



FTD Mercury[®]

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Simply Easier. Simply Better. Simply Mercury.[™]

New & Enhanced Features Guide



New & Enhanced Features Guide

It's a whole new experience when it comes to FTD Mercury X1! And we want to take a moment to welcome you to the next generation of florist business technology. Within this guide, you'll learn about the changes we've made to help your business run more smoothly and efficiently using FTD Mercury X1. Each feature and enhancement builds on the experience you've come to expect and takes it to the next level! We're sure you're going to enjoy using FTD Mercury X1 as much as we enjoyed designing it. So let's get to the new & enhanced features and let you see how FTD Mercury X1 will make your life easier and better.

New in FTD Mercury X1	New in FTD Mercury X	Enhanced in FTD Mercury X1
<ul style="list-style-type: none">» Order Life Cycle» Product Upload to Florists Online (FOL) Web Sites» Customer Account Balance Detail» Printing Invoices with Statements	<ul style="list-style-type: none">» Funeral Log» Message Center» Design Center» Design Pictures» Gift Cards» Caller ID Support» Store Transfer» Garmin® GPS Device Integration» Video Chat Support	<ul style="list-style-type: none">» FTD Mercury Main Menu» Order Entry & Point of Sale» Local Products» Mapping

New & Enhanced User Interface

New in FTD Mercury X

If you have used FTD Mercury in the past, you probably noticed some changes we've made in FTD Mercury X1 (such as the splash screen, logo, and FTD Mercury Main Menu, from which you possibly opened this guide). Many of these changes involve an enhanced user interface, especially in Order Entry, Point of Sale, the FTD Mercury Main Menu, and search screens. We made these changes to help you be more efficient in your day-to-day tasks, to reduce the number of clicks and windows it takes you to accomplish your goals, and to make FTD Mercury X1 consistent and comfortable to use.

FTD Mercury Main Menu Enhanced in FTD Mercury X

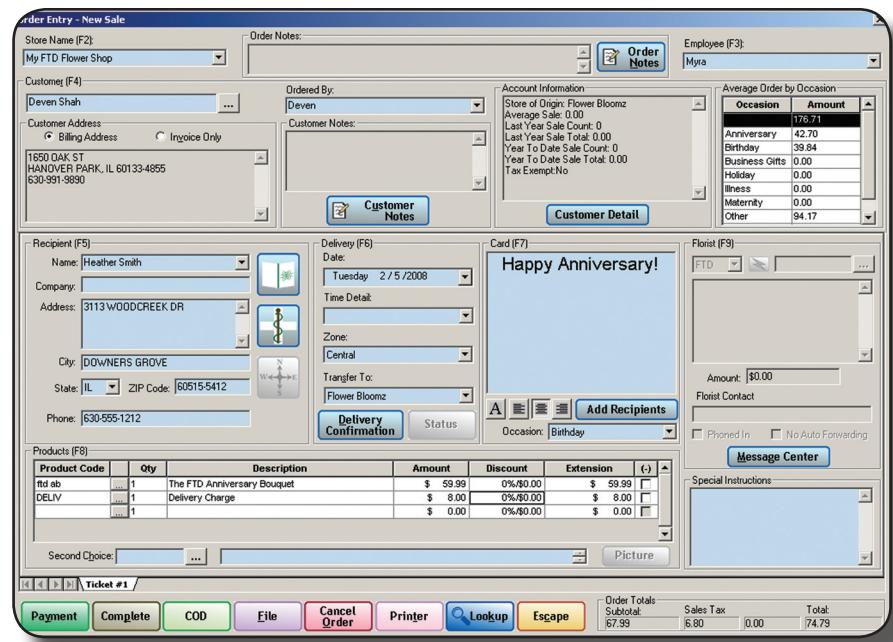
This hub of FTD Mercury activity reflects the overall look & feel experience in FTD Mercury X1. Large buttons with icons, buttons arranged in logical groupings, and the most important tasks front and center. If you would rather use the keyboard than click on buttons, shortcuts for all of the buttons are easy — either press the letter underlined in the button label, or, in the case of searches, press the number in the magnifying glass.

