Conversion Documentation

PhotoOne to StudioPlus

the industry's top management
and workflow solution
for professional studios

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Main Line 763.552.5500   **Fax Line** 763.552.5502   **Toll Free** 888.862.4868   **Address** 600 South Main Street, Suite 120, Cambridge, MN 55008 USA

Why should I convert?

StudioPlus is the #1 leading studio management software – and it's truly user-friendly!

PhotoOne is no longer being developed, but you can easily convert nearly all of your data, and move forward with the #1 studio management software.

StudioPlus uniquely addresses the business of running a professional photography studio - from scheduling, marketing, order tracking, invoicing, and maintaining your client database, to capturing, sales presentations, composite templates, output, and archiving.

StudioPlus has all the tools you need! Enjoy the peace-of-mind that comes with total organization! We'll make the transition fast, easy, and smooth!

StudioPlus will help any size business run smoothly and expand…

    If your business is brand-new or fully-established,
    If you have more than one studio,
    If you work on-location and in the studio and want to merge that data,
    If you sell or want to sell online,

               …StudioPlus is the perfect solution for you!

With StudioPlus there are always big, new, and exciting features to look forward to every year!

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What's different between StudioPlus and PhotoOne?

StudioPlus is a powerful application with state-of-the-art features and functionality. You can re-size and maximize screens, and have multiple records open at the same. You can choose to hide or show specific tabs and columns. Columns can be re-sized and re-organized, and stay that way. Sort by any column and right-click column headers to see Totals, Averages, and more! You can locate and create new clients and sessions from anywhere in StudioPlus, too. StudioPlus is easy to setup, learn, and use. We're here to assist in any way we can!

	In PHOTOONE	In STUDIOPLUS
Calendar	Reschedule with just 7 clicks	Drag-n-drop rescheduling
	Offers Daily and Monthly views	Offers Daily, Weekly, Work Week, and Monthly Views
	Displays Appointment type code and name of client (SR Last, First)	Default display shows basic info & the display for each type is completely customizable!
	Clone Appointments	Advanced Scheduling options – schedule for multiple users, locations, times, and resources
Clients	View 1 record at a time	View unlimited records simultaneously
Digital	Compare 4 images side by side	Compare up to 6 images at a time, create Yearbook CDs, Group Capture (tethered)
	Yearbook Pose Selection	Primary and Secondary Yearbook Pose selection
	No RAW support	RAW file conversion, Image Rendering, and more!
	No composite templates	Composite templates and Template Builder
Email	Email without attachments	Email with or without attachments
Labels	Standard Client, Order, Appointment labels	Default labels show basic info & you can create your own labels containing all kinds of info!
Marketing	Mail Merge requires MS Word	Mail Merge does not require MS Word
Printing	Print reports and documents	Print/Export reports, documents, and from browse screens
Orders	Discount items by an $ or %	Discount items/entire order by an $ or %
	No ability to Insert line item into order	Insert a line item anywhere on an invoice
	Create job numbers to link invoices to a single session	Session related invoices are created from the session, no need for you to assign a job number
Price List(s)	Labor intensive to setup	Easy spreadsheet-style data entry
	Labor-intensive to edit unless globally changing all pricing	Easy spreadsheet layout edit mode

Reports	Stock Reports and limited Crosstab Summary reports where you have to choose Data Elements	Stock reports, custom reports - and instant, on-screen reporting with colorful pie, column, and bar charts that allow you to easily adjust many variables & drill-down to the data
	Print/Preview stock reports	Print/Preview/Export Reports double-click to drill-down-to-the-data, even create colorful pie, column, and bar charts - and compare data with goals/previous date ranges!
Required Fields	Limited number of fields (about 25) that may be setup to be 'Required'	Choose 'Prompt' or 'Require' with just one click – and you have over 100 fields to select from!

