

SHORTCUTS

THE EFFICIENT SOLUTION

BUILT FOR 'WALKIN' BASED

SALONS.

xpress

PART OF THE AWARD WINNING SHORTCUTS SUITE.



SHORTCUTS[®]
Salon & Spa

SHORTCUTS

2

WELCOME TO SHORTCUTS XPRESS, OUR EXCITING NEW RELEASE FOR THE HAIR AND BEAUTY MARKET. DESIGNED BY INDUSTRY PROFESSIONALS, FOR INDUSTRY PROFESSIONALS, SHORTCUTS XPRESS INCLUDES VALUABLE FEATURES TO GIVE YOU MORE TIME TO DO THE THINGS YOU ENJOY.

As the world standard in salon and spa management software with over 5500 clients throughout 25 countries - Shortcuts continues to research and cater to the needs of the worldwide salon and spa market. Shortcuts has a software solution to suit every business need.

welcome to xpress

design & functionality

maintenance & support

accredited resellers

TRUE TOUCH ENVIRONMENT

Throw away the keyboard as Shortcuts has incorporated a new on-screen keyboard creating a true touch screen environment!



NEW LOOK ICONS

In these days of botox and plastic surgery, Shortcuts has been given its own face lift! Icons, menus and the screen theme have all been updated for a fresh new look.

Shortcuts' complete maintenance & support package entitles you to free upgrades for the length of your subscription, so you can rest assured you're kept up to speed with our latest technological advancements. Your subscription also provides unlimited* helpdesk support including computer dial-ins and other exclusivities*.

Shortcuts has a dedicated worldwide helpdesk team available every business day to guide you through any technical questions. Support calls are fast and thorough with the included support feature in Shortcuts, providing you with all the information a helpdesk technician requires. Plus, we are constantly updating our system to decrease wait times.

* Fair use policy applies * Vary each year

For all your hardware and training needs your dedicated reseller is only a phone call away to provide localised support. They will install, train and configure your Shortcuts system to ensure a smooth and easy transition to Shortcuts with minimal disruption to your business.

sms technology*



Hi Jo, Vogue Salon offering you 40% off all beauty services... This week only. Save msg to redeem offer. Hurry, pop in now!

Shortcuts enables SMS marketing! So now there is no excuse for you not to be heard. Send birthday wishes and promotions via SMS for the ultimate cost-effective marketing campaign.

* Please note access to two-way SMS may vary depending on the network carrier.

point of sale



As your complete intelligent cash register, the Point of Sale is designed to process product, service and gift certificate transactions. Produce end of day figures, record tax collected and create detailed client history records automatically as sales are linked to clients. With flexible and easy to use features like barcoding, gift certificate tracking, credit card processing, discounts, promotions and petty cash, Shortcuts offers you exceptional power and efficiency at the Point of Sale.

▣ END OF DAY

This feature provides a built-in calculator, a wide range of reports and a simple, easy to use Wizard. The Wizard takes employees step-by-step through the process of entering cash denominations and payment types to balance the registers, produce session totals, generate a range of new and existing reports and complete session floats. Sessions can be balanced at any time of the day and terminals can be balanced individually or as a group. Outstanding cash movements for sessions are highlighted, ensuring complete petty cash management.



Session totals can also be hidden from the user until all takings have been entered, plus a full audit trail of balancing is available. Shortcuts End of Day feature offers unprecedented accuracy, security and efficiency for your business.



▣ GROUPS

Ever had difficulty processing groups at the Point of Sale?

Shortcuts Groups feature identifies groups such as families and corporate clients, allowing them to be processed simply and quickly as a single transaction at the point of sale, while their history and visit information are recorded separately.



▣ CASH MOVEMENTS - ENHANCED

Shortcuts Cash Movements have been greatly enhanced allowing you to view all current and outstanding cash movements. Petty cash taken from the till is recorded and balanced when cash and receipts are returned. Also, taking money for banking and adding money to the float has now been made easier, developing a complete audit trail.

Shortcuts keeps an eye on the till as all these movements are recorded for balancing and linked to the End of Day feature.



stock management



Shortcuts helps you manage your stock control accurately and efficiently with an informative and flexible stock control feature.

Track product sales and profitability performance, orders and delivery details, and always know the exact value of stock on hand. Print, fax or email automatically generated orders and automatically print barcode labels. Products can be grouped, sorted and selected by company, line, supplier, category or sub-category. Intuitive controls simplify setup, offer enhanced flexibility and allow for simple and fast data entry. View and edit order details within one simple screen. Produce a complete audit trail for each product giving you sales, order, stocktake, transaction histories, and much more.



STOCKTAKE

Stocktake supports automated and ad hoc stocktakes for a higher level of simplicity and accuracy with minimal disruption to your business operations. Stocktakes can be conducted for individual products, companies, suppliers and even categories/sub-categories of products. The Responsible Employee feature ensures staff conducting stock takes are accountable for their accuracy as Shortcuts conceals current stock levels. You determine who uses the feature according to their security setup.

EMAILING STOCK ORDERS - NEW

Shortcuts has made replenishing your stock now even easier!

If you have an email address set up for a supplier in the Supplier Details window, you can automatically email your supplier whenever you place an order, saving you time and hassle as you keep your stock levels up.



service management



Service customisation allows for set times, multiple blocks and tiered pricing, allowing the Walkin Manager to automatically allocate the required service time.



