock Availability** – All Bertline searches provide stock availability at Bertrams – one click link to other suppliers' availability (Gardners, distributors and publishers) through PubEasy.

**Full and Accurate Stock Control** – Real-time stock on hand, using 'always on' sales scanner and simple to use reorder from sales function. Automated goods-in function using electronic invoices.

**Customer Notifications** – Includes a complete customer database, notification slips and invoicing. Now includes SMS text and email notification methods helping to improve efficiency and reduce cost.

**Practical Back Office Functions** – Comprehensive and customised reports, invoicing, returns and Bertrams Buyer's Notes.

**Electronic Returns** – Returns can be electronically sent from Bertline with authorisations and credit notes being received and processed automatically.

**Bertrams Buyer's Notes** – Buyer's Notes are sent to you by CD each month. Selection and order creation through Bertline.

**Option to Auto-send Sales Data to Nielsen Bookscan** Nielsen top 5000 sales data available once subscribed to Bookscan (no fee).

**EPOS** – Brand new EPOS option that automatically links with Bertline stock. If it's in Bertline, it's on your till.

**Comprehensive Helpdesk Cover** – Six days a week, remote assistance when required.

# Making Bookselling Easier

**Introducing the new and improved Bertline for 2010. The book industry's leading stock control system is now even better**

**Bertline 10 has been substantially upgraded. Developments and improvements include:**

**Bertline 10 with EPOS integration** – EPOS (electronic point of sale) replaces the need for a cash register. The new EPOS add-on for Bertline will automatically record any sales taken at the till within Bertline without any need for extra input or scanning, plus all standard functions found in a till can also be found in the new Bertline EPOS System.

**Sage integration to reduce your bookkeeping costs**

The new module transfers customer invoice data directly from Bertline into Sage Line 50 and Sage Accounts with an additional feature of being able to edit the data before final transfer. Customer account data from Bertline can be automatically matched to existing customer data in Sage. A major benefit being every invoice in Sage will hold exact details of titles transferred in.

**A fantastic new look and feel** – The new sidebar menu contains simple and intuitive icons for accessing all major functions.

**ISBN List** – The new ISBN list acts as scratch pad and has been designed to speed up stock management tasks; titles can be scanned directly into a list, transferred into goods in, customer invoices, sales, orders, returns or on-loan stock.

**Customer Invoicing** – Now simplified, it is possible to have multiple invoices open for one customer. Allocate your customers a default discount on their account and this is applied to each line simplifying the process of editing odd line discounts. Items can be scanned directly to invoice, with no need to save each entry. There is also a new selection of invoice templates.

**Reordering and reporting damages** – Items can be marked as damaged during goods in, flagged for reordering and routed to a returns note.

**Multiple Ordering** – Select multiple titles from search results and order all in one transaction.

**Order Synchronisation** – Electronic invoice collection from Bertrams will force a synchronisation with outstanding orders, enabling Bertline to 'trace' all outstanding Bertrams orders including telephone orders.

**Multi-Store Stock** – Where there are two or more stores in the same group or chain Bertline will be able to display the stock holding of the other stores.

**Stock Reservation** – A brand new feature enabling an item which is in stock to be reserved against a customer account for collection later.

**And more** – In addition to the upgrades already mentioned there are less obvious changes. Enhancements have been made to the transaction history process and the 'engine' controlling the Bertline database. These enhancements will provide a clear view of 'what happened' and faster data processing.

## What our customers say about Bertline

Bertline has been developed and improved over more than twenty years, with its users' ever changing requirements always in mind.

Dan Fenton, of John Sandoe Books Ltd comments:

“ We have always found Bertline to be an extremely reliable and flexible programme. It has helped us keep track of our stock and, crucially, to deal quickly and efficiently with customer orders, and has undoubtedly contributed to the high standard of service which we want our own customers to experience. It is no exaggeration to say that the team at the helpdesk has always gone out of its way to answer our questions, and it is a great and rare pleasure for us to have been dealing with the same people for as long as we have been using the programme – for ten years or so. Every new version of the programme has included welcome modifications and developments – you can tell that they have listened to, and taken seriously, what booksellers have had to say about their product. We look forward to its continued development and success. ”

# Bertline 10 Main Features

## Electronic Ordering

- Completely open ordering. Transmit orders electronically to Bertrams, Gardners and Teleordering
- Electronic acknowledgements to provide automatic cascade facility
- Electronic invoicing can be used for automatic and seamless goods in with a Bertrams delivery
- Multiple orders open for any one supplier at any one time
- Price and availability check

## Fast and Efficient Book Search

- Harness the full power of Nielsen Bookdata online directly through Bertline
- Search Nielsen for title, author, ISBN and subject from within Bertline
- Search results display actual stock on hand. Link to Bertrams website, Nielsen bibliographic and PubEasy for further stock availability
- Search Bertrams catalogue
- Search your own stock

## Comprehensive Customer Ordering Function

- Track customer orders via customer account or title
- Customer orders kept separate from stock
- Detailed customer history
- Customer order slips with barcode
- Allocate outstanding stock orders to a customer

## Practical Back Office Functions

- Comprehensive set of reports covering stock, sales and customers. Also includes a custom report facility
- Returns facility including online returns via Bertrams and Batch
- Customer invoice facility
- Supplier administration

## Bertline 10 is now available

For more information or to arrange a demonstration please contact our Bertline team on 01603 648321 or email [bertlinesupport@bertrams.com](mailto:bertlinesupport@bertrams.com)

## EPOS

- Bertline is currently able to integrate with Microsoft retail management system
- Use of other systems may be possible

## After Sales

- 6 days a week helpdesk cover
- Remote assistance facility
- Custom report creation
- Remote installation of Bertline onto new PC's
- Annual stock take (fee applicable)
- Site visit for any IT related problems; new hardware, network installation, internet setup (fee applicable)

## Installation

- Standard hardware will usually include (may be supplied free of charge subject to terms & conditions):  
Dell PC, Sales and goods in scanner, Laser printer

## Stock Take:

- Installation will usually include a stock take
- Equipment supplied by Bertrams, staff by shop

## New Bookshop Assistance with:

- IT equipment and related matters
- Opening stock advice
- General advice from experienced installers

## Two Days On-site Training:

- Can be tailored to specific needs
- No need to shut shop

## Additional Features

- Recording and processing of off-site sales using a hand held scanner or laptop and keyboard wedge
- Self managed stock take using own equipment
- Integration with PubEasy giving realtime stock availability from many suppliers
- Import ISBNs directly from a text file to an order facility for independent search catalogue. Search for cards, CDs, DVDs etc. (user-supplied)
- Additional price and availability through reorder from sales, title search and purchase orders

## Major Innovations

- Links to Sage accounting software
- Links to an EPOS system