



## Why FloristWare?

### Floristware is Risk Free

With most software products, you are required to buy the package at the outset for a huge amount of money. Because of this enormous financial commitment, you are tied to that software package and forced to buy expensive upgrades.

With FloristWare, you start using the software absolutely free of charge. If you like it, you then enroll in our pay-as-you go system. You only keep the system for as long as you like it and we make sure you always have the most up-to-date version.

Think about it - other products lock you in by getting all of your money up front. We have to keep improving our product so you will choose to stay with us!

### FloristWare is Affordable

FloristWare is much more affordable than competing products. Even the smallest flower shop can enjoy the benefits. Larger shops that can afford more expensive packages will not find better value anywhere.

Our pay-as-you-go system makes FloristWare much more affordable in the short run. The low cost and free upgrades mean that it also costs less in the long run. It is simply the most affordable solution available.

### FloristWare Is Easy to Use

Many florists and their employees are not experienced with computers. Flower shops also frequently have high staff turnover rates. Because of this, we designed FloristWare with a simple question-based interface. Almost anyone can sit in front of the screen and begin using the software with little or no training.