

DATA BUSINESS  
SYSTEMS  
(800) 868-2323

# POSi Talk

VOLUME 11

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DATA  
BUSINESS  
SYSTEMS  
WELCOMES  
ALL NEW  
POSITOUCH  
CUSTOMERS

## Gifts of the Season!

The Holiday season is upon us; a time for reflection, thankfulness, and of course, great food. We at Data Business Systems want to say thank you for your continued patronage and want to share some POSitouch gifts to show our appreciation. This newsletter outlines ways to save time and money during this busy period as well as decrease your stress level. Could you be paying too much for gift card processing? If your internet connection is lost, do you have a backup plan for processing credit and gift cards? From verifying that a gift card has been activated to balancing at the end of the night, are there easier ways to complete the things you do every day? The answers to these questions and many more are included in these pages.

From all of us to all of you, have a wonderful, prosperous and profitable Holiday season!

Sincerely,  
Nancy Fritz  
Helpdesk Manager

## Hard Facts: Testing Your Backup Credit Modem

Few things impact your business more than not being able to process credit or gift cards. While Internet Service Providers (ISPs) have drastically improved reliability over the past 10 years, internet outages still occur. If you are using **TransAction+** to handle credit transactions then a backup credit card modem with a working phone line can provide peace of mind that your business will not be interrupted even if your internet is.

To test, start by locating your dial up connection modem. This is installed near your BackOffice PC in most locations. Verify that the dial up modem has power and is plugged into a working phone line. Check that the cable connecting the dial up modem to the BackOffice computer is attached tightly to both pieces of equipment.

Next, you will need to verify that the backup dial up modem is working. We recommend temporarily unplugging the network connection from the ISP's modem/router. If you've ever called your ISP because the internet was down, this would have been the device you were asked to unplug. Once you have disconnected from the internet you can run a test credit card transaction. If your dial up modem is working, credit cards should continue to process. Don't forget to plug back into the internet modem/router when you're done testing and open a webpage to ensure your internet connection is working.

Be advised that whether during testing or normal operation, there will be a delay as the method used to connect to your processing company is changed. **TransAction+** will search for the internet, determine that it is not available and then engage the dial up modem to process the credit or gift card. This process can take up to 30 seconds for the first card to process after the switch; subsequent cards will generally be a little quicker.



Please contact our helpdesk for assistance if you can't locate your dial up modem or if it still doesn't work after checking the power and phone line.



By Rob Ewell

## Headline News: Windows 98 Operating System

We at Data Business Systems want to make you aware that Windows 98 is being discontinued from our list of supported operating systems. We understand the costs of doing business and partner with you to make sure that your investment is protected for a long period of time. We also strive to make sure you remain current with features and functionality as well as security. With added regulations and newer compliance mandates, the Windows 98 operating system no longer meets the minimum requirements for these criteria. We will be contacting you regarding the cost of this upgrade if applicable. Should you have any immediate questions, please contact us directly.

## What to Give for the Holiday Season? Mercury Gift Cards of Course!

The MercuryGift® card program delivers everything you need to generate new revenue, increase brand exposure, and easily manage gift card sales for one restaurant or an entire chain. MercuryGift is packed full of rich features that help you create a new profit center with very little effort or expense. The integrated platform enables automated funds transfer, reconciliation, and a variety of reporting options so you can track gift card sales and activity without extra bookkeeping effort. Some of the benefits include:

- **Unlimited free transactions.** All MercuryGift transactions are free for Mercury® credit card merchants, including gift card issue, gift card sales, and gift card reload. Existing gift cards can be converted to Mercury, and the processing is still free!
- **Automated reporting.** Mercury provides automated online reporting to track gift card activity and create monthly summaries of activity in single or multiple locations.
- **Balance Inquiries.** Mercury offers services to help manage gift cards including customer balance inquiries and transferring existing gift card balances to MercuryGift cards.
- **Flexible gift card programs.** Mercury makes it easy for you to get custom designed gift cards with your logo and branding or choose from several affordable, pre-designed cards.
- **High performance platform.** Mercury's seamless POS integration ensures reliable gift card processing. The host-based platform enables data recovery even if there is PC failure.
- **Multi-location reconciliation.** Mercury provides multi-location account maintenance with monthly reimbursement for each location and funds transfer through the Automated Clearing House network (ACH). Mercury's gift card programs are easy to implement and maintain for one store or an entire group. Mercury can create gift cards that can be issued and redeemed at any participating location in a chain.



Contact your sales person to learn more about the options available and for a cost comparison to find out how much money you could be saving.

