

Overview

Congratulations and welcome to FTD Mercury! FTD Mercury is a complete Windows-based business tool that allows you to communicate easily with other florists and FTD Headquarters through the Mercury Network. FTD Mercury also automates other areas of your store, such as your customer database and the products you sell in your store.

FTD Mercury allows you to:

- » Send and receive Mercury orders and messages (see [Mercury Messages](#) on page 4–1)
- » Store all incoming and outgoing Mercury orders and messages in a message log (see [Message Center](#) on page 4–3)
- » Reconcile wire orders (see [Wire Service Reconciliation](#) on page 17–1)
- » Search for and reply to Mercury messages (see [Searching for Mercury Messages](#) on page 4–2)
- » Perform faster and easier florist and facility searches (see [Searching for Florists](#) on page 5–3 and [Facility Search](#) on page 5–13)
- » Create customer and product databases (see [Customer Maintenance](#) on page 7–1 and [Product Maintenance](#) on page 8–1)
- » Maintain your employees with different access levels to the program (see [Security](#) on page 6–6)
- » Use Microsoft Office to merge customer and recipient information for direct mail and marketing purposes (see [Mercury Marketing](#) on page 15–1)
- » Create and maintain customer house accounts—including printing, emailing, and faxing statements (see [Setting Up House Accounts](#) on page 7–23)
- » Process orders through Order Entry and Point of Sale (see [Working with Orders](#) on page 9–1)
- » Process orders and manage your cash drawer through Point of Sale (see [Managing Point of Sale Sessions](#) on page 11–1)
- » Confirm deliveries with email delivery confirmation (see [Sending Delivery Confirmation Email Messages](#) on page 9–73)
- » Maintain customer credit cards and perform settlements on credit card transactions (see [Processing and Settling Credit Cards](#) on page 13–1)
- » Automate billing functions and print customer statements (see [Accounts Receivable](#) on page 18–1)
- » Export general ledger files to third party accounting software (see [Accounting Application and QuickBooks Integration](#) on page 20–1 and [Legacy General Ledger Module](#) on page 21–1)
- » Create and maintain delivery routes (see [Creating Delivery Routes](#) on page 14–12)
- » Extract your customer information to create direct mail or email marketing campaigns (see [Mercury Marketing Module](#) on page 16–1)

- » And much more!

About This Reference Guide


Learning a new computer program requires patience and practice. The goal of this reference guide is to introduce you to key learning concepts of the FTD Mercury software and provide follow-up guidelines while you are learning.

The *FTD Mercury Reference Guide* is organized by chapters. This reference guide has been designed with numerous procedures to walk you through common tasks.

Documentation Conventions

This reference guide uses the following conventions for describing system navigation.

Table 1-1: System Navigation Conventions

When you see this...	Do this...
On the File menu, click New Customer .	Click the word File on the menu bar, then click the words New Customer from the menu that appears.
Click Send .	Click the Send button
Click  .	Click the on-screen calculator button.

Resources for Help

If you have an FTD Mercury usability issue, the following resources may be helpful to you:

- » If you want to know what's new from the previous release, see your *FTD Mercury New and Enhanced Features Guide*.
- » Check the Table of Contents and/or Index of this guide for the topic for which you need assistance. A shortcut to the manual is also available on your computer's desktop (double-click the **FTD Mercury Manual** icon).
- » Use FTD Mercury Online Help to search for your topic. On the **Help** menu, click **Contents**. See [Using Online Help](#) for more information.
- » Press **F1** to display a help page. F1 help pages are available in most areas of the program and are useful when you need help in a particular window.
- » Use FTD Mercury field help. If you need help with a particular field, right-click on that field to display help text, or in a text field, press **Ctrl** and **F1** simultaneously while your cursor is in that field.

Using FTD Mercury Help

Welcome to the FTD Mercury F1 Help system! This help system has been designed to walk you through procedures within a particular program window. If you find yourself "stuck" in a particular window and don't know what to do next, press **F1** and a help page will appear to help you along!

There have been three help systems designed to help you while you are learning your new FTD Mercury program:

- » F1 Help is designed to help you if you are 'stuck in a particular window. Just press **F1** in any window!
- » The Online Help system is designed like an online manual. It is accessed by selecting **Contents** from the **Help** menu. This help system contains a **Contents** tab (table of contents), **Index** tab (to select keywords from a list), a **Find** tab (to search for help pages that contain a keyword you provide), and a **Favorites** tab (to allow you to save pages you want to return to later).
- » The FTD Mercury field level help displays help for a particular field. Just right click on any field or press and hold the Ctrl key when your cursor is in that field and then press **F1**. A brief explanation of that field will display.

