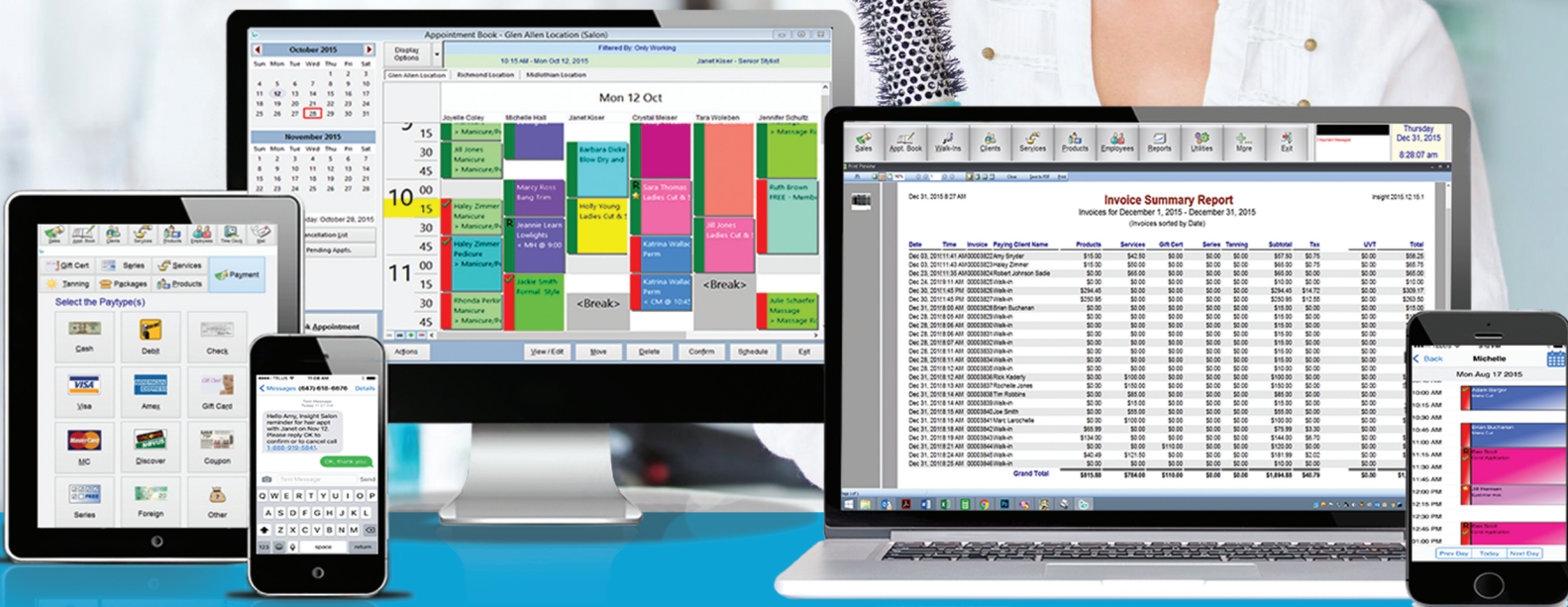


# Insight

## Salon & Spa Software



- Appointment & Staff Management
- Social & e-Marketing
- Online Booking & Backups
- Remote Access & Mobile Apps
- Inventory & Tanning Management
- Single & Multi-Location Management
- Business & Client Management
- Payroll & Data Conversion
- QuickBooks & Credit Card Integration
- Memberships & Loyalty Points
- Installed or Cloud Version
- Franchise Management

*Insight has been dedicated to the beauty industry for 25 years assisting clients every step of the way to meet and exceed their business goals.*

Contact Insight to get started today!

1-888-919-5841

[sales@salon-software.com](mailto:sales@salon-software.com)

[www.salon-software.com](http://www.salon-software.com)

# Insight Gives You a Choice

Insight Software offers you a choice between installing the software on your computer or accessing it from the cloud. Both have the same functionality and you can easily switch between the two versions with little interruption and without losing data.



