

tyco

Electronics



T O U C H S O L U T I O N S

SOFTWARE DEVELOPER

Shortcuts Salon & Spa

END USERS

Hair and Beauty Salons and Spas

ELO PRODUCT

15-inch LCD and CRT touchmonitors equipped with AccuTouch touchscreens

APPLICATION

- Business management system for salons and spas

KEY BENEFITS

- Easy to learn and use
- Durable
- Space-saving
- Faster transactions

Shortcuts Salon & Spa Management Software



“USER-FRIENDLINESS WAS A KEY DESIGN GOAL FOR SHORTCUTS SOFTWARE FROM THE BEGINNING, BECAUSE MANY USERS IN SALONS ARE NOT COMFORTABLE WITH KEYBOARDS AND MICE. TOUCHSCREEN TECHNOLOGY IS AN IDEAL WAY TO MAKE A COMPUTER USER-FRIENDLY AND ENABLE OUR USERS TO INTERACT DIRECTLY WITH THE SOFTWARE.”

—Paul Gordon,
Shortcuts
Co-founder

Touching icons on a computer screen to make selections comes naturally to all users, but especially so to hair stylists. “Stylists are very tactile and spatially/visually oriented,” says Linley Godfrey, owner of the Kusco Murphy Salon in Melbourne, Australia. “Interacting with a computer by touching the screen is the most natural thing in the world for them. The touchscreen makes it easy for our employees to learn and use the system.”

Such touchscreen benefits help explain the success of Australia-based Shortcuts, which has installed more than 4,000 business management systems in 25 countries.

Shortcuts developed its highly graphical salon management application with touch in mind, and the result is that more than 90 percent of systems installed by the company’s value-added resellers (VARs) are equipped with AccuTouch touchscreens from Elo TouchSystems. Redflex Touchscreens Pty. Ltd. specifies Elo touchmonitors for the Shortcuts application and distributes and supports Elo products throughout Australia. “The Elo AccuTouch technology is perfect for this application,” says Rob Moulder, general manager, Redflex Touchscreens, “because it responds to a fingernail touch, as a screen in a salon must do, and is highly stable and reliable.”



DURABLE TOUCHSCREENS UNFAZED BY HAIRY ENVIRONMENTS

The Shortcuts application, which is sold in the United States by Aspirix Technologies as Finger Tip Access (FTA) for Windows, has become popular because it automates and streamlines a salon's day-to-day business operations. The program's functions are divided into modules, which salons can purchase and implement as they need for their business. Current features include point of sale, inventory control/products, services, client management, appointment book, employee roster, clubs/client incentives, client marketing, sundry income/petty cash, and security/log.

Given all those functions, it's no surprise the systems are in almost constant use at the salons. "Our system is used flat-out all day," says Godfrey. "I'm amazed by how stable and durable the touchscreen and software are—they never crash or have problems." Elo's patented five-wire resistive technology makes AccuTouch products unmatched for durability and accuracy. Tested to over 35 million touches, the accuracy of the screen won't degrade even under the kind of constant use touchscreens receive in busy salons.



THE SHORTCUTS SYSTEM ON ELO'S 15" LCD WITH AN ACCUTOUCH TOUCHSCREEN INTERFACE IS HEAVILY USED. THE ACCURACY OF THE SCREEN WON'T DEGRADE EVEN UNDER THE KIND OF CONSTANT USE TOUCHSCREENS RECEIVE IN BUSY SALONS.

"I CAN DO MY JOB FASTER BECAUSE FINDING AND TOUCHING THE ITEMS ON THE SCREEN IS VERY QUICK. AND THE SCREEN IS ALWAYS READY TO USE."

—Rebecca Smith,
Stylist,
Kudos Fitzroy Salon

The AccuTouch touchscreens used by Shortcuts are also not unaffected by such contaminants as the liquids and gels on the fingers of stylists who touch the screens. Moisture, dirt, hair, and vinegar- or ammonia-based products and cleaners all have no effect on a screen's performance. In addition, AccuTouch touchscreens can be activated by a finger, gloved hand, or stylus, with an accurate response every time.

