

Exclusive to Tower Systems...

The term **exclusive** is tossed around a lot by software companies. They want to show that only they have some great benefit that will sway you in their direction. When Tower Systems claims something as exclusive, it can prove the claim. As the largest software company serving newsagents it stands to reason that we have more exclusive arrangements than others. This is why we continue to grow at a faster rate.

Here are some existing EXCLUSIVE offering from Tower Systems:

Integrated mobile phone recharge. From within the Tower point of sale software you can more easily sell recharge vouchers for many mobile companies as well as a large range of calling cards. You'll easily increase sales for less effort.

Integrated magazine subscriptions. Magazine subscriptions make good gifts. Never lose a sale – sell the subscription even if the gift recipient is a long way from your business. Commission on a discounted sale is better than no sale at all.

Integrated tourism tickets. Sell tickets to many Gold Coast theme parks and other attractions. These easy sales can be worth dollars each ticket to you. No stock and good rewards.

Best ever merchant fees. We brought to newsagents the best ever merchant fees through our relationship with St. George Bank. While others talk and copy, we delivered for newsagents.

Integrated stationery ordering. While we happily work with GNS and Stationers Supply, it is through Wilson Stationery that we have developed the most valuable direct newsagent/wholesaler link ever for newsagents. Expect to increase stationery sales!

The most significant advance in magazine supply in decades. Through an exclusive joint project with NDD we have, for the first time, unlocked the data a magazine distributor needs to more accurately set supply. Tower Newsagents using this NDD link will benefit through better sell through and less returns – money in the pocket!

Magazine sales based replenishment program. Six months into this exclusive project newsagents and the magazine publisher involved are hailing this a success. Returns are reduced and the newsagencies are able to ensure supply right to the last day. This is very smart use of point of sale technology working daily with publisher systems.

Kachingo loyalty / sweepstakes integration. Tower Systems was selected to be the exclusive newsagent point of sale platform for the Kachingo roll out to newsagents. Kachingo is a loyalty / sweepstakes service designed to drive sales. Customers buying items receive rewards directly generated out of the point of sale / Kachingo link. This is a very exciting and innovative business driver for newsagents.

New, valuable, pre-paid Visa debit products. Four new prepaid Visa debit products are being launched exclusively through the Tower Systems platform. These products deliver excellent sale and top-up commissions. No other newsagent software has these products.

Tower Systems is proud to serve newsagents with software which delivers excellent value to all stakeholders. This is why we have 1,500+ newsagent customers.

Go to www.towersystems.com.au/newsagents for more information.