## Insight on the Cloud

**Access from anywhere in the world on almost any device.**

- ✓ Data stored on the internet in our secure cloud servers
- ✓ Runs from any PC, Mac, iPad, Android or Windows tablet
- ✓ Automatic online data backups
- ✓ Online appointment booking built-in
- ✓ No-contract **monthly subscription**
- ✓ Free software upgrades and technical support

## Insight Installed

**Forget monthly payments and own the software.**

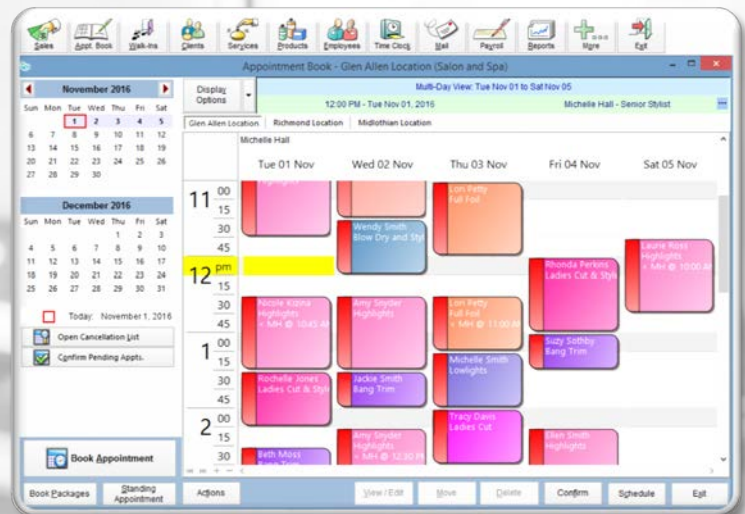
- ✓ Data stored locally on your Windows PC
- ✓ No internet connection required
- ✓ **One-time purchase** (payment plans available)
- ✓ Free software upgrades and technical support for 1 year



# Insight Features

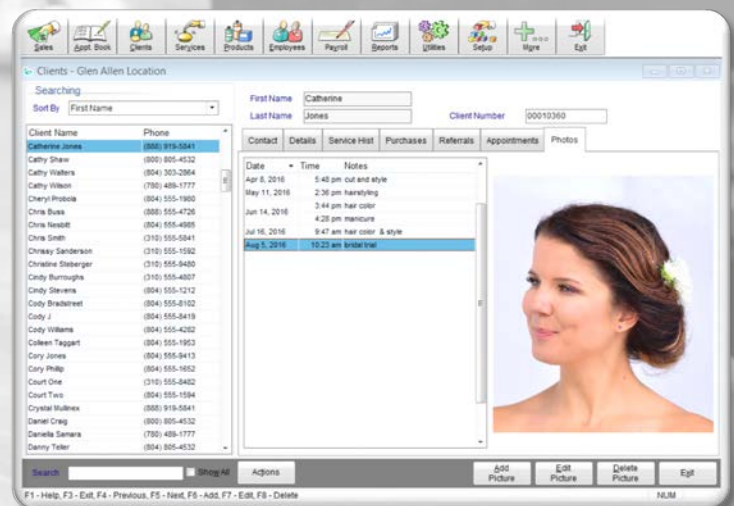
## Appointment Booking

- ✓ Simple, fast and extremely flexible
- ✓ 5, 10, 15, 20 & 30-minute booking intervals
- ✓ Fast, 4-click appointment book
- ✓ Simple, drag and drop appointment moving
- ✓ Services can be set to automatically book a resource room (room, chair, etc.) to eliminate conflicts
- ✓ Book packages & standing appointments in seconds
- ✓ View your whole week or month on one screen
- ✓ Multi-location booking capability
- ✓ Tanning integration
- ✓ Automated confirmation call integration
- ✓ Check in and check out module
- ✓ Re-schedule employees from the appointment screen
- ✓ Quickly book breaks
- ✓ Color coding for different types of services



## Client Management

- ✓ Obtain important client information quickly
- ✓ Create client formulas/notes
- ✓ Merge duplicate client records
- ✓ Loyalty systems
- ✓ Identify top spenders
- ✓ Send text message and email customer birthday greetings and offers
- ✓ Send text message and email appointment confirmation
- ✓ Track product, service, referral and appointment history
- ✓ Keep client photos with notes



## Business Management

- ✓ Sales statistics (annual, monthly, weekly)
- ✓ Powerful tools for mass email, SMS, and direct mail marketing
- ✓ Email templates
- ✓ Automatic backup & auto update
- ✓ Over 100 reports and graphs

## Services Management

- ✓ Set up pricing grid based on employee experience/skill level
- ✓ Specify which employees are qualified to perform a service
- ✓ Customized color coding for appointments
- ✓ Reserve specialized equipment and resource room
- ✓ Combine services (and products) into packages
- ✓ Set up series, quantity, pricing and redemption limits