USER-FRIENDLY TOUCHSCREENS HAVE UNIVERSAL APPEAL

For many salon owners, the touchscreen is one of the key reasons they chose the

system. "I'm computer-illiterate," says Natuzza Mazzitelli, owner of Kudos Fitzroy Salon in Melbourne, "so I insisted on the touchscreen because I was more comfortable with it than with a mouse and keyboard. And I'm a real touch-feely person as well."

The Shortcuts system with its touchscreen interface is heavily used by the salon's employees. "I can do my job faster," says Kudos Fitzroy stylist Rebecca Smith, "because finding and touching the items on the screen is very quick. And the screen is always ready to use. A system with a keyboard and mouse wouldn't be, because I'd have to rustle things out of the way to make room for them on our small desk."

Owner Mazzitelli says it's not only employees who have taken to the touchscreen. "The screen is right in front of customers, and they're fascinated by it," she says. "Once they know you, they want to be the one to touch it and record the transaction." Kusco Murphy owner Godfrey says his employees act the same way: "Once they learn the software, they like using the system so much they act as if they invented it."



EMPLOYEES HAVE RESPONDED TO THE TOUCH SYSTEM MORE ENTHUSIASTICALLY THAN EXPECTED. THEY'RE EXCITED BY WHAT THE SYSTEM CAN DO, THEY FIND IT FUN TO USE THE TOUCHSCREEN, AND THEY'RE EAGER TO DO MORE.

TOUCHSCREENS ENHANCE THE APPLICATION

Shortcuts co-founder Paul Gordon says salon employees have responded to the touch system more enthusiastically than he expected. “The typical stylist is not very computer-literate, and I’ve worked with some that have never used a computer. Very soon, they’re making appointments and ringing up purchases like it’s second nature. They’re excited by what the system can do, they find it fun to use the touchscreen, and they’re eager to do more.”

Debra Smith, owner of Debonhair in Bendigo, Australia, is a case in point—she had never owned a computer before buying one running Shortcuts and an LCD display equipped with an AccuTouch touchscreen. “I studied this decision for 18 months,” she says. “I looked at a lot of systems and annoyed a lot of people. I finally decided on this one and it’s been great. There are other reasons I bought the system, but the main reason is the touchscreen. It just looked the most user-friendly, and it is. We have another standard computer in the back and I often catch myself touching that screen before remembering it’s not the one with the touchscreen. I wish it had one as well.”

Shortcuts designed its software from scratch to work as a touch-based application, and the company plans to build on that foundation by adding options for LCD monitors and signature pads, both offered by Elo, in the near future. The Shortcuts brand is instantly recognizable within the Salon and Spa industries and currently represents 75 percent of all new management software installed in Australian salons. Shortcuts also installs around 50 percent of new systems in France, making it one of the most popular salon management software brands.

“AccuTouch touchscreens are definitely a success in our application,” says Gordon. “They offer direct interaction, speed of use, and ease of learning—all of which are benefits that make them perfectly suited to the salon environment. We’re very pleased with the technology and the service from Elo and Reflex, our Elo distributor. All our customers think the touchscreens and the software are a big asset to their business.”

IN 1999, SHORTCUTS WON THE CHANNEL NINE SMALL BUSINESS SHOW “BUSINESS SOFTWARE AWARD.” IN 2003, SHORTCUTS RECEIVED THE AUSTRALIAN INFORMATION INDUSTRY ASSOCIATION AWARD FOR MOST OUTSTANDING PRODUCT INNOVATION.

AccuTouch Technology



In heavy-usage environments, Elo's AccuTouch five-wire resistive technology provides unmatched reliability, accuracy, and durability.

- Stable, “drift-free” operation—for touch response that’s always accurate.
- Highest touchpoint density in the industry.
- Fast touch response.
- Finger, gloved-hand, and stylus activation.
- Durable surface that stands up to harsh contaminants and chemicals.
- Gasket-sealable screen.
- Flat and spherical touchscreen options for design flexibility.

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