Don't Forget Your Other Resources for Help!

Your *FTD Mercury Reference Guide* is a complete manual to learning your FTD Mercury system. Use the Table of Contents and Index to find your help topic.

Your *FTD Mercury Quick Reference Guide* (available as a PDF on your desktop) will help you when you are first learning.


FTD Mercury support is available through a GENeral message at 90-5034AA or telephone at 1-888-681-7911. You may speak to a live representative Monday through Friday from 7 A.M. to 7 P.M. or Saturday from 7 A.M. to 6 P.M. Central Time.

Using Online Help

Online help is a quick, easy way to find answers. To access online help, on the **Help** menu click **Contents**.


The Contents, Index, Search, and Favorites Tabs

The FTD Mercury Online Help system consists of three tabs to help you find information: **Contents**, **Index**, and **Search**. An additional fourth tab, **Favorites**, allows you to store pages you want to access later.

The **Contents** tab appears when you open the help program. It consists of a series of books and pages. Pages are represented by the  icon. Pages contain the information you are looking for – general information, procedures, and tips.


When the help program opens, all books are closed:




Figure 1-1: Help Books (Closed).

 Mercury Marketing

If you double-click on a book, it displays the contents of that book:

Figure 1-2: Help Books (Opened)

 Mercury Marketing

-  Creating Marketing Categories
-  Assigning Marketing Categories to Customers
-  Printing Marketing Letters

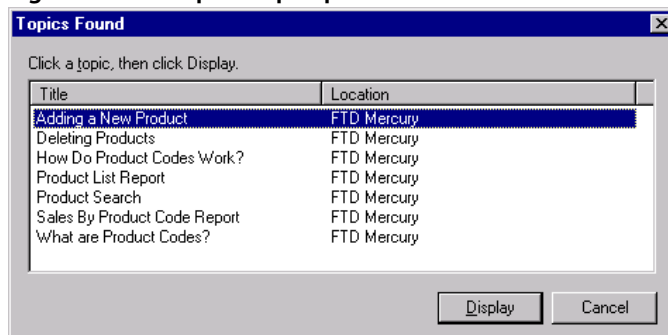
Click on the page that contains the information you are looking for and the help topic displays.

The **Index** tab allows you to enter keywords to find the information you are looking for. Enter a keyword, and the topic that best represents your keyword is highlighted. Double-click on that topic to display its contents.

The **Search** tab finds all topics in the help program that contain the keyword you enter. It finds all topics that include your keyword somewhere in the text.

When selecting a keyword in either the **Index** or **Search** tabs, there may be multiple help topics that fit that keyword. In this case a popup window displays and allows you to select a topic to display. For example, if you click the “Products” keyword, the system allows you to choose a specific topic to display.

Figure 1-3: Multiple Help Topics Found



Highlight the topic that you want to display, then click the **Display** button.

Hyperlinks and Breadcrumbs

Many pages in FTD Mercury Online Help contain hyperlinks. These are underlined words that, when clicked, take you to other related pages.

On the top of each page, special hyperlinks called breadcrumbs are provided to allow you to see where the page fits within the help system structure. Click on these links to “back up” a level to a more general topic.

FTD Mercury Technical Support

If you cannot find the answer to your question through the resources listed in this chapter, call the Mercury Technology Assistance Center Monday through Friday from 7am to 7pm or Saturday from 7am to 6pm Central Time at 1-888-309-2244. You may also send a GENERAL Message to 90-5034AA.

Other Important Phone Numbers

- » FTD Member Services: 1-800-669-1000
- » Mercury Technology Sales: 1-800-767-3222

Flowers All Hours

Flowers All Hours (FAH) is a service which provides Members’ stores and customers with 24-hour telephone service.

Once you sign up for this service, any time you need assistance during a hectic day, or when you're ready to close for the night, simply activate the "Call Forward" feature on your phone. This will transfer your incoming calls to FTD Flowers All Hours.

Trained FTD representatives answer your calls promptly and courteously, using your store name. They'll use your customized product and pricing information to assist callers and to take accurate orders. All the information, including customer name, address, phone number, special instructions and payment information is forwarded to you via the FTD Mercury® Network. When the rush is over, or when you open again in the morning, your orders and messages will be waiting for you on your Mercury system.

To get started, call 1-800-669-1000, or send a GEN message to 90-9200AA.

Florists Online

With the increase in the number of consumers who purchase on the Internet, FTD members find it necessary and important to the future growth and success of their business to invest in a high-quality, secure Web Site.

