

ACCPAC Announces Next Generation Business Analysis Suite

ACCPAC in its quest to become an end-to-end business application provider, added another product suite, ACCPAC Business Analysis Suite, to complete its ACCPAC Advantage Series product line.

ACCPAC Business Analysis Suite has three components, which are ACCPAC Comprehensive Financial Optimizer (CFO), ACCPAC Key Performance Indicators (KPI), and ACCPAC Business Health Test (BHT). Driven by standard financial statement data, ACCPAC CFO provides accounting and financial professionals with a means to easily isolate and understand key business performance issues, enabling quick and reliable analysis, thus empowering better business decision-making process.

Life Tips

At times, a change of routine can be most healthful.

— Arnold Lobel

ACCPAC KPI and BHT are optional analysis suites that enhance the core CFO functionality. KPI provides users with the detailed comparisons between financial models and benchmarking capabilities. BHT provides a standard analysis methodology ensuring that business assessments can be obtained in a cost-effective and consistent way.

To obtain more information on how ACCPAC can help your business, please contact us at (323) 265-3000.

ACCPAC CRM 5.5 Adds New Look and Major Functional Enhancements

ACCPAC International, Inc., announced the release of ACCPAC CRM 5.5, the latest version of its award-winning customer relationship management (CRM) application.

ACCPAC CRM 5.5 includes a new user interface and significant enhancements throughout its Sales Force, Marketing and Customer Care automation functions.

ACCPAC CRM 5.5 New Features

New, Improved User-Friendly Interface

ACCPAC CRM 5.5 incorporates a newly designed user interface that makes the user's experience fast and intuitive. The new interface provides a cleaner look and feel, and greatly simplifies navigation with smoother screen transitions, and crisper, cleaner, easier to read screen content throughout.

Sales Forecasting

ACCPAC CRM 5.5 offers improved Sales Forecasting features, allowing sales staff to easily provide forecasts to their managers on an as-needed basis. Forecasts can now be rolled up throughout an organization and manag-

ers have the ability to add their own assessments to the forecasts of their direct reports. Historical forecasts are also retained within the system.

Marketing Automation

Key Attribute Profiling enables users to assign selected pieces of key data - attributes - to specific customers, prospects, or groups. These key attributes can be stored, reported on and used as a basis for future marketing activities. Key attributes are user-defined and can be any characteristic that may be of value for retrieval in the marketing cycle, for example: prospects who attended a product demonstration; who indicated interest in a purchase; or who use a competitor's product.

Outbound Call Management automates the process of performing outbound phone-based telemarketing campaigns. This new feature enables a telemarketer to access a call list and display the approved telemarketing script including merged prospect information such as first name. Workflow action buttons are available to schedule calls, and call results can be tracked for follow-up reference.

New, Improved Customer Care Functions

Customer Service Knowledge Base supports the ability to store solutions to common support questions for quick, easy lookup. Knowledge Base items can be automatically e-mailed to customers, improving overall customer support response times by delivering answers to all affected customers the moment an issue is resolved. Customer Service Knowledge Base can also be accessed directly by a company's customers or business partners from a self-service Web page.

Pricing and Availability

ACCPAC CRM 5.5 and ACCPAC CRM Sales Team 5.5 are available now through authorized ACCPAC Solution Providers worldwide starting at an SRP (USD) of \$1995 and \$995 respectively. To obtain more information, please call (323) 265-3000

— OpenAxis, Inc.



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

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System Disaster: Why it happens and how to solve it.

When people say, "It's OK" or "There is no problem", you cannot always presume there is no problem. Even though everybody is doing the right things, a system disaster can occur.

For instance, one day, an EDI staff at a client's office called me. She said that she was on vacation that week but she still had to take care of EDI transactions from home. This surprised me because she had no way to process EDI transactions from home. Her EDI processing application had to be attached to the company's network in order for the application to access ACCPAC database. I called the IT manager of the company and asked what's going on.

He said, "Oh, don't worry. She just got confused. We have no problem."

Yes, he was right. There was nothing wrong with the computer system. Since he is an IT manager, his concern is whether all the PCs and servers work properly (and in that sense, he is a very responsible person). But I knew that purchase orders were coming everyday and the company was required to send purchase order acknowledgements daily. In addition, unless somebody had processed the purchase orders, there would not be any orders!!


I soon realized that in fact nobody had processed the EDI orders at the office. I explained to him that the company would have a big problem later on the business operation side; so he asked me to check whether everything was really ok.

In the above case, nobody was at fault. This was a system or management decision misconstruction.

- 1) EDI personnel does not know how each application functions and how they work together. They lack training.
- 2) The IT manager's job description and job responsibility are wrong. His responsibility should include smooth business operation.

People engage in tasks and they should have responsibilities; however, if the system has not been set up correctly, a problem can arise even though the people are working hard and doing right.

ACCPAC Tips: Easy export from ACCPAC to any popular file format

If you are using ACCPAC Advantage Series Small Business Edition or higher editions, you are set to discover incredible exporting capabilities within ACCPAC. By simply setting the print destination to 'File' or click the  button on top of the report preview window, you are able to transfer your report to a file in various formats, including Acrobat format (.pdf), Excel (.xls), comma-separated values (.csv), and text format (.txt) among others, allowing you to conveniently use the file and the information within it for other purposes.

Procedure to export a report:

- On ACCPAC main desktop, go to **File-Print Destinations**, select the File option, and click 'OK'.
- Proceed to print any report you need to export.
- Select the file format from the list provided and keep 'Disk File' as the destination.
- Click 'OK'.

Have a question for Microsoft Windows or Office Product? Ask our specialist and they can answer on this newsletter. Please feel free to email your question to techsupport@openaxis.com.