

Product Introduction : ACCPAC INSIGHT

ACCPAC International, Inc. announced the release of ACCPAC Insight, an advanced enterprise reporting and analysis software suite designed to provide accountants, executives and other corporate users with simple, fast and flexible access to all critical business data.

ACCPAC Insight core modules include:

Author - for simplified, wizard-driven report creation from multiple data sources

Viewer - an inexpensive component for users who need read-only access with cross-module drill-down analysis capability

Life Tips

The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails.

— William Arthur Ward

Budgeting

Consolidations

Web Deployment Server - for real-time Web-access to reports including cross-module drill down analysis.

And more!!

To obtain more information or want to see the demo, please contact us at (323) 265-3000.

Different customers, different needs, different value

Several years ago, I used to work for a manufacturing company. I was the marketing/merchandising coordinator. My boss at the manufacturing company believed in being “customer-oriented” or “customer-first.” However, following his methodology conflicted with my views of price determination.

As many of you would agree, a product’s price should be equal to the product’s cost plus a reasonable margin. However, that is not always so. In other words, if you truly believe that a product’s price should be equal to its cost plus a reasonable margin, then you would end up with the idea that there is essentially a single, fair price for that particular product.

And this is not true, because different market sections might have different needs. In addition, different market sections might have different perceptions of value for even the same products.

To illustrate, if you go to the airport and check the prices people have paid for their air flight tickets or check how much the person sitting next to you has paid, you will see there is a

difference. It depends on where they bought the ticket, when they bought it, and on how they bought it, i.e. as individuals or as a group.

Please notice that none of it has any relation to the actual cost of flying a passenger, even though they all will occupy the same space, in the same airplane, served by exactly the same crew.

What the airline companies do is known as market segmentation. They differentiate the market based on the value that the flight provides to customers.

How do you segment the market, or customers right now? Based on region, sales volume, payment record (how quickly they pay to you), etc., etc.

The market can be segmented into various sections, if and only if changes in prices in one section do not cause any changes in the other section. The reason is that it is not based on easiness of the classification but based on the value of the product that the customers receive.

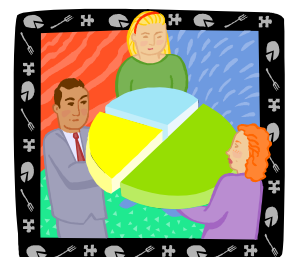
Imposing a single price enables customers who

have a high perception of value to pay a low price. At the same time, imposing a single price trims away customers for whom the price is too steep relative to their perception of value. In my own experience, the manufacturing company did not take advantage of the vast potential inherent in market segmentation.

Many companies are trying desperately to find new marketing ideas. We all know how difficult it is to come up with innovative ideas in a well-beaten direction. Yet, few are attempting to aggressively segment what seems to be a uniform market. This is because of the notion of a single price.

Just think about the same issues from different directions. You may come up with a new idea, and that is the purpose of this article.

(If you want to discuss your individual case, please contact Yuji Ioriya at (323) 265-3000.)



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**Windows Tips:
How to create a keyboard shortcut
for a program in Windows XP**

Note that this feature works only with program shortcuts on the desktop or the Start menu. This feature does not work if the desktop shortcut is a shortcut to another shortcut.

Creating a Keyboard Shortcut

Right-click the desktop shortcut, and then click Properties.

On the Shortcut tab, click in the Shortcut Key box.

Press the keyboard combination that you want to use to start the program. The shortcut combination must consist of one character (a letter, number, or symbol) plus at least two of the following three keys: CTRL, ALT, and SHIFT.

Click OK.

Troubleshooting

The default combination is CTRL+ALT; if you press only a character key, Windows XP automatically adds CTRL+ALT. To use other combinations of the three required keys, press those keys before you press the character key.

A keyboard shortcut does not work if it conflicts with a keyboard combination that is used in the program that is currently active.

Three ACCPAC Options products for the price of two

ACCPAC Options are a great way to extend the functionality of your systems – at very reasonable prices. Now through June 27th, when you buy three ACCPAC Options products we'll give you the lowest-priced Options product free.

Promotion details:

Third (free) product will be the lowest-priced of the three products purchased.

All three products must be ordered at the same time.

May purchase an unlimited number of three-product Options bundles.

One year of Bronze-level SupportPlus is required with new purchase of ACCPAC Options listed except Multimedia Training. SupportPlus fees are calculated on full product Suggested Retail Price.

Product purchased under this promotion is not returnable.

May not be combined with any other offers.

Eligible Options products include:

- Account Code Change
- Contact Master
- Customer Number Change
- EFT Direct Payables
- EFT Direct Payroll
- EFT Direct Receivables
- Financial Link Professional
- GL Security by Segment
- IC Item Transfer
- Item Number Change
- Lot Tracking
- Multimedia Training Products
- Multiple IC Item Numbers
- ODBC Link for ACCPAC
- Sales Analysis
- Serialized Inventory
- Vendor Number Change
- Zippy Notes
- Financial Link Professional
- ACCPAC Bills of Lading
- ACCPAC Customer Connect