

## COMPETITIVE ADVANTAGES

# QuickBooks® POS Pro

VS.



### Compare QuickBooks POS Pro and Keystroke Advanced POS

Simply put – Keystroke POS offers more capabilities and is a far better value than QuickBooks POS software products. Before you invest your time and money in a system your business will rely upon for years ahead, take a close look at some of the differences between these two products and companies.

Years ago, Intuit's infamous Quicken® product did wonders to instill a perception in our minds that all Intuit brand software is inexpensive. And while QuickBooks software is a well respected accounting product in its price category, the QuickBooks POS software line is an entirely different animal. In fact, data is passed between QuickBooks POS and QuickBooks accounting in much the same way that Keystroke Advanced POS is integrated with the QuickBooks accounting product.

### *Before you buy, consider the "real" costs – short and long term...*

	QuickBooks POS Pro	Keystroke Advanced POS
1 POS Workstation Software:	\$1699.95	\$1895.00
Per Additional Workstation:	\$1299.95	\$695.00
3 POS Workstation System:	\$4299.85	\$3285.00
Technical Support Services:	\$589/year or \$79/month (Software updates <u>not included</u> .)	\$495 - \$1095/year or \$99/month (Software updates <u>included</u> with all plans.)
Software Version Updates:	\$899.95 + per user*	FREE with all Support Plans
Features & Configurability:	Relatively Limited**	Advanced custom features are standard

\* Intuit strongly encourages all customers to update their software every year, and at a cost of over half the full product price, not including support service. With Keystroke Advanced POS you only purchase a license to use the software one time, and when you're ready, you can choose from several reasonably priced support plans – including software updates. With QuickBooks POS you get ONLY 30 days of support – Keystroke includes 90 days.

\*\* With QuickBooks POS Pro what you see is all you get – basic functionality at best. Keystroke Advanced POS represents over 25 years development and more business control capabilities than virtually any POS product on the market. Sound too good to be true? – Ask an Authorized Keystroke POS Dealer to show you the difference!

***To learn more about how Keystroke POS can help your business prosper,  
speak with an Authorized Keystroke POS Dealer today, or call SBS at 800.359.3458!***

THE CLEAR CHOICE IN RETAIL AUTOMATION

[www.KeystrokePOS.com](http://www.KeystrokePOS.com)

## MORE COMPETITIVE ADVANTAGES AVAILABLE ONLY IN KEYSTROKE POS

### **Don't learn the hard way! Understand the true cost and know the limitations**

QuickBooks POS products have many limitations you may not discover until months after implementing the system. Even the very latest and top-end QuickBooks POS Pro Multi-Store, falls short on features and flexibility relative to Keystroke POS. Plus, with QuickBooks, you pay nearly 75% of the full product cost for each added workstation! – so when you add registers the software cost adds up fast.

### **Reliable technical support and product development in the U.S.**

All technical support and product development for the Keystroke POS system is provided directly from our offices in Colorado and California. When you call SBS, chances are very good that someone will immediately answer the phone and you'll often speak with a familiar person who will get to know you and your business over time. Other companies out-source technical services overseas to lower their costs.

### **Lose the mouse! Faster transaction entry means more sales and happier customers**

Unlike QuickBooks POS, a mouse is not required to operate Keystroke POS. This means faster sales entry because you won't need to switch back and forth between the mouse and the keyboard.

### **Sales Scripting – a Keystroke POS exclusive!**

Use Keystroke's powerful Sales Scripting features to reduce entry errors, speed sales entry, and increase sales. Scripts can be used to add simple reminders for sales clerks, add tag-along items for improved inventory control, up-sell items, and avoid lost sales by suggesting alternate items if an item is out of stock.

### **Take control of cash and employees**

Keystroke has the capability to help you manage multiple drawers and separate tills for each employee. Keystroke can even be configured to require the drawer to be closed after each sale, reducing unnecessary access to cash and other temptations. To reduce business costs even more and improve data security, Keystroke POS can also be equipped with an inexpensive finger print reader to eliminate 'buddy punches' on the built-in Time Clock. QuickBooks POS Pro does not support these important capabilities.

### **Choose the right POS hardware for your needs**

Keystroke POS supports most hardware peripherals available any where – not just specific models and not just the basics. Intelligent cash drawers, programmable barcode scanners, fast thermal receipt printers, electronic scales, change dispensers, and things you won't find in simple off-the-shelf POS software like QuickBooks POS Pro. A Security Feed feature integrates real-time POS data with a video monitoring system (DVR), to help keep everyone honest. The optional Keystroke Digital Sign Controller enables you to use a full-size secondary monitor to display POS transaction data and custom advertising to your customers during checkout.

### **Fully integrated accounts receivable**

Surprisingly, QuickBooks POS Pro has no Accounts Receivable functionality as part of the point of sale system. Keystroke POS includes a complete A/R module where you can calculate finance charges, print custom billing statements, and manage receivables in real-time.

### **Comprehensive POS features to help grow your business**

- Keystroke's Price Tables are far superior to QuickBooks POS Pro pricing capabilities which only handle basic discounts. In Keystroke POS you can create a fine-tuned pricing structure and even define specific prices or discounts for individual items and customers.
- QuickBooks POS Pro depends on old X-out/Z-out closing procedures, like a basic cash register. Keystroke provides a full Closeout module that will enable you to quickly and accurately reconcile cash receipts, and print reports.
- When purchasing items in Keystroke, you have the option to distribute your shipping costs or vendor discounts by line item quantity, item cost, or weight. This is commonly referred to as the "landed cost," and it can help you more accurately track inventory costs.

### **Keystroke POS Competitive Advantage**

Keystroke POS is owned and operated by hardworking people in Dillon, Colorado and Long Beach, California who understand and share the needs, challenges, virtues and opportunities of running a small business.

***Don't sell yourself short, move up to Keystroke POS today!***