View and edit service details, including multiple block services, directly from the services screen, allowing blocks to be completed by individual or multiple employees.

When adding a service for a client at the Point of Sale their previous services are displayed for quick and easy selection.

client management



Every client wants to be recognised, every client wants to feel special. Provide a more personalised service with Shortcuts.

Shortcuts' powerful client database provides comprehensive and detailed information, including contact details, demographics, and customisable fields. Enter and update client information, visit notes, purchasing and photo history

directly into the database with speed. The fully integrated database allows you to readily access information from the Point of Sale and other areas within the system, ensuring workflow is never interrupted.



marketing



Shortcuts Marketing feature allows you to strategically identify and market to your clients. Increase service or product sales by targeting specific client groups. The only limit is your imagination!

Using the powerful database search engine you can source clients by their purchasing history (products or services), demographics, date ranges, new clients, client referrals, non-returning clients, birthdays and much more. Combine your search results with a powerful letter and you have a targeted audience for the perfect promotion.



✓ HISTORY VISIT NOTES & DETAILS - NEW

Now you can keep a closer eye on your professional stock levels as the new History Notes and Visit Details feature allows you to record the quantity of each professional product used for services for each client. This is a more standardised way of entering client visit notes with results accessed and evaluated from reports.

✓ CLIENT LOYALTY CLUBS

Capitalise on your most valuable asset by introducing a client incentive program above and beyond the standard discount. Shortcuts supports and manages a points-based system whereby clients are rewarded based on the dollar amount they spend - the more they spend, the more they earn. It's a win-win situation; your valued clients are rewarded and encouraged to return resulting in increased client loyalty.



security



The information contained in your salon management system is the lifeblood of your business. Shortcuts ensures you maintain peace of mind knowing your information is protected from employee dishonesty, loss of client information, product shrinkage, and cash drawer misuse.



Shortcuts security can keep your information under lock and key, by personalising your security settings for each staff member depending on their level.

By restricting access to areas, icons, screens and menus within Shortcuts, these user profiles allow employees to view a simplified version of the program.

The security levels are activated by the log on/off feature which times out when the computer is not in use, encouraging employees to log on and off. This ensures actions performed or areas accessed are completely traceable and responsibility for error or loss can be quickly identified. Shortcuts security is compatible with swipe card verification technology, removing the need for remembering PIN codes altogether.



Relax in the knowledge your information and assets are safe.

reporting



Shortcuts includes over 130 reports enabling vital aspects of your business to be reported on. The comprehensive and powerful reporting feature is designed to ensure you always have your finger on the pulse of your business.

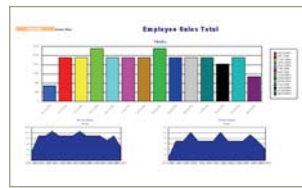


From detailed stock reporting through to employee performance figures and business transaction records, Shortcuts provides you with the information you

need to take your business to the top and keep it there. The reports engine includes simple search capabilities and the ability to display your business logo in the report headers of print-outs and emails. You can also define reports by employees/employee levels, company/line, supplier, category/sub-category, terminals or service category, giving you even more control over which areas of the business you want to examine.

Shortcuts' report parameters are customisable, offering even more choices, including an enhanced date

range selection that allows you to generate default date ranges using both calendar and business periods. You can also save customised report parameters to simplify the generation of common reports.



THE SHORTCUTS SUITE



XPRESS

The efficient solution built for 'walkin' based salons.



SALON

The professional solution for the appointment based salon or day spa.



ENTERPRISE

A central management solution for your multi-site salon or day spa business.



SHORTCUTS[®]
Salon & Spa

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messageMedia
THE SMS SPECIALISTS

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"Since changing to Shortcuts from a competing product - may I say that there is no comparison - we have grown in leaps and bounds. My staff think it is fun to use and even clients comment all the time! As far as my overall quality of life is concerned, I have much more free time thanks to Shortcuts."

DEE SALMAS, VESVIAN

"When needing to incorporate a computerised business management system, we conducted an exhaustive search trialing programs from the U.K, the U.S.A and Canada. Now, for almost a decade, Shortcuts has played an integral role in the growth of our company, maturing over time and providing us with the essential tools for our everyday operations. Shortcuts is our 'silent partner'."

JOHN HALL-KENNEY, VANITY BEAUTY THERAPY

"Shortcuts was our obvious choice... A professional system for a professional salon."

BENNI TOGNINI, TOGNINI'S HAIR SKIN BODY

"Having used three different salon software packages over the past 12 years we could be regarded as pioneers. We thought the other systems were OK until we tried Shortcuts - and wow what a difference it has made! We never realised that a computer could actually replace pen and paper, but Shortcuts alone has revolutionised the way we do business with our clients, and our staffs efficiency has to be seen to be believed."

MICK LUPPINO, LUPPINO'S HAIRDRESSING

"One look at Shortcuts and we made the decision to switch salon software. The marketing possibilities are astounding, and our everyday routines are faster and more accurate."

STEPHEN MARR & LUCY VINCENT, STEPHEN MARR

"Potentially, we can derive repeat business from a customer every six to eight weeks, I have found Shortcuts is excellent at helping us to do that."

RENYA XYDIS, VALONZ

www.shortcuts.net

