

SHORTCUTS

THE PROFESSIONAL SOLUTION
FOR THE APPOINTMENT BASED
SALON OR DAY SPA.



salon

PART OF THE AWARD WINNING SHORTCUTS SUITE.



SHORTCUTS[®]
Salon & Spa

SHORTCUTS

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WELCOME TO SHORTCUTS SALON, OUR EXCITING NEW RELEASE FOR THE HAIR AND BEAUTY MARKET. DESIGNED BY INDUSTRY PROFESSIONALS, FOR INDUSTRY PROFESSIONALS, SHORTCUTS SALON INCLUDES VALUABLE ADDITIONS AND IMPROVEMENTS.

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 salon

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.

With features to manage your entire business Shortcuts can help you increase profits and create greater efficiency. Shortcuts' award winning solutions offer unprecedented ease-of-use, flexibility, power and dependability. Whether you run a small suburban hair salon, a fully networked multi-station day spa or a multiple-site chain or franchise, Shortcuts is the solution you've been looking for.

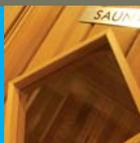
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design & functionality

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.



online support

KNOWLEDGE BASE

Shortcuts website hosts a knowledge base of articles to assist with common difficulties and questions usually directed to the Helpdesk. Such articles cover configuration, education, errors and problems, file transfer applications and marketing. The documents are easily downloadable and prove an efficient way of solving common questions at your leisure. The articles are updated frequently by the Helpdesk Manager to ensure issues are up to date and relevant to the current version on the market.

SUPPORT FORUM

This Support Forum is an avenue for current Shortcuts clients to share ideas, advice and gain valuable feedback related to the regular day to day running of Shortcuts. The forum is monitored by the Helpdesk team daily.

research & development

The Shortcuts R&D team is the largest of its kind in the salon and spa industry. Based in Brisbane, Australia the team consult with the international reseller and agent channel gaining valuable feedback from the market and clients in regards to trends in salon management technology to remain at the forefront of leading edge technologies.

sms technology



SMS is fast becoming an essential communications tool for businesses. Shortcuts enables fully automated confirmations from Shortcuts to clients' mobile phones, and back to the Appointment book as a 'confirm' or 'cancel'. The reduction in costs and increase in staff efficiency is truly amazing. And now messagemedia and Shortcuts can provide you with SMS marketing! So there is no excuse for you not to be heard. Send birthday wishes and promotions via SMS for the ultimate cost-effective marketing campaign.

Confirmation Manager and SMS Marketing uses a standard dial-up internet connection and is very economic.



appointment book



As the hub of your salon management system, the appointment book is faster, neater and easier - allowing better time management as service times are automatically allocated. Each appointment is linked to a client enabling their visit and sales history information to be easily accessed and viewed. What's more, through integration with the point of sale, the client's booked services waits in a queue for a speedy check out, minimising brain strain! Navigate through the calendar, as you would flick pages of a book and make future bookings a breeze. Use client tags to mark a client's status and recognise important staff messages and client warnings at a glance.



▣ CAPABILITIES - NEW

Making an appointment through Shortcuts is now made even easier with the Capabilities feature. Assign capabilities to employees and configure services to require any combination of capabilities.

Now the appointment maker doesn't need to know each employees' capabilities, avoiding slip ups like booking a stylist in to give a client a facial!



▣ AVAILABILITY ASSISTANT - NEW

Ideal for the hectic salon, the Availabilities Assistant is the most efficient way to search for the next available appointment slot.

Based on your search requirements i.e. time and employee, this feature will highlight the available times as you flick through the appointment book.

Make double booking appointments a thing of the past.

▣ CONFIRMATION MANAGER

Shortcuts supports advanced appointment confirmation. Confirmation Manager will automatically create confirmation lists from the appointment book. You can then call the client directly from the confirmation list or send confirmation requests via SMS to the client's mobile phone. The Confirmation Manager will help ensure your appointment book is always full, dramatically reducing no shows.



SHORTCUTS APPOINTMENT BOOK

MAKES MANUAL SYSTEMS LOOK

PREHISTORIC.

appointment book

THE SHEER EASE AND USABILITY OF

THIS POPULAR FEATURE OFFERS A

TRULY INTEGRATED APPROACH,

LINKING THE APPOINTMENT BOOK

WITH CLIENT INFORMATION AND THE

POINT OF SALE.



