

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

A Change is not merely necessary to life. It is life.

- Alvin Toffler

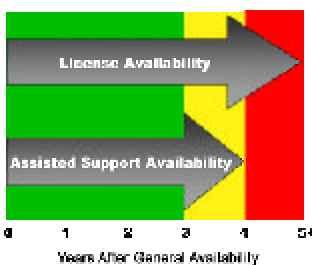
eCRM delivers superior contact management by making available the most up-to-date and complete customer data at your salesperson's fingertips.

Now the price of ACCPAC eCRM Small Business Edition has been realigned to compete with lower market products such as Goldmine, ACT and Maximizer.
Contact us for more information at (323)265-3000.

Short life cycle of Operating System may cost you some extra money.

It was half a year ago when Microsoft Windows XP Professional was released. So many people now wonder whether they should buy Windows 2000 Professional or XP Professional as client machines, when they implement new system. We believe that it is safer to go with 2000 just because it is more reliable (Even the first Service Pack for XP has not been released yet). In fact, so far, not so many companies have installed or upgraded to XP professional. However, you might want to take the following information that was announced by Microsoft into consideration. Microsoft gives us guidelines called Desktop Product Lifecycle Guidelines. They provide advanced notification of planned changes in Windows desktop operating system availability and support. Under the Product Lifecycle Guidelines, Microsoft plans to make Windows desktop operating system licenses available for purchase for a minimum of five years and assisted support offerings available for four years. However, during these periods, Windows desktop product availability and

assisted support will move through the Product Life-cycle Phases identified below.



1) Mainstream Phase:

Three years after general availability.

- Licenses available in all standard product distribution channels.
- Standard support offerings available (e.g. Premier Support, incident support (per warranty), hotfix support, online support information, etc.).

2) Extended Phase: Between three and four years after general availability.

- Licenses only available in the authorized OEM distribution channel and through downgrade rights available in Volume Licensing programs.
- In addition to Premier Support, paid incident support, paid hotfix support, and online support information will be available.

3) Non-Supported Phase:

After four years of general availability.

- Licenses will continue to be available in the authorized OEM distribution channel and through downgrade rights available in Volume Licensing programs.
- Online support information will continue to be available.

Microsoft may terminate this phase after providing 12 months advanced notice.

These guidelines show that virtually the life time of client Operating System lasts for only three years. For example, Mainstream Phase for Windows 2000 Professional will end in March 2003. After this date, company might have to pay for supports, which include even security patches. We cannot say how long is "appropriate" for client machine life, but I feel that Microsoft should extend "Mainstream Phase" at least up to 5 years after it releases the first Service Pack.

*Yuji Ioriya
MCSE, System Integrator
OpenAxis, Inc.*

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

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OpenAxis, Inc.

901 Corporate Center Dr. Suite 400
Monterey Park, CA 91754

Phone: (323) 265-3000
Fax: (323) 265-3330
Email: info@openaxis.com
www.openaxis.com



Tips for Decision Maker: **We need help.**

We may face uncontrollable problems in our daily life or business. After spending a lot of time doing research or working on a project without success, we feel helpless or get depressed. Customers or our peers may criticize us for not completing the project on time or within the budget, therefore adding more pressure to us.

We have a tendency to defend our position by describing facts and circumstances or by explaining to colleagues how complicated the project is and what makes it difficult to accomplish. We sometimes blame our colleagues or boss for not cooperating with us on the project.

More excuses, less trust on us. People lose patience to listen to our never-ending excuses. Consequently, they evaluate our performance as poor.

Take a deep breath and sit back to think what we are trying to accomplish, what brings the successful result. Analyze ourselves and find out what we do not have in our hands-experience, skills, manpower, cooperation, materials, money, etc.

There is nothing wrong by asking for HELP from others in order to attain our goal on time. It may be embarrassing in the beginning, but hiding the problems we may have will only make the project more difficult to finish. Asking for HELP with a loud voice needs a tremendous amount of courage.

Amazingly, most people try to understand us, cooperate, help and even give us recommendations. Quite often, they introduce us to the right person or organization, that can provide us with some HELP.

STOP PROCRASTINATING. PROCRASTINATION is our enemy.



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