By Jason Hoffman



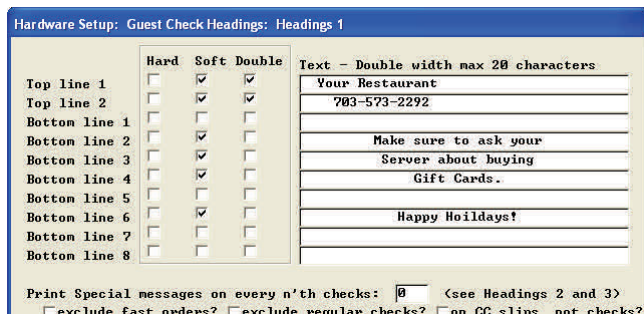
## A Big Tip: Gift Card Pointers

The Holidays are right around the corner and now is the time to start promoting gift card sales to provide a major boost to your restaurant's revenue. As with anything that you sell, you want to make sure your customers are getting the value for which they are paying. There is nothing more frustrating than going to redeem a gift card and finding out the money is not on the card.

The best way to make sure that your gift card sales are being issued correctly leads us back to training. All of your staff should be trained to never allow a customer to leave when buying a gift card without first receiving the customer verification slip. This slip will let you and the customer know that the money they paid for the gift card is on the card.

Another pointer in reference to gift card sales this holiday season is to advertise your gift cards on the guest check. You can adjust you tickets by going into Setup>Hardware>Guest Check Headings>Headings 1. Here you can write whatever you would like your customer to read on their check.

Gift cards are a great way to boost sales, gain new customers and advertise your restaurant. Make sure you and you staff are doing what you can to make it a smooth transaction.



By Joel Smith

## How long have you been at DBS?

[Patricia Liverman] 9 Years

## What is your position & what positions have you held with DBS?

[Patricia Liverman] I am the administrative assistant to hardware services. I started out as the receptionist and within a year I was promoted to accounting; within three months of that I was promoted to my present position.

## What is your favorite thing about working at DBS?

[Patricia Liverman] I would have to say my co-workers; they help to keep it fun and interesting.

## Do you prefer canned Cranberry sauce or fresh made?

[Patricia Liverman] Neither. I don't like cranberries.



Patricia and her Grandson Eoghan (pronounced Owen).

## What is one thing you would like customers to know?

[Patricia Liverman] I am the proud mom of 3 wonderful children. Twelve years ago I lost one of my daughters to brain cancer. Although it was a difficult time in my life I am a survivor and today I am a proud grandmother of a wonderful 1 year old grandson and another grandson due in February 2012.

## What is your favorite dish to prepare?

[Patricia Liverman] Spaghetti and meatballs, making home made sauce that you cook all day with fresh made meatballs, not frozen.

## Any food you can't make it through the holidays without?

[Patricia Liverman] Pecan and Pumpkin Pie. My mom always made the pies for the holidays and now that job has been passed to me.

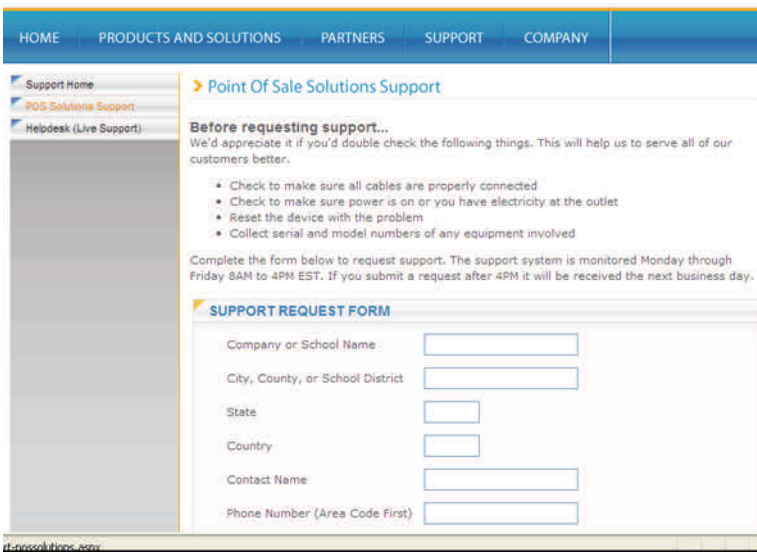
## Inside DBS: 1DBS.Com

Have you ever visited our website at [www.1DBS.com](http://www.1DBS.com)? It can provide you with a variety of information pertaining to the company's history and growth, products and solutions we sell and maintain, and Partners we work with. Did you know that you can place a service call with DBS online as well? And what about the so important POSi Talk quarterly newsletter we distribute; yes, they can be viewed on our website too. You may be wondering though; where do I go once I get to the website for these options and how do I know my service request went through? Let's go through the steps to answer these questions.



### How to Open an Online Service Call

Upon getting to the DBS home page you will notice several headings. Click on the option titled *Support*, this will take you to the Support Home Page. Next, choose the *POS Solutions Support* tab on the left side of your screen. The *Support Request Form* will display. Please fill in as many of the fields as possible as this will help our Central Dispatch Center route the request quickly and efficiently. After completing the form and clicking on the *Request Support* button, you will receive a screen confirmation "We have received your support request". Within a minute our dispatchers will receive your request in email format. We strive to respond to your request and have a service call opened within 15 minutes of receipt. You will receive an email reply from one of our dispatchers with the call number generated (only possible if an email address is included on the form submitted).



