

We help businesses across North America succeed. Let us help you too!



Ben Graham knows his customers pretty well. In fact, it is likely that his dad (Joe) and sister (Katie) will know them too. And, while the Grahams' recognize that customer relationships are vitally important for a local business, they also realize that it is almost impossible to remember everything about each of their customers. Thanks to technology, they have a little help.

especially true if a relative or friend comes in to purchase a gift and they do not know exactly what size or style to buy."

As this illustrates, technology advancements have transformed some point of sale (POS) systems into much more than just simple automated cash registers.

"AIMsi allows us to do our own bar-coding which means we have our inventory categorized and managed the way we want it," explains Graham. "From a management perspective, our sales and accounting are

simplified because our accounts payable and general ledger are compiled directly in our point of sale package."

For Grahams, however, it all comes down to the customer. By maintaining customers' preferences and purchases in the sales system, Grahams is able to communicate with customers directly about special sales and coupons. "We like to send 'love letters' to our customers about 10 times a year," says Graham, "and we are able to use our point of sale system to accomplish this."

Ten years ago, Grahams Style Store chose a Dubuque, Iowa company to provide it with the technology it needed – not only to take better care of Grahams' customers, but to help them to make better business decisions. The solution selected by Grahams was AIMsi, a point-of-sale software product developed by Tri-Technical Systems.

"A customer's sales history is a huge asset for us," says Ben Graham. "Being able to review the sizes and selections that a customer has made in the past allows us to proactively help them when they come back to the store to make another purchase. This is



WHO ARE WE?

Tri-Tech is a Dubuque, Iowa-based company that has provided business services throughout the United States and Canada for 26 years. We have recently increased our staff to 30 employees to meet the needs of our existing customers.

WHAT WE DO?

We assist businesses with the implementation of technology, primarily as it relates to collecting and maintaining accurate point-of-sale and inventory data for businesses and turning it into manageable information to make better decisions.

We also enable businesses to create or enhance their online presence with dynamic Websites and the ability to have a robust eCommerce component with customized shopping carts, payment processing, and automated shipping options.

In addition, we provide custom printing as well as the production of customized gift cards.

Finally, our Dubuque-based employees are the developers as well as the customer and technical support staff for all of our business partners.

YOU'VE NEVER HEARD OF TRI-TECH?

That is understandable. Although we have been providing business solutions for the last 26 years, we have been serving specific retail niches on a national level.

OUR PRODUCTS and SERVICES

- **Point of Sale System**
 - Sales, Services, Rentals, Consignments, Lessons
 - Complete Accounting Package with QuickBooks Integration
 - Barcoding, Printers, Scanners
- **Inventory Management Software**
 - Single or Multiple Locations
- **Marketing Services**
 - Printing Services (color brochures, checks)
 - Gift and Loyalty Cards
- **eCommerce**
 - Shopping Carts
 - Payment Processing
 - eBay, Amazon Integration
- **Customer Relationship Management**
 - Customer Tracking
 - Automated Customer Contact
- **Internet Services**
 - Web Design
 - Site Hosting
- **IT Services**
 - Tech Support for Local and/or Network Problems



Tri-Technical Systems
3162 Cedar Crest Ridge
Dubuque, IA 52003

www.technology4retailers.com
(800) 670-1736
sales@technology4retailers.com