For example, if you want to perform a customer search, just press 4 and you're on your way. The FTD Mercury menu bar has been rearranged so commands are easier to find to save you valuable time when you need to perform a task.



Order Entry/Point of Sale Enhanced in FTD Mercury X

When you first open the Order Entry or Point of Sale windows in FTD Mercury X1, you're probably in for a surprise. The window itself is larger, has been reorganized, and contains more information right at hand. For wire in and wire out orders, you no longer have to edit incoming and outgoing information from a separate window — do it all from the Florist section right in Order Entry. You can easily see order notes and customer notes to make sure you have all the information you need immediately accessible. We've even divided the Recipient Address fields to help you enter information more quickly. You spend a lot of time taking orders — take them with ease in FTD Mercury X1! For more information, click F1 on the Order Entry or Point of Sale windows, or refer to the Working with Orders chapter of the *FTD Mercury Reference Guide*.



Funeral Log

New in FTD Mercury X

We know that handling multiple arrangements for a funeral is a logistical challenge. That's why we created Funeral Log. Accessible by simply clicking a button in Order Entry or Point of Sale, you can easily add funeral information once and then access it again later for other customers sending to the same funeral. You won't need your obituary page next to your computer constantly anymore. Plus, you can easily export a list of senders and products to provide to the recipient's family or funeral home.

For more information, refer to the Funeral Log section of the Working with Orders chapter in the *FTD Mercury Reference Guide*, or press F1 in the Funeral Log window.

Order Life Cycle

New in FTD Mercury X1

Wouldn't it be great to know what the status is for your wire out orders? Has the filling florist designed your order yet? Is it on the truck? Was it delivered? When your customer calls to inquire about it, wouldn't it be great if there was something easier than playing phone tag with the filling florist to find out? FTD Mercury X1 has you covered. Introducing Order Life Cycle, your one-stop-shop for status information.

For any order, whether it is local or wire out, click on the Status button in the Order Entry or Point of Sale window. The resulting Ticket Status window displays both actions taken on your order in your shop, as well as any status information from the filling florist (as long as both you and the filling florist are both running FTD Mercury X1 or later). And it's updated

The screenshot shows a software interface titled "Funeral Log". At the top, there are search parameters for "Recipient Name", "Facility Name", "Start Date" (set to 4/2/2008), and "City/State". A "Search" button is located in the top right corner. Below the search area is a table listing recipients:

Recipient Name	Facility Name	Address	City	State	Zip	Phone
Ashegar Beck	HALL & LEE HOMES	301 75th ST	DONMERS GROVE	ILLINOIS	60515	(630)664-1040
Jack Grubel	TOOK FUNERAL HOME	4930 Main St	DONMERS GROVE	ILLINOIS	60515	(630)668-0408
Kate Adenski	ADAMS-WINTERFIELD & SULLIVAN	4343 Main St	DONMERS GROVE	ILLINOIS	60515	(630)668-1000
Meghan Johnson	BLAKE-LAMB FUNERAL HOMES	5015 LINCOLN AVE	USLE	ILLINOIS	60532	(630)664-9392
Rick McGrath	HUMES FUNERAL HOME	320 W LAKE ST	ADDISON	ILLINOIS	60101	(630)28-8808
Sonya Hilfinger	HANEHOFF HULTGREN FUNERAL HM	304 N Main St	YMEATON	ILLINOIS	60187	(630)668-0027

Below the table are sections for "Details" and "Notes". The "Details" section includes fields for "Vewning Date" (Wednesday, April 02, 2008) and "Vewning Time" (03:00 PM). The "Notes" section contains the text: "We are doing the casket spray for this Funeral."

At the bottom are buttons for "Select", "Add", "Detail", "Print", "Remove", and "Escape".

The screenshot shows a software interface titled "Ticket Status". At the top, there are fields for "Ticket Number" (029322/1), "Updated" (Thursday, August 20, 2008 01:44 PM), "Printed Copy #" (1), "Printer", and "Time" (Thursday, August 20, 2008 01:44 PM).