With a Florists Online Web Site, you can reach millions of new customers and sell your entire store's product selection to online customers around the world and receive the order fulfillment information via the Mercury Network.

You don't even need a computer or Internet access—it's that simple!

For more information, please call 1-800-576-6721 Monday-Friday 8:30 A.M.–5 P.M. Central Time to speak to an FTD Florists Online Internet Service Representative, or send a Mercury GENeral message to 90-8418AA, or email us at floristsonline@ftdi.com and we'll be happy to assist you!

FTD Flower Exchange

The FTD Flower Exchange is a FREE & EXCLUSIVE online fresh flower buying platform designed to provide options to our members for their floral needs. We have partnered with the BEST growers and BEST logistics companies around the world to provide FTD members the very best floral purchasing solutions for their businesses. We are leveraging the buying power of thousands of florists to bring the BEST possible prices all year long.

Expansive Selection from Best Growers Around the World

Quality is our number one priority. The FTD Flower Exchange grower partners are continually monitored and inspected to insure the best quality products are available to FTD members all year long. All of our partners are identified by the brands you trust and include Rio Roses, Esmeralda, Sun Valley, Passion Growers, Dos Gringos, Sole', Benchmark, Dole and more. Every day we offer access to 4,000+ of the best products from South America, Holland, Central America and California.

Professional & Experienced Team

FTD has invested in an experienced team of Procurement, Logistics, Sales and Support professionals that are 100% dedicated to the fresh flower needs of FTD members. Our team works regularly with florists of all sizes to develop floral programs tailored to meet the needs of each business. Whether it is custom boxes, standing orders, logistics solutions or holiday purchases our team can save you time and money.

Convenient, Reliable, and Flexible

Our state of the art web site is open for business 24 hours a day, 7 days a week and 365 days a year. The online buying platform provides visibility to 'just-in-time' inventory, prebook availability and a full purchase and pricing history. Additionally, florists can purchase directly from over 30 of the best growers around the world on one consolidated order that can be added to their FTD Clearinghouse Statement or charged to a credit card.

Customized Purchasing and Logistics Solutions

Delivery options include Federal Express, DHL, air freight and refrigerated delivery. The all new BUILD A BOX program is exclusive to FTD Members. For the first time, FTD florists can custom pack their own boxes at the farm level. It is truly unique and gives florists the ability to purchase based on what makes sense for their business.

Daily, Weekly, Event, and Holiday Promotions

Our procurement team works with growers daily to find the very best deals. The daily and weekly HOT BUYS are the products you need at prices you can't afford to pass up. The holiday specials, add-on promotions and standing order discounts are just a few of the programs designed to help florists maximize savings.

Contact Us

FTD Flower Exchange is more than just a place for FTD members to purchase their wholesale bulk flowers. Contact us today to learn more.

www.ftdflowerexchange.com

ftdflowerexchange@ftdi.com

1-800-767-4000

FTD WebGifts

For a one-time fee of \$50, you can enter the multi-billion dollar gift business!

FTD WebGifts is an inventory-free consumer direct service offering a collection of both floral and non-floral gift items for you to sell in your shop or on your web site. You send the orders to FTD via your Mercury system and we ship the product directly to the recipient. No inventory and no hassle! FTD Members earn normal sending commission plus rebates on every order.

Participating is as Easy as 1, 2, 3!

- 1 Enroll and add FTD WebGifts products to your web site
 - » Contact your FBC, Call WebGifts Customer Service at 1-800-767-4000, or Email WebGifts Customer Service at WebGifts@ftdi.com
 - » If you are a Florists Online (FOL) Member, we will coordinate with FOL to have WebGifts added to your web site
 - » If you host your own web site, we will send you a CD-ROM of images and Suggested Retail Prices (SRP's) for you to add
 - » All images and SRP's can be found at FTDi.com
- 2 Promote that you are in the gift business in your marketing materials
 - » Utilize FTD WebGifts imprint magnets, imprint catalogs and statement stuffers in your daily business
 - » Direct people to your site through FOL Local Search, FTD Directory, etc.

- » There is no inventory to carry and no product to buy!
- 3 Close the sale and send the orders to 90-0233AA for fulfillment. The vendor will ship the product directly to the gift recipient on your behalf with your store's information.
 - » All orders received in the given month will appear on the Members Clearinghouse Statement
 - » Receive 20% commission (normal sending commission)
 - » Earn sending rebates
 - » Sent orders count towards members monthly quota

Interflora

Interflora, Inc. is an international clearing house for flower-by-wire orders exchanged between Members of the groups comprising Interflora, Inc. For more information about Interflora, call 1-800-788-9000.

