

### Frequently Asked Questions: Getting Started

#### How do I get started?

It's easy to get started using FloristWare. We'll set you up with a free trial version that you can try out at absolutely no cost.

#### What happens after the free trial is over?

If you don't like the software you can just stop using it. If you do like it, contact us and we'll set you up with the permanent version.

#### Does FloristWare come in bits & pieces like other systems? Do I have to buy modules?

No! FloristWare is simple. It only comes one way — as a complete package! When you choose FloristWare, you get everything that we talk about here and in our presentations.

### Frequently Asked Questions: Features

#### Does FloristWare print enclosure cards & delivery slips?

Yes! FloristWare prints better cards than any other POS system available. Beautiful, real cards - not just cheap, heavy paper imitations. These cards feature the sender's message and delivery information. A perforation allows the delivery section to be removed leaving only the enclosure card. You can order these cards from the John Henry Company or we can supply the specifications to the printer of your choosing. You're never forced to buy over-priced cards from us. We don't even sell them - we just help you get the best deal.

#### Does FloristWare work with the major wire services?

Yes! FloristWare lets you send and receive wires using Bloomnet, Blossoma, FloralSource, FTD and Teleflora. Before you send a wire order, FloristWare shows you how much the florists in that area are sending you. FloristWare even makes sending orders directly - without using a wire service - easier than you ever imagined.

#### What About Credit Card Processing?

FloristWare can process credit cards through using whatever merchant service provider you want. You just need to get the best deal you can and we'll make it work. This alone can save you thousands (if not tens of thousands) of dollars a year.

#### What About Order Tracking?

FloristWare allows you to follow each order through production, shipping and delivery (taking advantage of advanced routing features). It can even send customized delivery confirmations automatically by e-mail.

### **Can FloristWare replace my cash register?**

Yes! Some shops want to use FloristWare only as an order-taking system but to get the full benefit you really should also use it as point-of sale system in place of your cash register.

### **Does FloristWare offer a reminder service?**

Yes! If you want to run a reminder service FloristWare will ask you to collect information about upcoming birthdays, anniversaries, etc. from the customer at the end of every sale. Then, in advance of the event, FloristWare will prompt your staff to call that customer and ask if they would like to place an order. If they do, all their information is right there to make things quick and easy. If you have an e-mail address for the customer FloristWare can even create a customized reminder e-mail and send it automatically.

## **Frequently Asked Questions: Technical**

### **What kind of computer do I need?**

You can use almost any PC or Mac that is less than 3 years old. A newer, faster machine will always perform better but you don't need brand new, top-of-the-line hardware - especially during the trial period. Please see the included "System Requirements" sheet for more details. We'll try to use your existing hardware whenever possible and, if it's not adequate, help you get the lowest possible prices from the vendors of your choice.

### **What kind of printer do I need?**

During the trial period you can get by with an inkjet. When you are ready to run FloristWare full time you should upgrade to a laser printer. While they cost more initially laser printers are far less expensive to operate and will save you a lot of money over time. Laser printers are also faster and the ink doesn't smudge when wet - a real concern in a flower shop!

### **What else do I need?**

If you are going to use the system to replace your cash register, you might want to consider a cash drawer, and a card swiper (very inexpensive) is handy if you're going to use FloristWare to process credit cards.

### **Can I use FloristWare on more than one computer?**

Yes! While most shops can get away with one, a busier shop may want one computer up front for use as a cash register and another in the back by the phone for taking orders, generating reports, etc. An even busier shop might have a couple up front as cash registers, one or two by the phones, one in the office and one in the production area. You can add extra stations for busy periods like Valentines, Mother's Day, etc., but it gets even better - you can securely access FloristWare from any computer that is connected to the internet. You can sit in a coffee shop, and watch the progress of each and every order as it is prepared, shipped and delivered. You can also connect multiple locations.