Below these are sections for "Designer" and "Delivery". The "Designer" section includes fields for "Status" and "Designer". The "Delivery" section includes fields for "Status", "Route", "Date", and "Driver", along with an "Edit" button.

Under "Order Life Cycle", there is a table:

Date	Employee	Status	Text
8/20/2008 1:44:22 PM		Printed order	

Below this is a section titled "Status received from Filling Florist:" with another table:

Date	Florist Code	Status	Text
8/21/2008 4:51:34 PM	09-0134AP	Delivered	Delivered
8/21/2008 3:51:01 PM	09-0134AP	Delivery Exception	Not at home
8/21/2008 2:34:34 PM	09-0134AP	Delivery Exception	Not at work
8/21/2008 1:51:34 PM	90-0134AP	Designed	

At the bottom are buttons for "Save", "Show GPS", and "Escape".

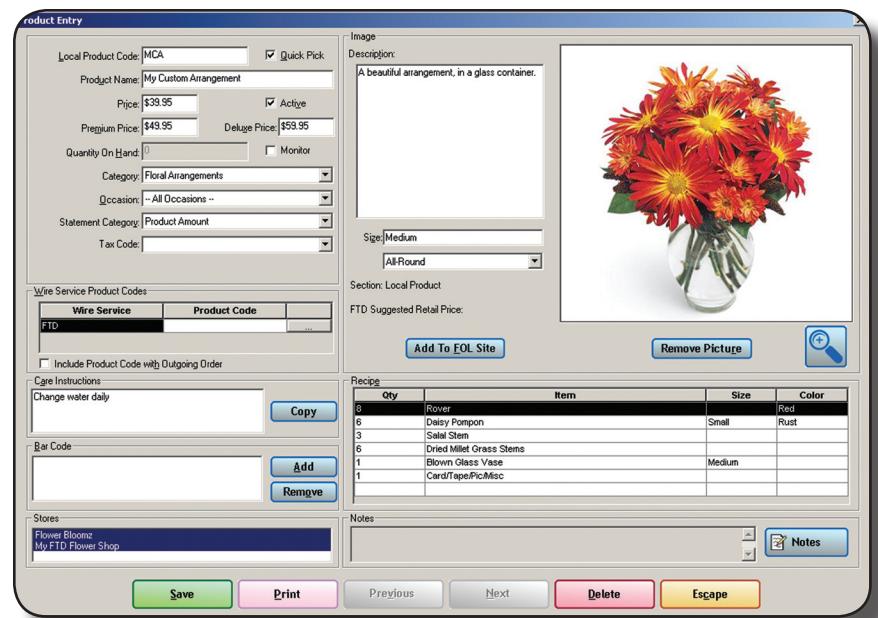
automatically when orders are received, marked designed, marked delivered, or even if they're marked with delivery exceptions (such as not at home). Imagine the time savings for you and the increased customer service you can provide by knowing the status of orders both inside and outside of your shop! It's another FTD Mercury exclusive!

For more information, see the Working with Orders chapter in the *FTD Mercury Reference Guide*, or press F1 in the Ticket Status window.

Local Product Enhancements

New in FTD Mercury X

We've enhanced local product management in several ways in FTD Mercury X1. First, we let you put in your own custom recipes, line by line. Make sure your designers know exactly what to use with your products, from number of stems to vase types! These recipes print out on the Designer Worksheets, so your designers always know what to include. You can also now attach your own pictures to your custom products, enabling your designers to see what the product actually looks like.



Each product can be marked as a Quick Pick. When you perform a Product Search from Order Entry or Point of Sale, items you have marked as Quick Picks are the first suggestions. You can use this to suggest products at holidays, or even suggest other specials you may be running. You can also now associate occasions with products, quickly giving you ideas for specific occasions.

Finally, each product can now have up to three different price points - Good, Better, Best pricing! When taking an order, upsell your customers with ease. You can even record changes for the upsell in the product's recipe.