Keep this online service request method in mind during your busy lunch hours when calling in isn't feasible. Or, with the holiday season around the corner, you may experience a longer wait time due to increased call volume at a moment when you yourself don't have time to hold for a representative.

Please note, all online submissions made outside of normal business hours will be addressed on the next business day.

### How to View Past Newsletters

Don't ever miss a valuable POSi Talk newsletter again! Once you are on the DBS home page, click on the *Products and Solutions* heading. On this page, choose the *Table and Quick Service* option on the left side of your screen. You will then see a box on the right side of your screen titled *Newsletters*. Click on any volume for your reading pleasure. Read one or read them all!

By Lindsay Mosebach



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### Solutions for retail and restaurant

### Innovative Solutions and a Customer-First Commitment

From our beginning 34 years ago, DBS has been guided by several key principles: We focus on our customers. We value our employees. And we deliver state-of-the-art, affordable point-of-sale and IT solutions for growing retailers.

Today, with more than 2,000 customers, DBS is one of the most successful POS solution providers in the United States. We take the time to listen to our customers and understand their business needs, with the idea that we are developing customers for life. Our growth is fueled by word-of-mouth from successful customers in:

- Specialty Retail
- Table Service and Quick Service Restaurants
- School Districts

DBS employees are the foundation for our success. We consistently attract and retain motivated, highly skilled professionals who thrive on challenges and are passionate about customer satisfaction.

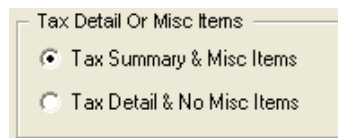
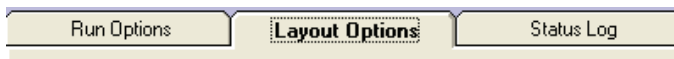
DBS is headquartered in Virginia Beach, VA, with additional offices in the metropolitan Washington, D.C. area and Raleigh, NC.

Please note, charges apply for calls to our support center.

## Software Byte: POSiReport

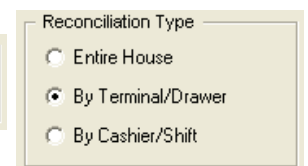
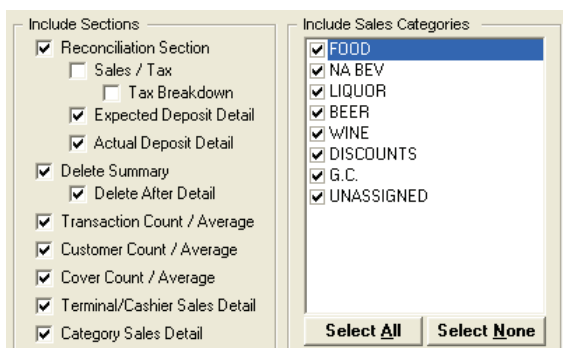
Running nightly reports and balancing can be one of the key steps to your success. The POSiReport and Daily Sales Report have become synonymous with these procedures. Utilizing these reports every night to balance your books will provide everything you need from totals by category and cost centers to discount and tax breakdowns. Having a solid grasp of these reports and the options available can broaden your understanding of your business and sales trends. Keep reading for a few examples you might find helpful.

The POSiReport has been enhanced in response to your requests and the recent tax changes in Maryland. An option to show more detail for tax reporting has been created within the Daily Sales Report / Layout Options tab to allow you to choose to breakdown tax detail by tax category. You also have the option to change tracking to show by transactions, customers or covers; whichever suits you best.



Tax Summary		
	Sales	Tax
Taxable	7561.73	
STATE TAX		422.47
LOCAL TAX		52.05
Tax		0.00
Tax		0.00
Total Taxable	7561.73	476.74
Tax Included	0.00	
STATE TAX Owed		0.00
LOCAL TAX Owed		0.00
Tax Owed		0.00
Tax Owed		0.00
Total Tax Incl.	0.00	0.00
Tax Exempt	0.00	
Tax Owed		0.00
Total	7561.73	476.74
Total Sales Plus Tax		8038.47

The Reconciliation Report is one of the major ways to see the flow of business by Terminal/Drawers or Cashier/Shift. The Layout Options allow you to manipulate the report to include what works best for you from tax breakdown and categories of your choosing to deletion information.



As always, we at Data Business Systems are dedicated to making your business a success and are available to assist you with any reporting issues you may have. Like all computer components, the POSiReport is something that gets updated and improved upon regularly. If you do not see the features discussed above you may need a newer version of the POSiReport. To get upgraded to the latest and greatest, please contact the support team at your earliest convenience.