## Payroll

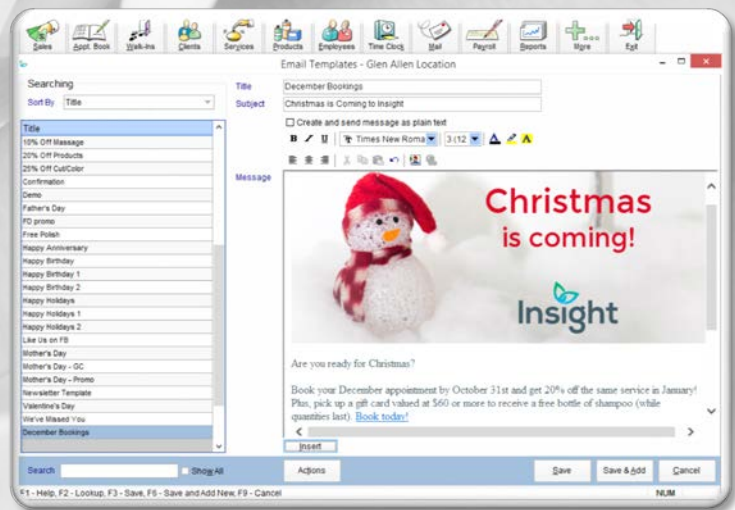
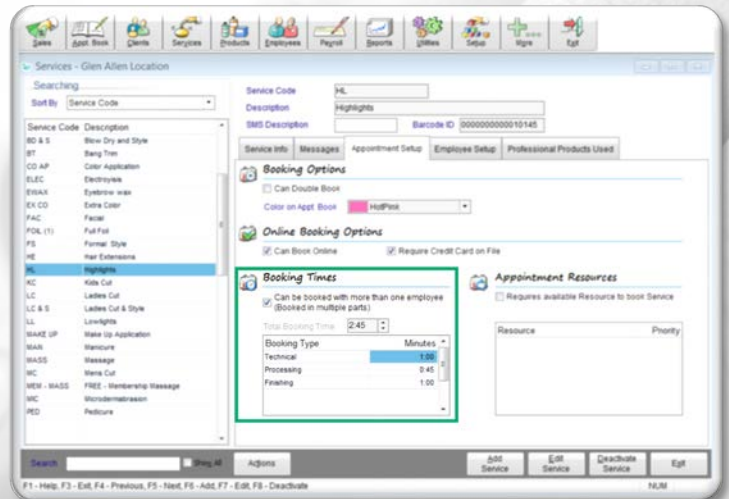
- ✓ Built-in time clock and reporting
- ✓ Automatically deducts taxes, social security and Medicare (USA)
- ✓ Automatically deducts taxes, CPP, EI (Canada)
- ✓ Track employee hours and sales
- ✓ Works for all payroll types: hourly, salary and commissioned based

## Inventory Management

- ✓ Organize products by departments, categories, and product lines
- ✓ Optimize model quantities based on history
- ✓ Automatic purchase orders
- ✓ Inventory analysis
- ✓ Bar code label printing
- ✓ Inventory credits/returns
- ✓ Inventory value analysis
- ✓ Vendor management
- ✓ Retail and professional product management

## Marketing

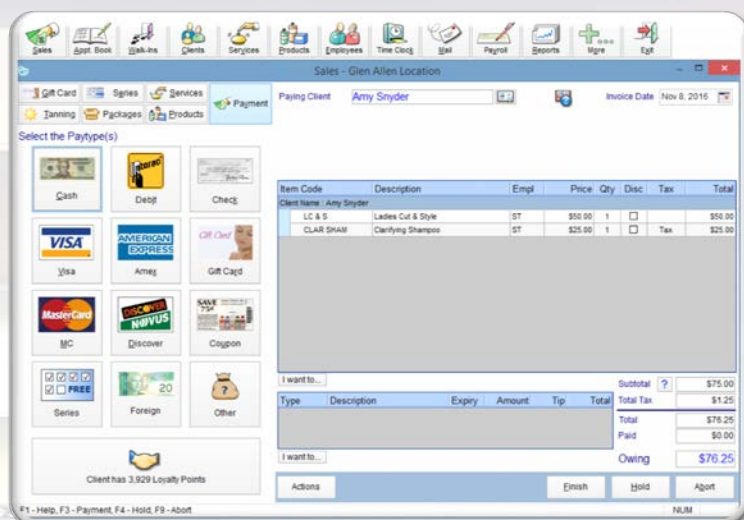
- ✓ Communicate with your clients via SMS Text, email, mail and fax.
- ✓ Target clients by birthdays, anniversaries, age groups, gender, referral sources, first/last in dates
- ✓ Export client information to a database, text file or excel file for easy mail merging of all your letters, postcards, labels, etc.
- ✓ Send automatic or manual text messages and emails with birthday greetings and offers
- ✓ Automatic text message and email appointment confirmation