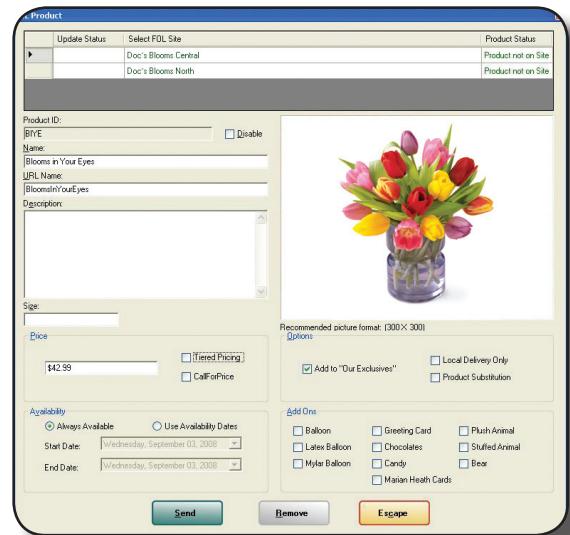
For more information, refer to the Product Maintenance chapter in the *FTD Mercury Reference Guide*, or press F1 in the Product Entry window.

Upload to Florists Online Web Sites

New in FTD Mercury X1

In addition to other local product enhancements, FTD Mercury now also includes support for uploading local products to your Florists Online (FOL) Web site! Easily maintain information in FTD Mercury and click a button to add or change the corresponding product on your site!

For more information, refer to the Product Maintenance chapter in the *FTD Mercury Reference Guide*, or press F1 in the Product Entry window.



Customer Account Balance Detail

New in FTD Mercury X1

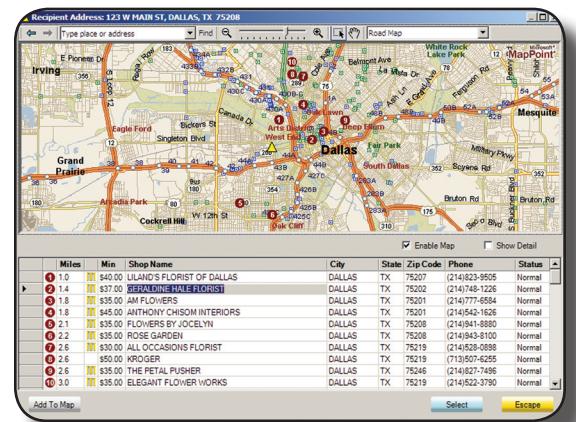
The new Customer Account Balance Detail window provides a breakdown of all house charge transactions, including paid and unpaid transactions, credit memos, finance charges, payments, cancelled orders, and refunded orders for the specified store. Use this feature to see all activity for house accounts. You can even print the report!

For more information, see the Customer Maintenance chapter in the *FTD Mercury Reference Guide* or press F1 in the Customer Account Balance Detail window.

Enhanced Mapping

New in FTD Mercury X

Now you can easily determine how far a recipient is from your shop for local orders and how far a recipient is from filling florists for wire out orders! For local orders, the distance is displayed right next to the recipient address—letting you know while you're entering the order how far your driver will be going. When sending outgoing orders, from Florist Search, you can see a Distance Map which plots the closest florists to the recipient. Make sure you choose the right florist for the recipient's address.



For more information, see the Working with Orders chapter in the *FTD Mercury Reference Guide* (or press F1 in the Order Entry or Point of Sale windows) and the Florist Directory and Search chapter in the *FTD Mercury Reference Guide* (or press F1 in the Florist Search window).

Message Center

New in FTD Mercury X

Handling the messages involved with wire orders is one of the most important parts of your business. We wanted to make sure it was also one of the easiest. Enter Message Center, the hub of your Mercury Message activity. Find the messages you're looking for using the powerful search capabilities. You can even search for messages that require your attention, which becomes your To Do list. No matter what the communication is, Message Center makes it easy to respond!