PhotoOne and StudioPlus are both studio management programs designed for the photo studio industry and actually accomplish many of the same things, but, of course being developed with different programming languages and by different people, there are things unique to each.

Features you'll gain when upgrading to StudioPlus:

- o Ability to resize and maximize almost any screen
- o All browse screens allow you to select columns to display, sort by the column headers, and right click for summary options. The browse screens also allow you to easily filter and group data, then print/export
- o Data entry wizards that may be customized or disabled
- o Ability to automate letters/calls/emails with or without attachments
- o Built-in mail merge feature does not require Microsoft Word and form letters serve as templates for both email and printing
- o Customize labels – you can select the info & the layouts
- o Dashboard dynamic reporting with goal setting and tracking
- o Dashboard custom reporting with pie, bar, and column charts
- o Ability to prompt (as well as require) data to be entered
- o Type directly onto the calendar to block off time
- o Multiple price lists (linked to session types for easier invoicing and better reporting)
- o Easily navigate and analyze with lots of shortcuts, sorting, and summarizing abilities.
- o Instead of the Appointment Shoebox, just open the appointment or session and click "On-Hold"
- o Customer deposits tracking and reporting
- o Auto spell-check in the various sections for notes
- o Information screens have Next and Previous buttons, making it easy to get to the Next or Previous record on the list you're viewing

- Many combo boxes include "auto-suggest" functionality like a Google search does. You just type in the first few characters and the combo box will start to fill in the rest for you
- Render composites to layered PSD files: StudioPlus can render composites to Layered PSD files, allowing you to open the PSD in Photoshop for additional editing
- Group Capture (shoot tethered)
- Image adjustment feature for modifying the unsharpen mask, brightness and contrast
- Bulk add/remove/move clients to a Client Group (In P1, Business Category or Type)
- Compare up to six images at a time in the Digital Sales Presentation
- Make copies of images, to display and compare many different colorization/effects
- Advanced sales presentation tools include a magnifier and image groups
- Composite templates with text, incremental image rotation, and more!
- Raw image conversion is supported in StudioPlus
- Render (output) images for proofing or preview purposes – such as printing proofs or loading images up to a website – or for printing
- Loyalty program tracking and management
- Pictorial Directory - easily create directories for churches and other organizations
- Bulk/Auto create phone calls and assign them to an employee
- QuickBooks, Simply Accounting, and MYOB direct integration
- Easily create Yearbook CDs
- User Forum for networking with other StudioPlus Users
- Optional Add-ons:
    - Add On-Location Users (merge on location data with studio data!)
    - Upgrade to SQL (more robust for high-volume studios with large networks)
    - Upgrade to Enterprise (merge data from multiple locations)
    - Seamless integration with MyStudioPlus.com (online viewing/ordering)
    - HoldMyMemories.com integration (client retention & residual income tool)

If you can't find a feature in StudioPlus, just ask. Often it's there, but there's a different name for it/a different way to get to it.

Here are a few examples of things you can do in StudioPlus:

Use the StudioPlus Composite Template Designer to build dynamic new products.
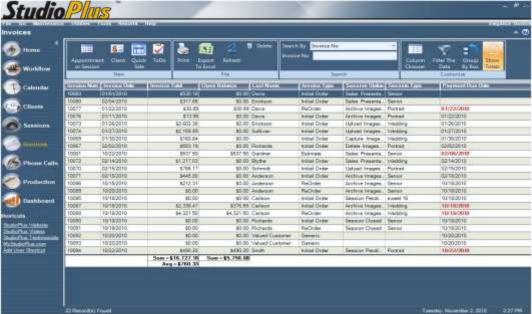

Use side-by-side comparison to show your client up to six images at the same time.

Copy images to compare in B&W, color, or any custom color you create.

Use customizable data grids to mine your data the way you want to.

Use the Dashboard to track the Key Performance Indicators you need to grow your business.

