

GIFT SHOPS

START

**Attracting
new customers**

**Customers
buying more
business
decisions**

**Less theft
Less time
managing**



Tower Systems helps over 2,500 retailers in specialised markets, save time and make better decisions, everyday. As gift shop owners ourselves, we also walk in your shoes.

Dedicated to helping you manage and grow your gift and homewares business, Tower Systems provides smart, easy to use specialised Point of Sale and Management software, and supports this with exceptional service.

Continuous updates, personal training, dedicated support, online and face to face user meetings, professional management. Our people and commitment to your business embody the Tower Advantage™.

Retailer for Gift Shops works with you and every part of your business to reduce costs, cut mistakes, save time, drive customer traffic and make better business decisions, sooner.



POINT OF SALE

Fast. Accurate. Safe. Secure. Easy to use, using the latest design techniques and processes. Sell the way you want with customisable buttons, shortcuts, barcodes and touch screens.

INTEGRATED EFTPOS

The fastest and easiest way to sell. No double keying Point of Sale and Eftpos amounts. No keying mistakes. One combined receipt instead of separate ones. Easier reconciliation. One system that does it all.

STOCK MANAGEMENT

Order what you need, when you need it, thanks to smart, easy to use tools. Link to many different suppliers. Manage your warehouse. See stock in a different and more profitable light.

LAYBY MANAGEMENT

Manage laybys more efficiently and save time. It's easy. Get instant access to all laybys and schedules, and print payment schedules automatically on customer receipts. ezidebit™ direct debit included.

SUPPLIER EDI

Our system speaks to suppliers, imports invoices and enters stock, so you don't have to. From gift and homeware suppliers to card publishers, our passion and GHA relationship ensures you connect with the broadest range of suppliers.

CUSTOMER MANAGEMENT

Record customer details, sales-related transactions, and profile to increase sales and manage customers better. Capture information and make your marketing more effective. Print special barcoded customer cards if you choose.

GIFT HAMPERS

Turn slow moving stock into fast selling hampers. Combine stock items, manage processes and have all associated costs tracked for you. You can also use this facility to manage promotions.

SPECIAL ORDERS

Manage special customer orders with ease. Choose between 2 unique facilities to help you quote, take deposits, place orders, modify existing stock items and accept payment installments. Have everything tracked for you.

CUSTOMER MARKETING

The marketing tools in our software help you sell more to existing customers. They are easy to use and designed to help gift shops like you, cultivate more success from your existing customer pool.

LOYALTY PROGRAMS

You set the rules, the system manages the program. Whether running a value added program with point accruals or special discounts, we give you the big business tools it takes to manage customer growth.

GIFT VOUCHERS

Produced in-house, by agency, or supplied by Tower Systems to credit card specifications, you set the rules, customers nominate amounts, cards are loaded. Simply scan to sell and redeem with receipts showing balances.

SMS FACILITIES

Used for automated customer communications and marketing, simply setup your rules, enter your communications, and communicate with your customers on a whole new level. Receive daily management reports straight to your mobile.



STAFF MANAGEMENT

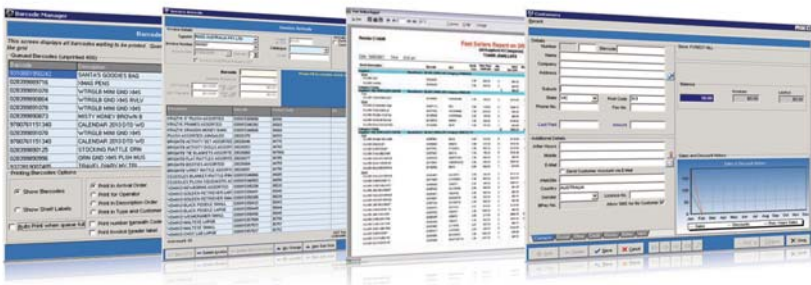
Manage staff more efficiently. Schedule with “drag and drop” calendars, automatically email or SMS your staff their schedules and compare staff sales performances. Set different levels of security, if you choose.

ACCOUNTING INTEGRATION

Make serious time savings and save on your bookkeeping/accounting fees. Send your Point of Sale data automatically into Australia’s most popular accounting programs, with just the click of a button.

RETAILER MOBILE

Manage stock, arrivals, returns, searches, stocktakes and more using Microsoft’s latest Windows Mobile 6™ technology. Access your system and process in real-time, from wherever you are or want to be.



Gift Shop Commitment
Tower Systems owns and operates gift shops. Every day in our own shops, we walk in your shoes.

DIGITAL CCTV INTEGRATION

Cut theft in your business. Make digital CCTV camera footage relevant and accessible. Search footage based on activity types you choose. Create your own suite of daily highlight packages.

MULTI STORE

Manage all facets of your many “stores” seamlessly at any time and from any place using Microsoft’s latest technology. Automate stock allocations and more. Flexibility puts you in control.

MANAGEMENT REPORTING

From fast simple reports, to the most complex your accountant and bank manager will love, Tower Systems software provides you invaluable insight into the performance of your business.

Tower Advantage™ An exclusive collection of services and benefits ensuring your business succeeds.

PERSONAL TRAINING

Personal face to face training with an installation and training specialist, is provided to all clients. This training ensures you get the most out of your system from the day it’s installed.

TELEPHONE SUPPORT

24 hours, 7 days a week. Local support. After all, we are an Australian company. Professional management and processes built from 29 years of experience ensure outcomes are immediate, if not, most timely.

TRAINING ACADEMY

We offer an exclusive range of free online workshops and videos so you and your staff can learn from the comfort of your shop or home. Over 200 workshops are conducted each year, with over one thousand attendees.

VIDEO TRAINING

From learning the basics to hot support topics of the week, when it comes to videos, you choose when, what, and where you want to learn. Fresh training videos are recorded in our studio each week.

USER MEETINGS

Conducted across Australia, each year. This is where you discuss your software and business. Ask questions, discuss direction, and network. Meet the professionals who provide your business real day to day outcomes.

SOFTWARE IDEAS

Having received kudos from around the world, you control the direction of your software with Software Ideas. Tower Systems engages its users with full transparency on its software enhancements.

SOFTWARE UPDATES

Tower Systems’ software is ever evolving toward helping you achieve more, in less time. A professionally managed process is in place with updates sent throughout the year.

“We should have had it ages ago. User friendly from day one.”

Ann Hermans *Hermans Interiors*
Customer since 2009



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