## Register/POS

- ✓ Touch screen compatible
- ✓ Cash out clients quickly and accurately
- ✓ Automatically updates client history and inventory upon completion
- ✓ Process any credit card
- ✓ Multiple payment methods on one invoice
- ✓ Multi-client ring-ups
- ✓ Split commissions
- ✓ Post charges to a client account
- ✓ Coupons/discounts tracking
- ✓ Sell memberships
- ✓ Integrates with QuickBooks
- ✓ EMV certified; PCI and PA-DSS compliant
- ✓ Tracks discounts, edits, voids, and cancelled sales
- ✓ Easily sell and redeem gift certificates or gift cards



## Tanning Management

- ✓ Complete T-Max Timer management
- ✓ Automatically charges the UV Tax (USA)
- ✓ Tanning packages can be sold for either numbers of minutes or numbers of sessions.
- ✓ Sell "unlimited" tanning packages with a specific expiry date
- ✓ Tanning beds can be booked from the appointment module
- ✓ Receive alerts and status messages when beds are ready or require cleaning
- ✓ Notifications for bulb changes

## Staff Management

- ✓ Salary and commission tracking
- ✓ Time clock
- ✓ Set up and maintain flexible, rotating work schedules
- ✓ Maintain employee details
- ✓ Track sales and performance
- ✓ Safe and secure data with password protection and admin controls

## Reporting

- ✓ Run over 100 distinct reports and graphs
- ✓ Identify trends, strengths, and areas of improvement
- ✓ Sales & Appointments
- ✓ Clients & Employees
- ✓ Inventory & Services
- ✓ Statistical & Management

August 22, 2016 9:35 AM

## Business Summary Report

Report for: August 1, 2016 - August 21, 2016

Insight 2016.8.17.1

### Sales Break Down

	Count	Amount
Products:	231	\$2,772.68
Services:	427	\$29,894.35
Gift Card:	32	\$875.00
Account Pmt:	0	\$0.00
Packages:	4	\$351.50
Series:	2	\$500.00
Recurring:	0	\$0.00
Tanning:	73	\$825.00
Tan Pkgs:	5	\$1,000.00
Tan Upgr:	0	\$0.00
Renter Pmts:	0	\$0.00

### Invoice Details

	Count	Amount
Invoices:	391	
Voided:	0	
Edited:	0	
Aborted:	15	
Cash Payouts:	0	\$0.00
Discounts:	29	\$278.80
No-Sales:	0	

### Profit Breakdown

Services	Products
Avg Sales:	\$70.17
Gross Sales:	\$30,245.35
Total Cost:	\$2,995.46
Net Profit:	\$27,249.89

## Customer Support

- ✓ 25 Years of dedicated experience in the beauty industry
- ✓ Dedicated, friendly, and experienced support staff
- ✓ Unlimited toll-free phone support and free software updates on Cloud (1 year for installed)
- ✓ Flexible options for renewing support contracts

# Additional Options

Items with "the cloud"  beside them are included with the cloud version of Insight Software.

## Online Appointment Booking

Improve client experience and fill up your schedule with a live, real-time online booking system. Once the appointment request is submitted, it is automatically entered into your appointment book.

- ✓ Allow clients to book directly from any device whenever they want
- ✓ Control which clients, services and employees can be booked online
- ✓ Eliminate the need to step away from clients to answer the phone



## Remote Access

Running a business does not mean you always have to be there. Manage your salon or spa from anywhere without any interruption to staff logged in from the business. Access your appointment book, employee schedules, inventory counts, sales data, and everything else.

