



# PALADIN

## DATA CORPORATION

We Make Stores Run Better.

### Summer 2009

### Paladin Think **POSitive** Newsletter

#### IN THIS ISSUE:

**PRESIDENT'S CORNER - ECONOMIC STIMULUS ADVANTAGE**  
**NEW PALADIN FEATURE - EMAIL INVOICES AUTOMATICALLY**  
**FEATURED EMPLOYEE - JEREMIAH COOPER, SR. CS REP**  
**TECH TIP - SPEEDING UP THE PRINTING OF INVOICES**  
**SPECIAL OFFER OF THE MONTH - PRINTER W/ FREE SHIPPING**



#### PRESIDENT'S CORNER - ECONOMIC STIMULUS ADVANTAGE



As an owner of a company, I share the same frustrations with small-business owners pertaining to regulatory requirements and other decisions made by our Government. There is no doubt that all of us have been

affected in one way or another over the recent months since the changing of the guards and the shifting economy. At a minimum, all of us are impacted by the slowing economy.

In these challenging times, we all search for creative ways to stretch our hard-earned dollars. Many of us are learning to hold off on impulse spending, becoming more frugal and finding new ways to maintain our wealth. While this is appropriate and financially responsible for personal finances, it could be a disadvantage for businesses. Allowing our business decisions to be influenced by personal feelings regarding our financial situation or media hype, may not be the most appropriate strategy. At the same time, it is not advantageous to throw caution to the wind and, in a panic, spend lots of money on a Hail-Mary marketing campaign without proper due diligence.

During any economic downturn, it is important that all of us appropriately modify our business objectives. In doing so, we can

streamline operations, reduce expenditures and increase efficiencies. Incorporating new computers, furniture, signs and basic capital equipment may be some areas that will contribute to this cause and help you keep up with regulatory requirements.

You may ask, how is it possible to implement these changes or purchase new equipment when the economy necessitates opposing action? The answer is: The Economic Stimulus Package. As part of the government's effort to stimulate the slowing economy, the investment tax credit for businesses is now extended into 2009. This means that you are still able to deduct up to 50 percent of the cost of capital expenditures, up front. That can definitely make a positive impact on your business and result in less financial burden on your wallet. You may now purchase any new equipment required to help streamline your operation and deduct 50% of the price within the first year, then depreciate the remaining balance over time.

Certain states are not following all of the provisions, so as with any business decision affecting taxes, please consult with your tax advisor.

Dan Nesmith, President  
Paladin Data Corporation



## NEW PALADIN FEATURE - EMAIL INVOICES AUTOMATICALLY

The June Paladin POS software update incorporates the addition of a very cool and functional feature...the ability to email invoices in real-time from point-of-sale. This feature allows you to send your customers an email of every transaction, automatically. When a customer is selected at the point-of-sale terminal (and they have been properly setup in the customer profile), a receipt is printed for the sale along with a secondary receipt. This second receipt is automatically emailed to the customer as an Adobe PDF attachment. The email address can be defined in the customer profile under Form Control. To enable this feature, the "Email Invoice Copies" box must also be checked.

The email statement and email invoice features are normally marketed as an optional software component, and this new feature is currently available to stores that already purchased the "Email Invoices & Statements" advanced software license.

However, for a limited time Paladin activated the "Email Invoices & Statements" component for all customers on a trial basis. After trying this feature, if you are interested in offering this beneficial service to your customers, please contact sales or customer service to purchase this component. Paladin is offering special pricing for "Customers Only" of \$299, a \$500 discount off the list price. This promotional pricing is available through summer of 2009 to Paladin customers.

## FEATURED EMPLOYEE - JEREMIAH COOPER SR. CS REP



Featuring Jeremiah Cooper, Senior Customer Service Representative; Jeremiah has been with Paladin going on 2 years. His primary responsibilities are in the customer service department. If you have had an opportunity to work with Jeremiah you know that he is very patient, methodical and an excellent problem solver. He is furthering his career through continued education with Microsoft networking and application programming certifications. His aspiration is to be a part-time developer. He enjoys camping, cooking, hiking and sharp-shooting in his leisure time.



### TECH TIP - SPEEDING UP THE PRINTING OF INVOICES

Are you experiencing a lag time when printing receipts? The print time for a receipt should be immediate. If you are waiting more than 5 seconds or so between completing a sale and the printing of the receipt and/or opening of the cash drawer, this may be an indication that there are problems with your shared or networked printers. When network printers are removed or disabled from your network, it sometimes causes a delay in the printing and consequently the opening of the cash drawer.

If you move, remove or disable network printers you need to ensure that there are not programs expecting to find printers in that location. To correct this problem simply go into the File>Setup>Network tab and change the printer in question to the new location or new printer.

In addition, when printers are shared on the network, the Windows application has a nasty habit of auto-sharing these devices which can also lead to delayed printing. In order to correct this issue, try to disable the sharing feature and remove duplicate printers from the printer setup. To change printer sharing simply go to Control Panel>Printers and remove any unnecessary shared printers. Then, if appropriate, uncheck the "share" box on the printer(s). To do this, just right click on the printer in question and select "sharing", then uncheck the share box.

If you still experience printer problems or need assistance with printer delay issues, please contact Paladin Tech Support by calling (541) 389-0430 or creating a support ticket on the Paladin website.

### SPECIAL OFFER OF THE MONTH - PRINTER W/ FREE SHIPPING

For the months of June through August, the Lexmark E260 Laser Printer is available to our Paladin Customers at a reduced cost of \$249, plus FREE Shipping! This is approximately a \$100 Savings when you factor in the shipping costs and the standard printer cost of \$299. The ultra-quiet Lexmark E260D is a perfect choice if you are looking for something that is compact and economical but also offers exceptional performance. This printer is designed with your business demands in mind, providing professional quality documents and maximum resolution of 1200 dpi x 1200 dpi. It is also integrated with duplex printing for even better cost efficiency. It prints for less than 5 cents per page, at a recommended monthly volume of 250 to 2,500 pages. This is a great value, even without the featured discount! This special also includes all of the required cables. Contact Paladin sales at (541) 382-4126 to take advantage of this special offer.



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