

BENCHMARK PROJECT HELPS NEWSAGENTS

Newsagents using Tower Systems are participating in an exclusive and free benchmark project comparing sales data for several key departments on a monthly basis. The benchmark results are shared along with business building ideas. This helps Tower Newsagents use their software more effectively to drive better business decisions by comparing performance, year-on-year, with others.

Email sales@towersystems.com.au for a free copy of the latest benchmark report.

FIRST ONLINE TRAINING COURSE FOR NEWSAGENTS

Tower Systems has announced the first ever online training for newsagents. Newsagents participate in live training from their home or business using a computer connected to the internet and a phone line. Participation is free including **toll free** phone access. This is another Tower Advantage™ and reinforces why more than 1,450 newsagents nationally use Tower. The first training session (magazine management) is on Jan. 15.

BRISBANE EXPANSION

Tower Systems has moved to larger offices in the Brisbane suburb of Capalaba to house an expanded team of three full time support people serving Queensland newsagents as well as state account manager – Luke La. Help for Brisbane newsagents is now a local call away – cutting the cost of support.

SELL PHONE VOUCHERS FROM YOUR REGISTER

Tower Systems has exclusively launched **eziPass**, a new direct from your point of sale voucher platform. There are no long term contracts to sign, no capital cost and it's easier to use. eziPass is free to all newsagents: www.ezipass.com.au.

TOWER TOPS ANF POLL

The ANF invited newsagents to provide feedback on their software support experiences. Tower Systems topped the poll with an excellent result but still room for improvement. We appreciate the ANF conducting the survey. Email sales@towersystems.com.au if you would like a copy of the poll results.

POS SOLUTIONS NEWS

The interest free loan offer from the Herald & Weekly Times in Victoria is helping more POS Solutions users make the switch to Tower Systems. Newsagents say they make the move because they want software which is compliant with industry standards, better support, greater certainty about updates.

EXPANDED HELP DESK

We added two roles to our National Help Desk. This is in addition to new roles in NSW and QLD added late last year. These two new roles will ensure that we maintain service levels and respond to calls quickly. Alex Lieu joined us in the week before Christmas and the second role should be filled soon.

ONLINE USER MEETING

On January 15, Tower hosts the newsagency channel's **first ever** online user meeting. This is in addition to the online training session on the day. At the free user meeting participants will discuss features of the next update, plans for 2008 and have every question answered. Within two hours of announcing the user meeting, all places were filled – newsagents are thrilled to be able to participate without leaving their businesses.

LASER PRINTER OFFER.

HP 1160

\$465.00

inc GST and delivery
This is an example of the special offers Tower Systems runs. Every month there is a new offer – backed by Tower support and service.. Quality brand name hardware you can trust.

SWITCH AND SAVE OFFER

\$42/wk or

\$7,995.00. Incl. all s/w (pos, mags, stock and h/deliv), training and 2 years support.

HOME DELIVERY OFFER

\$30/wk or

\$4,995.00. Incl. all h/w, s/w, training and 1 year support.

POINT OF SALE DEAL

\$49/wk or

\$7,995.00. Incl. all h/w, s/w, training and 1 year support.

FREE TRAINING

New owners buying a newsagency with Tower Systems software receive a free day of training in the software. It's another Tower Advantage™.

The Australian Newsagency Blog: www.newsagencyblog.com.au

For more information about Tower Systems please visit www.towersystems.com.au/newsagents ABN 61 007 009 752

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