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SHORTCUTS

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AS YOUR COMPLETE INTELLIGENT
CASH REGISTER, THE POINT OF SALE
IS DESIGNED TO PROCESS PRODUCT,
SERVICE AND GIFT CERTIFICATE
TRANSACTIONS.

point
of sale



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point of sale



Produce end of day figures and record sales tax collected easily and efficiently with Shortcuts Point of Sale. Detailed client history records are created automatically as sales are linked to clients. With flexible and easy to use features like barcoding, gift certificate tracking, discounts, promotions and petty cash, Shortcuts offers you exceptional power and efficiency at the Point of Sale.

END OF DAY

The End of Day 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, linked to the End of Day feature.



stock management



Shortcuts helps you manage your stock 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 easily 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 stocktakes 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 setup 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, making appointment booking easier as Shortcuts automatically allocates the required service time.



View and edit service details, including multiple block services, directly from the services screen, ensuring you can break down services to allocate employee commissions.

Clients' previous services are also displayed in the service selection screen for quick and easy selection.

Using the Capabilities feature, assign single or multiple capabilities for services to ensure the right employees are booked in for services.

SAVE TIME AND HASSLE WITH
SHORTCUTS STOCK AND
SERVICES MANAGEMENT WITH
ITS HANDY STOCKTAKE AND
SERVICE CUSTOMISATION ABILITY.

stock & service management



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SHORTCUTS SECURITY AND REPORTS
FEATURE PROTECTS AND PROVIDES
FEEDBACK ON THE BUSINESS SIDE OF
YOUR SALON, ASSISTING YOU TO KEEP A
FINGER ON THE PULSE OF THE DAY TO
DAY OPERATIONS.

security & reporting



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 safe 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 also 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.



walkin manager



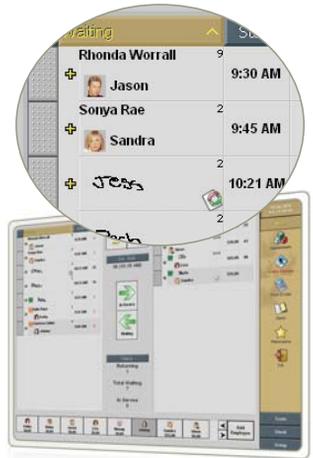
Shortcuts Walkin Manager is a revolutionary feature for the salon and spa industry, ideal for high volume Walkin style outlets.

Integrating with the appointment book, this feature manages client wait times, staff availability, service times, existing appointments, business hours, break times and tasks to ensure all staff resources are utilised thoroughly.

Status
Returning 1
Total Waiting 7
In Service 5

The Walkin Manager also provides accurate information on staff efficiency and displays the total number of clients waiting, returning and in service at a glance.

The Walkin Manager also supports groups, enabling a single transaction at the Point of Sale. The groups feature offers maximum flexibility, allowing visits to be created first and then assigned to a group, or vice versa.



employee roster



Organise employee hours and track wages and commissions easily with Shortcuts Employee Roster.



By integrating the appointment book, you will always be aware of staff availability when scheduling appointments.

Also, track log on/off times and view and edit employee attendance histories with ease, relieving the burden of rostering.

View reports on employee sales vs labour as the employee roster is linked to the appointment book, allowing you to keep up with your team and set overall and individual goals.



CONFIGURABLE ROSTER SHIFT TYPES

Specify your own Roster Shift Types to appear on the roster, appointment book and reports, allowing you to better manage and control employee availability and work times for payroll.

TRACK AND ORGANISE STAFF

RESOURCES EASILY WITH

SHORTCUTS WALKIN MANAGER

AND EMPLOYEE ROSTER.

SHORTCUTS

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walkin manager & employee roster



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Salon & Spa

SAUNA

client management & marketing

LOOK AFTER YOUR MOST PRECIOUS
ASSET AS SHORTCUTS' POWERFUL
DATABASE RECORDS ALL THERE
IS TO KNOW ABOUT YOUR CLIENTS.



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 appointment book, point of sale and many 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.

✓ CLIENT LOYALTY CLUBS

Capitalise on your most valuable asset by introducing a client incentive program above and beyond the standard discount. Shortcuts support a points-based system whereby clients are rewarded based on the dollar amounts 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.