For more information, see the Mercury Messages chapter of the *FTD Mercury Reference Guide*, or, press F1 on the Message Center window.

The screenshot shows the 'Message Center' window with the following details:

Search Parameters:

- Wire Service: All Stores
- Delivery Date: 2/5/2008
- Order #: [empty]
- Recipient: [empty]
- Mercury #: [empty]

Message Type:

- Incoming
- Outgoing

Message List 1 (Top):

Wire	In/Out	Type	Date	Delivery Date	Mercury #	Order #	Recipient	City	State	Amount	Status	Hold
FTD	Out	Gen	02/05/08 09:04		D4472C-1645		Nicole Bust	DOWNERS GROVE	IL		Sent	
FTD	In	Con	02/04/08 12:06	01/28/08	D2611O-0933						Received	
FTD	Out	Cancel	02/04/08 11:59	01/28/08	D2610S-1644		Aaron Farrow	DOWNERS GROVE	IL		Cancelled	
FTD	In	Ask	02/04/08 11:45	01/17/08	D2555X-1543		Lisa Fry	DOWNERS GROVE	IL	63.00	Sent	
FTD	Out	Reject	02/04/08 11:44	01/17/08	D2551W-1642		Elizabeth Conte	DES PLAINES	IL		Sent	
FTD	Out	Acks	02/04/08 11:40	01/25/08	D2537Y-1641		Larry Markley	Eureka Springs	AR		Sent	
FTD	Out	Gen	02/04/08 09:48		D2151Y-1640						Sent	
FTD	In	Order	02/01/08 10:47	02/01/08	C8312H-0534	145/f1	Sara Grubel	LINDENHURST	IL	40.00	Received	
FTD	Out	Gen	02/01/08 09:33		C8194A-1639						Sent	
FTD	Out	Gen	01/31/08 14:59		C5347L-1638						Sent	
FTD	Out	Gen	01/31/08 13:06		C5063B-1637						Sent	
FTD	Out	Gen	01/31/08 09:30		C4333C-1638						Sent	
FTD	Out	Order	01/30/08 11:11	01/30/08		135/2	Beth McGrath	VMCHITA	KS	34.98	Phoned	

Message List 2 (Bottom):

Wire	In/Out	Type	Date	Delivery Date	Mercury #	Order #	Recipient	City	State	Amount	Status
FTD	In	Ask	01/22/08 16:05	01/25/08	A9889Q-0923		Larry Markley	Eureka Springs	AR		ANS Sent
FTD	Out	Order	01/22/08 15:22	01/25/08	A9849U-0798	14/f1	Larry Markley	Eureka Springs	AR	58.00	Sent*

Message Detail View:

Header:

FTD Outgoing Answer
03-0379AG
GREEN FOREST FLOWERS & GIFTS
112 E Main St
GREEN FOREST, AR 72638
(870)438-6836

Order Number: A9849U-0798
Sending Florist Code: 90-0001CD
Message Date: 02/04/08 11:40
Recipient: Larry Markley
Address: 1811 LAKESHORE RD

**Includes Delivery
Reciprocity #: 0
Reciprocity \$: 0.00
District 08**

Buttons: Select, Print Message, More, Respond, New Message, Close

Design Center

New in FTD Mercury X1

Keeping track of who's working on what became a lot easier in FTD Mercury X1. Design Center (easily accessible from the FTD Mercury Main Menu) allows you to quickly assign products to your designers, quickly track your designer productivity, and efficiently mark orders as designed. You can even search for products by scanning a ticket's bar code! As designers finish products, you can mark each order as designed. Or, wait until the end of the day and mark everything for the day as designed. Your designers' to-do list has never been easier!

