

# The Wallace Haines Company

274 National Highway / LaVale, Maryland 21502-7125  
<mailto:info@wallacehaines.com> 800-289-2976

## Automatically Create Web File Database Updates. Build Custom Database Files.

**W**eb sales generate income. Web inquiries fuel sales. Web title databases showcase inventory. Web customers search for sale prices, title availability product descriptions, status reports, delivery time, publication dates...and related titles. Web sites are company front porches and company gateways. Web sites snag customers, spark interests, satisfy curiosity, inform and update customers.

The currency and accuracy of title database information on a web is the key. Is the information timely and accurate? Does web title database information keep up with new titles, price changes and status changes?

Web design displays information. Keeping web title information up-to-date and up-to-snuff is another matter.

This is where Wallace Haines programs come in. Wallace Haines programs build title database files and send title update files from working company servers to company web servers.

### Create "Master Inventory Lists" of Title Database Records

Pick from a menu of database descriptions.  
 Include long or short descriptions. Show price on file and active sale prices.  
 Limit by inventory on hand.  
 Include title abstracts or Tables of Contents (Books)

### Specify Instructions for Automatic Daily File Builds

Create and generate files for company web sites with automatic *start-up* instructions.

### Build Database files on the fly for Customer Requests (with the same programs)

Example 1: Create files of recent releases in paperback fiction.  
 Example 2: Create a file of Frank Sinatra recordings. Example 3: Create a file of music DVDs.

### Build Custom Sales & Inventory Reports for Internal Use

Create a file or report of sales for the month for a single subject area *or* music label *or* publisher. Limit to titles with sales or with inventory stock, or not. Pick the elements for each file. Print as a report for company review or "print to a file" for export to Excel or Quattro Pro..

### The Master Inventory List: A File and Report Builder

The *Master Inventory List* is a file and a report builder that searches the title database and generates database file or report. It builds files to "construction" specifications. Include many descriptive elements. Include only a few elements for short reports.

Include selling price, sale price (if active), quantity on hand, time to

deliver, and more. Your choice.

Sort, limit and exclude as you want. For example, exclude all OP titles.

Create a slew of files or reports for custom applications.

### AutoBuild Scripts

*AutoScripts* work in the background., begin on time, and follow the same instructions steps day after day.

For daily or repetitive file transfers, where absolute timeliness and file format consistency are primary, automatic, overnight *AutoScripts* build and send files to their destinations.

### Build Update Files (changed title records only) or Reload Files (complete title database lists)

Web database files need regular (daily) attention to keep them current. Wallace Haines has a suite of programs to generate daily **Update** files, including *only* title records that have changed over the previous day...from receiving, sales, price change or title editing.

On a regular schedule an AutoBuild script can also create a full database replacement or **Reload** file.