



# Sporting Goods Stores

## Simplify a complicated business.

Thirty years ago, Sporting Goods stores simply offered basketballs, tennis racquets, kids soccer shoes, skate sharpening or hockey gear. **Today, the Sporting Goods industry is completely different.**

An enterprising Sporting Goods store may compete across multiple verticals, selling everything from hockey pucks to camping gear; yoga mats to fishing and hunting supplies; even archery equipment to firearms.

**On the other hand, a Sporting Goods store may be entirely niched in one sport, like bicycles or rock climbing, providing a wide scope of products and services within that market.**

A Sporting Goods business may need to offer rentals; servicing; bookings for locations like a climbing wall or skatepark; memberships; and even work with regulations, such as the AFT Bound Book and fishing licenses.

That's on top of usual business functions, including point-of-sale, special orders, invoicing, returns, reporting, accounting, and thousands of different items and parts to be ordered, stored, and tracked. *With such a wide range of inventory and customer needs, how does a Sporting Goods store manage it all?*

With **Windward Software's proven integrated business management software** that streamlines your entire business onto one accurate database.



Our flagship solution, **Windward System Five**, has helped over 4,000 businesses overcome similar challenges since 1984. And we're here for you, too.

*We help you run your Sporting Goods Store.*

*So you can have more free time for your favourite activities.*

**Ask Us How.**



**+1 (800) 663-5750**





# Why Choose Windward for Your Sporting Goods Business?

## 1. Seamlessly Manage Sales, Service and Repairs

- » Easy point-of-sale; automatically flags add-ons and upsells.
- » Kitting, signs, tags, labels, barcodes made simple.
- » Floor planning is a snap.

## 2. Fully Integrated Software on One Database

- » Seamlessly integrate front-end point-of-sale with back-end accounting, reporting, inventory, payroll and customer records.

## 3. Exceptional Inventory Control

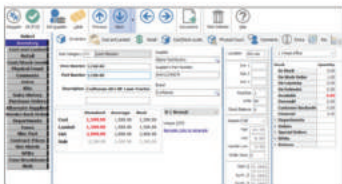
- » Customize serial numbers and unit tracking.
- » Efficiently process special orders & transfer requests.
- » Accurately manage thousands of inventory items.
- » Operate multiple locations, warehouses & users.

## 4. Accurate Tracking

- » Manage warranty procedures, invoicing and billing.
- » Flexible tracking for layaways, work orders, back orders.
- » Track customers and groups, including price discounts.
- » Identify seasonal sales trends to fill future orders.

## 5. Award-Winning Customer Training & Support

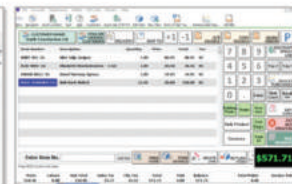
- » One-to-one implementation services, with ongoing support.
- » Comprehensive online tutorials: *The Windward Learning Academy*.
- » Live global support: 24 hours per day, 7 days per week.



ADVANCED INVENTORY CONTROL



SCHEDULED SERVICES



TOUCHSCREEN SALES

## A Word From Our Clients

*"After evaluating many different business management software solutions over the last 15 years, I am very pleased with choosing Windward System Five. You will not find a more complete point-of-sale, inventory control, accounting and CRM package at this price point.*

*With the ability to fine tune the system to your exact business needs, it's the easiest to configure, maintain and operate; especially compared to the 'enterprise' software world, where your eyes will water from the high pricing.*

*Furthermore, did I mention that it has lightening-fast point-of-sale, with the absolute best 'part find' search capability I can ever recall using? Consider our business satisfied!"*

- Mark Helmrich, IT Manager  
Tile Ideal  
Grande Prairie, Alberta, CA

**If your store is a licensed firearms dealer, take note of the following System Five functionality:**

- Electronic Bound Book Technology
- Incorporation of ATF Regulations
- E4473 Forms
- Serial Number Tracking
- Gunsmith Tracking



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