The screenshot shows the 'Design Center' window with the following details:

Search Parameters:

- Store Name: All Stores
- Designer: All
- Show All Employees: checked
- Assigned: checked
- Not Assigned: checked
- Designed: checked
- Not Designed: checked

Delivery Date: 5/16/2008

Order #: [empty]

Product List:

Sale	Priority	Zone	Recipient	Qty	Product Code	Product Name	Total	Designer	Status
000040f1		Local	Heather Stewart	1	C12-3014	The FTD Blooming Iris Bouquet	\$ 42.99	Nancy	Designed
001243f2		Local	Kim Williams	1	D6-3031	The FTD Bourdoux Bouquet	\$ 41.99		
001247f1	PM Please	Local	April Black	5	C55-3897	The FTD Happy Times Wrist Bracelet	\$ 114.95	Doug	
001247f1	PM Please	Local	April Black	3	C2-3434	The FTD Natural Wonders Bouquet	\$ 89.97	Doug	
001245f1	Pick Up		Kathy Barts	1	ARV	Vased Arrangement	\$ 85.00		
001248f1	Pick Up		Marisa Laurette	1	B16-3738	The FTD Garden Spring Basket	\$ 75.99	Sharon	
001243f1	Rush Please	Local	Cindy Appleton	1	C54-3757	The FTD Well Done* Bouquet*	\$ 42.99	Nancy	Designed
001244f1	AM Please	Local	Rachel Norton	1	ARR	Arrangements	\$ 50.00		
001244f1	AM Please	Local	Rachel Norton	1	FTD-BOB	The FTD Baby Gift Bear - Boy	\$ 32.99	Sharon	
001239f1	PM Please	Local	Heather Smith	1	PMU	Pick Me Up	\$ 49.99	Nancy	Designed

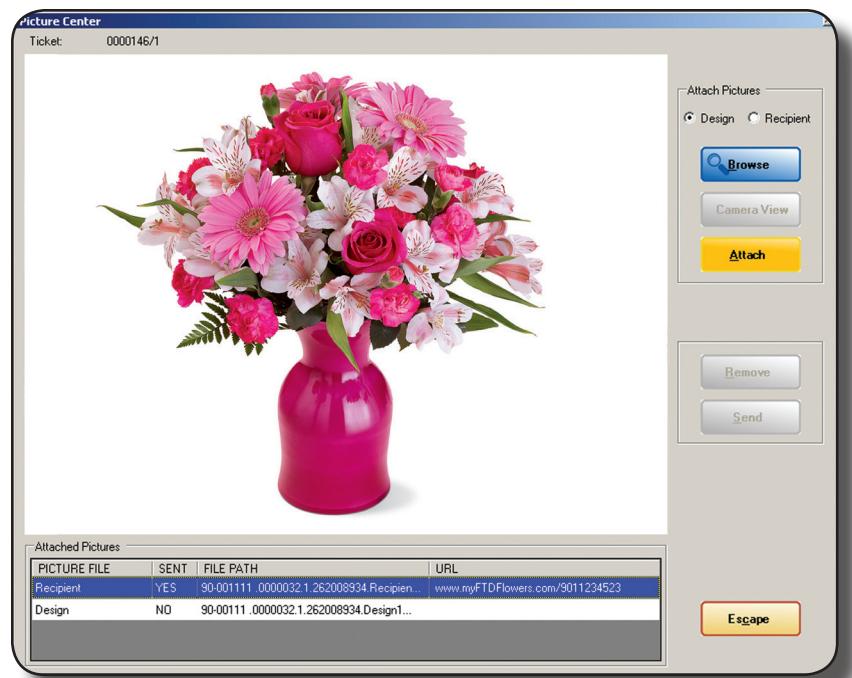
Buttons: Pictures, Design Analysis, Mark All Orders Designed, Print List, Output Invoice, Close

For more information, see the Design Center chapter in the *FTD Mercury Reference Guide*, or press F1 from the Design Center window.

Design Pictures

New in FTD Mercury X

They say a picture is worth a thousand words. How many words can you save by taking pictures of each of your designs and associating them with orders? FTD Mercury makes it easy to use the Logitech QuickCam Orbit to snap a picture of each design right on your workbench! You can even use your own camera to take pictures and upload them to FTD Mercury. Later, you can review each design to ensure it reflects the quality and value you expect. You can even refer to the pictures if a customer calls with a question. Finally, for orders that have come from the Mercury Network, you can optionally share the picture with the sending florist so they can see what you designed. An exclusive FTD Mercury X1 feature designed to grow with your business needs.