- ✓ Unchain yourself from the front desk
- ✓ Manage anything you would at work – from anywhere
- ✓ Access updated sales data, schedules, etc.
- ✓ Easily print reports & allow your accountant to log-in
- ✓ No interruption to staff logged in from your workplace

## Online Backups

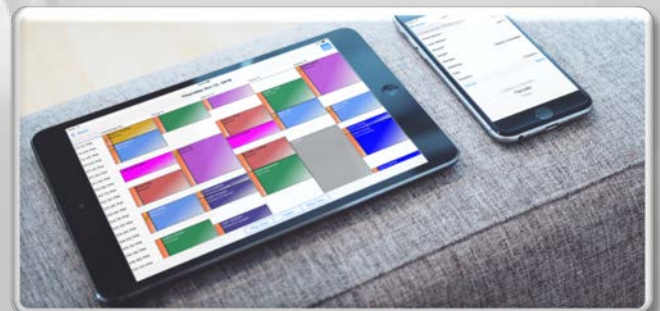
Protect your business from fires, floods, thefts, or any other disasters. Prevent data loss and corruption with regular, automatic backups to an off-site location. Once it is set up, you can have the peace of mind that your data is safe and secure.

- ✓ Save all data including appointments, client and employee information, financial records, and more
- ✓ Set it and forget it – backup will run automatically
- ✓ Encrypt and secure in a world-class data center

## Mobile Applications

Empower your employees with Insight's mobile app. Allow them to look up their schedules at home or to quickly review client notes at the chair or booth. Available for iPhones, iPads, and Android devices.

- ✓ Book, edit, and cancel appointments
- ✓ Create new profiles on client page
- ✓ View and edit client information including notes and formulas
- ✓ Check-in clients and add their pictures from your tablet
- ✓ Adjustable appointment lengths when booking
- ✓ "Remember me" option for automatic login
- ✓ Most recent location will be remembered



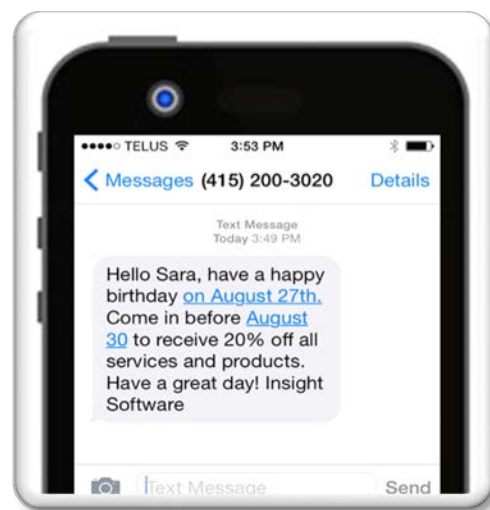
## Insight Hardware

- ✓ Cash Drawer & Barcode Scanner
- ✓ Receipt Printer, Credit Card Swiper & EMV PIN Pad
- ✓ Desktop Computers & Touch Screens

## SMS Text Messaging

Nurture client relationship with true SMS text messaging. Send a short and quick message to reduce no shows and increase booking's! Increase customer loyalty by showing you care.

- ✓ Reach your clients effectively with a 98% open rate
- ✓ Confirm appointments and offer special deals
- ✓ Show your appreciation and get feedback with an appointment follow up



## QuickBooks Integration

Save time spent on data entry or report printing. Insight is integrated with the most popular accounting software in the world, giving you instant access to hundreds of business reports. Using QuickBooks also offers extra business planning tools tailored to your business.

- ✓ Reduce accounting/bookkeeping costs
- ✓ Eliminate data entry errors by posting directly from Insight to QuickBooks
- ✓ Track sales, assets, liabilities, and expenses
- ✓ Easy step-by-step guide to setting up and linking your QuickBooks and Insight accounts

## Memberships

Create, sell, and manage membership plans to promote ongoing client loyalty and recurring revenue!

- ✓ Set plan durations from one month to ongoing (until cancelled)
- ✓ Select benefits including free services, purchase credits, and/or discounts
- ✓ Sell multi-client or family memberships with tiered pricing and separate or shared benefits
- ✓ Accept upfront payment or set up a recurring billing cycle
- ✓ Restrict redemption usage

## Credit Card Integration

Speed up the payment process by accepting credit cards directly through Insight! We have joined forces with industry leaders in payment processing to create fast, efficient and affordable integrated payment solutions. We simplify the process of accepting card payments so your business operates more efficiently and more profitably.

- ✓ Fully certified in EMV (Chip & PIN)
- ✓ PCI and PA-DSS compliant



## Networking

### Single Location

Use multiple computers to quickly get more done!

- ✓ Reduce wait times with multiple points for check-in and payment
- ✓ Manage the business from the office without interfering with the client experience

### Multi-Location and Franchises

Operate several locations with Insight!

- ✓ Maintain one client database with a global loyalty program
- ✓ Allow staff to move between locations
- ✓ View reports for separate or multiple locations

