



OpenAxis News

Smart Solutions for Smart Enterprises

April 1, 2002

ACCPAC eCRM is Making Waves

If you haven't noticed, ACCPAC eCRM is hot and it is the only Web-based, fully integrated front-office/back-office operational CRM solution in the industry. ACCPAC eCRM is a single integrated solution that includes Sales Force, Marketing and Customer Care Automation. Its integration with ACCPAC Advantage Series provides real-time access to vital back-office data and customer information.

eCRM's role as a sales force automation tool can help you distribute leads automatically to sales professionals around the world.

eCRM also provides you with a complete solution to better manage your marketing efforts and make sound decisions based on what your customers and prospects want and how they respond.

Life Tips

Where there is no vision, the people perish
- Proverb

eCRM delivers superior contact management by making available the most up-to-date and complete customer data at your salesperson's fingertips.

Now the price of ACCPAC eCRM Discovery Edition has been realigned to compete with lower market products such as Goldmine, ACT and Maximizer. Contact us for more information.

Financial and Operational Reporting - A Powerful Management Decision-making Tool

If you asked business people to list their priorities on business automation, they will probably start with their billing processing in Accounts Receivable and order entry processing, since these processes directly influence their cash flow and their means of income. Custom management reporting will most likely be listed toward the end.

Experienced business professionals, however, list custom management reporting as the most important and most beneficial automation for an organization. They consider reporting as a powerful management tool to help them in their decision-making process.

Reporting, as a means of visualizing your core business information, is essentially the most important aspect of your business

application. ACCPAC Advantage Series powered by Crystal Reports reporting engine provides users with flexible reporting, enabling users to develop and generate reports that exactly meet their needs.

To illustrate, management often needs to analyze customers based on specific regions or specific groupings. By utilizing the default or optional fields in ACCPAC, we are able to group customers into the above grouping criteria. The report can be designed to extract the information from the customer database and have the crucial information ready to the users at a click of a button.

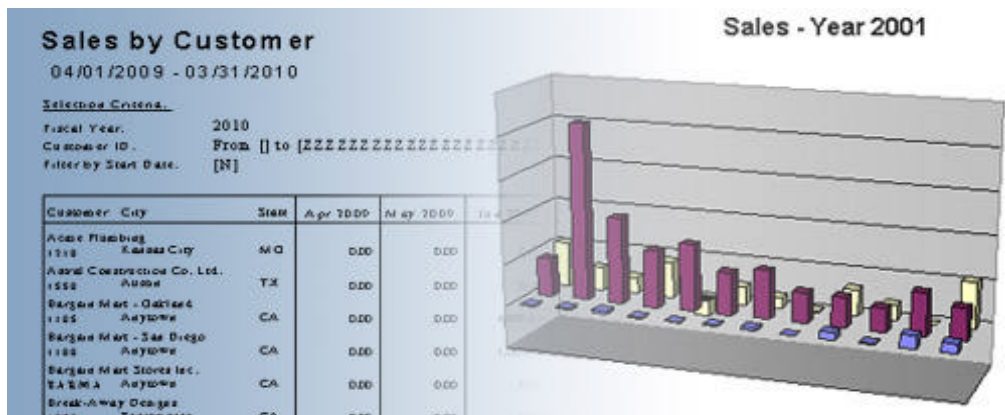
Reporting can also be used to analyze a specific product's or a specific product line's performance relative to the other products or product lines. By knowing this type of information,

we can more effectively allocate our marketing resources to promote specific product lines to a particular customer groups.

As a result, these more targeted and controlled marketing expenditures will drive down your operation costs while increasing your sales.

There are many other examples on how we can use reports to help us make quick and informed decisions. Having these capabilities within your business application could prove to benefit your company in the long run.

For more information, Please call (323) 265-3000 Yuji Ioriya or Hendry Sondjaja



At OpenAxis, we focus on the implementation of IT solutions for small- and medium-sized businesses.

We provide management and computer consulting services by identifying issues, implementing solutions, and managing all your IT needs.

Comprehensive Solution:

Accounting Solution
Operation Solution
Manufacturing Solution
Other Integrated Solution
Customized Solution
E-Commerce Solution

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Business Tips: **Forgotten Customers**

In today's competitive business environment, most businesses strive hard and struggle to increase their sales volume by investing and spending a lot of time and money on marketing, building sales channels, forecasting market segments, advertising, sponsoring, outsourcing marketing activities, and participating in various conventions.

As they spend time focusing on obtaining new customers, they quite often forget their past or previous customers. Let us ask ourselves the following questions regarding past customers.

- Do we have records of transactions with past customers?
- Do we know contact person's name or face? Do we still maintain contact with past customers?
- Do we know why they stopped contacting us and where they are buying products now?
- Do we know the salesperson handling these past customers?

We have spent a lot of time and resources taking care of our past customers and maintaining good relationships with them, haven't we? These customers are valuable asset to our business. We do not have to introduce ourselves to a previous customer and the customer records are right there in our customer database.

Customer database is probably one of the most important asset in a company even though it does not show up on the company's balance sheet. In acquisition situation, generally we have to pay substantial amount of money for the customer database.

Contact and follow up 'previous customers' before looking for new customers. Our **ACTIONS** will make the difference.

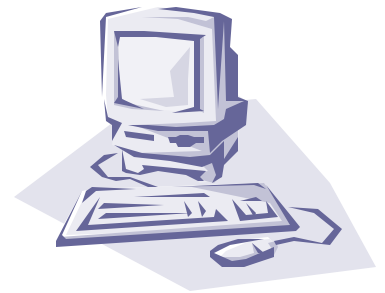
Technology update:

Emerging Technology - Wireless Networking 802.11 and its challenges

Wireless networking standard is being touted as one of most widely accepted emerging technologies by many technology publications. Its recent convergence move with another emerging technology, Web services, fuels the launch for use in the corporate environment.

Wi-Fi, a standard for the wireless networking, allows users to access the network and cruise the Web at speeds up to 11Mbps, as long as they stay within the range of an access point. Wireless LAN is a low maintenance option to networking, providing companies with reduced IT costs while maintaining reliable network performance.

There are issues that have yet to be addressed and tackled, especially security issues. However, for now, the future looks bright for this technology and it is the solid choice to go for most business environments.



Have a question on Microsoft Windows or Office Products?
Ask our specialists and they can answer you on this newsletter.
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