For more information about design pictures, see Attaching Design Pictures to Tickets in the Design Center chapter of the *FTD Mercury Reference Guide*, or press F1 in the Picture Center window.

Gift Cards

New in FTD Mercury X

Beginning with FTD Mercury X, you can now sell, load, and redeem gift cards that are integrated with FTD Mercury. Easily load and check balances, get detailed reports of outstanding gift cards, and take gift cards as payments in both Order Entry and Point of Sale. Gift cards are redeemable only at your shop, so ensure return business whenever a customer buys a gift card!



For more information about the FTD Gift Card program, contact FTD Technology Sales at 1-800-767-3222 or email **TechSales@FTDi.com** for details.

Caller ID Support

New in FTD Mercury X

Wouldn't it be great to have customer information appear automatically when you get a phone call? Wouldn't it help to know not only who's calling, but also their purchase habits? Well, wait no more! FTD Mercury now supports integration with caller ID technology! When a customer calls, FTD Mercury automatically looks up the customer based on their phone number and fills out the Order Entry window. Talk about simplifying order entry!

For more information about caller ID integration with FTD Mercury, contact FTD Technology Sales at 1-800-767-3222 or email **TechSales@FTDi.com** for details.

Store Transfer

New in FTD Mercury X

When you have more than one shop, it's important that the right shop fills the order, regardless of the shop where the order was placed. With FTD Mercury, it's a snap! In Order Entry or Point of Sale, just select the store you want to fill the order. The invoices will automatically print at the filling store. You can even assign the percentage of the order value that each store will get. It's easy to set up, easy to use, and good for your business.

For more information, see Store Transfer in the Mercury Administration chapter of the *FTD Mercury Reference Guide*, or press F1 in the Order Entry or Point of Sale window.

Garmin® GPS Device Integration

New in FTD Mercury X

Imagine it's holiday time, and you have temporary drivers helping you. They don't know your delivery territory that well. How can you ensure your orders get out efficiently and your drivers get back to the shop for their next route? Simple: get a Garmin.

Mercury Delivery integrates with Garmin GPS devices. Create your routes as normal in Mercury Delivery, and click the GPS button. Your routes are downloaded to your Garmin GPS device, providing your drivers with real-time turn-by-turn directions to your recipients. At the end of the route, drivers can use the Garmin to find their way back to the shop. Save time, save money, and save gasoline!



For more information, see the Mercury Delivery chapter of the *FTD Mercury Reference Guide*, or press F1 in the Create Routes window.

Video Chat Support

New in FTD Mercury X



Sometimes, don't you just wish you could see what another florist is talking about on the phone (or what they're writing about in an Ask message)? Don't you wish you could see the person helping you back at FTD? Now you can! FTD Mercury X1 includes support for Video Chat using the Logitech QuickCam Orbit and SightSpeed video technology. Contact other FTD Florists and discuss orders using real-time video chat!

For more information about video chat in FTD Mercury, contact FTD Technology Sales at 1-800-767-3222 or email **TechSales@FTDi.com** for details.

Printing Invoices with Statements

New in FTD Mercury X1

When you print statements, you can now print invoices for those statements at the same time! Simply enable the option for each house account, and when you generate statements, you are given the option to print invoices for those house accounts during generation. You can even generate only invoices via the Generate Statements window to get hard copies of completed invoices charged to house accounts with unpaid balances.

For more information, see the Accounts Receivable chapter in the *FTD Mercury Reference Guide*, or press F1 in the Generate Statements window.

Other Enhancements

There are other enhancements throughout FTD Mercury X1 that are designed to make your experience easier and better. From colored buttons and enhanced abbreviation (send to) codes to the ability to print invoices while printing statements and enhanced customer balance information, FTD Mercury X1 provides dozens of additional efficiency enhancements that add up to significant time savings. All with the intent of making sure you can run your business smoothly.