Here's a list of features in P1 that aren't currently available in StudioPlus. Please be sure to let us know which are important to you. StudioPlus is always working on the next fabulous release to provide you with new features and your input is greatly appreciated! There's even a link from the Help menu in StudioPlus to Email Us a Suggestion.

- o Studio Business Procedures
- o Named invoice copies (i.e. Client Copy, Studio Copy)
- o Apply one payment to multiple invoices on one screen (just transfer the balance)
- o Auto-assess Finance charges
- o One click to Create Customer records from Relationships and Vendors (aka Contacts)
- o Archived Client browse
- o Customer Documents
- o Sunrise and sunset for any day in the future, displayed on Calendar
  (SP has the sunset for today only (USA) on the Home Page)
- o Cost of Promotions tracking
- o Change the wedding clients address to a new address on the day of the wedding
- o Inventory
- o Unit-based pricing counter
- o Order status batching
- o Move Order Wizard

- o Links to Labprints & Morephotos
- o Select different Invoice Terms per invoice (Drop-down button on the invoice form) (In SP, Invoice Terms are determined by the Session and Invoice Types.)
- o Relationship lookup screen
  (In SP, you CAN collect info and market to family members)

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What data will be converted?

You'll be able to convert just about all your data! You can even opt to convert just certain things and skip others, and our Data Conversion Wizard will guide you, step-by-step!

- Customer data (including summary info, notes, almost everything except for the documents and images which are linked to rather than stored in P1)

- Family Members with birthdays and email addresses

- Contacts & Relationship Types (sister, brother, dad, etc.)

- Vendors

- Orders including order number, type, items, payments, notes, and status

- Payments

- Appointments

- Prices and Price Categories

- Appointment Types

- Business Categories and Business Types

- Interests & Promotions

- Sources

- Tax Rates

Things that will not convert: Shoebox appointments, security settings, inventory, archived customers, order workflow, and number of no shows/cancellations/reschedules.

NOTE: Converting your data will not disable PhotoOne in any way. You'll still be able to access your P1 data in PhotoOne if needed.

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What other clients have said about their conversion

"StudioPlus has proven to be a solid studio program which allows us to present, invoice, and track our orders from beginning to end. No other software does this. Our employees have found it to be easy to learn and easy to use. The support staff is great too."

- Larry Peters, Peters Photography

"I recently switched from Photo One to StudioPlus and have been extremely happy with it. It's easy to use and does an outstanding job of tracking my sessions, orders, phone calls, etc. This system is more streamlined and I found the reports more informative. The point of purchase sale with the ability to display 6 images on screen at the same time without leaving the program was a real selling point for me."

- Gregg Hejna, Gregg Hejna Studio & Gallery

"Having been a customer of Successware, PhotoOne, and StudioPlus, I have to say I am so thrilled that I finally found the perfect solution for my studio. Owning StudioPlus has done so many great things for my studio, it really is like having another employee. It tells me where in the process any order is at any given time. It lets me know if I need to call a client to remind them of a promotion they asked to be notified of. And the sales presentation section is just - WOW! My clients love the whole interface for selecting their images and I personally love the dual monitor option so my clients see only their images while I see their order on my screen. What you won't find in StudioPlus is funny little hasp keys that keep breaking on you and interface screens that have you scratching your head. Just solid foundation, easy to navigate, and 100% productive software at my disposal!"

- Misty Woodward, Misty Woodward Studio & Gallery

"With great product and support, StudioPlus has helped us jump to a whole new level of efficiency in what has become a hyper-competitive industry."

- Dan Fried, H&H Photographers

"One of the most fantastic things about StudioPlus is after a busy day of shooting sessions you go home and have a nice relaxing night and let MyStudioPlus.com take over. MyStudioPlus' online gallery and ordering is great for our clients and for us too. They shop while we are at home getting refreshed and ready for the next day. We come into our studio and open up StudioPlus, we see all the sales we did overnight. Wow, what a time saver!"

- Veronica Lomeli, Lomeli Photography

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