✗ 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.

education & training

Shortcuts Education Department consists of specialist education professionals responsible for the development and implementation of an educational framework that is delivered to both resellers and clients worldwide. Through dedication to our clients we endeavour to assist growing their businesses.

ONLINE ACADEMY



Having efficient, well trained staff is integral to the success of your business. Shortcuts Online Academy is a first for the salon and spa industry, providing just-in-time online training for your staff in many aspects of Shortcuts including POS, client management, appointment book, stock, end of day and marketing. The discrete online lessons are convenient and cost-effective, so training can be delivered when your staff need it, and at a time that suits you and your business. Training can even be undertaken at home over the internet or from CD-ROM.

The online lessons are accessed by your staff through a simple login that tracks their performance and allows you to view

their progress, identifying any areas of weakness. The lessons are highly interactive and use multimedia to present the content in an innovative and effective manner. The tasks your staff perform are covered in 'show me', 'guide me' and 'assess me' lessons, simulating the look and feel of Shortcuts in a safe training environment, and encouraging increased levels of staff performance.

Shortcuts Online Academy maximises your investment in your technology, your people and your business.

STREAMLINED TRAINING TOUR



Take your business to the next level with Shortcuts Streamlined Training Tour. In partnership with Nexus Revolution, leading salon consultants, the series provides a holistic approach to salon management.

Shortcuts Streamlined helps maximise clients Shortcuts system with a focus on increasing clientele, increasing clients' rebooking rates, and increasing clients' average dollar spend, which in effect increases business turnover.

accredited trainers

Our dedicated Shortcuts Accredited Trainers follow a structured training program to provide all your basic training needs, offering a wide range of options.

The devised training program is based on client and reseller feedback to ease the transition of computerising with Shortcuts. Training is divided into multiple stages depending on each client's individual needs.

Ensure you are trained according to Shortcuts standards by requesting a Shortcuts Accredited Trainer.

HAVING EFFICIENT, WELL TRAINED
STAFF IS INTEGRAL TO THE SUCCESS
OF YOUR BUSINESS.

education & training



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maintenance & support

SHORTCUTS' WORLDWIDE
NETWORK OF HELPDESK STAFF
IS AVAILABLE EVERY BUSINESS
DAY TO GUIDE YOU THROUGH ANY
TECHNICAL QUESTIONS.

maintenance & support

Surebiz is Shortcuts' complete maintenance package, entitling 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.

As a Surebiz client you will support us to continue developing new upgrades as we strive to move forward and keep up with the ever changing demands of growing salons and spas. Not only do upgrades include major and exciting new features, but from feedback, small improvements and fixes can make the entire system more reliable, increasing business efficiency.

Your Surebiz subscription also provides you with unlimited* Helpdesk support including computer dial-ins and other exclusivities*.

Shortcuts' worldwide network of Helpdesk staff is available every business day to guide you through any technical questions. The included support feature in Shortcuts provides you with all the information a Helpdesk Technician

requires, making support calls fast and thorough. Plus, we are constantly updating our system to decrease wait times.

Your subscription entitles you to:

- ▶ All upgrades and new releases developed by Shortcuts within your subscription period.
- ▶ Free patches, updates, new additions and improvements to the functionality of Shortcuts.
- ▶ Unlimited* helpdesk phone support for enquiries regarding any of the Shortcuts solutions.
- ▶ Unlimited* dial-ins to fix errors remotely from the national helpdesk. This can be done using various remote access tools, via an internet TCP/IP session.

Don't be left out of the technology race, ensure your most vital business tool is updated to continue increasing your business' efficiency.

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

* Fair use policy applies * Vary each year

accredited resellers

Shortcuts Software concentrates on developing world class software solutions for its clients and relies on a distribution network of dedicated IT professionals.

Your Reseller is there from the first demonstration through to configuration, training and customer support to provide our software solution with the proper hardware platform and training programs. Although these Resellers are not part of Shortcuts as a company they have agreed to provide the highest quality of assistance to Shortcuts Software clients.

WHAT YOU GET WITH YOUR MEMBERSHIP



FREE UPGRADES & PATCHES



UNLIMITED HELPDESK SUPPORT



UNLIMITED DIAL-INS

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.

"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 the 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 the Shortcuts Appointment Book alone has revolutionised the way we do business with our clients, and our staff's 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

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THE SMS SPECIALISTS