

SUCCESS STORY

Oregon Wine Store Quickly Boost e-Commerce Sales

Ponzi Vineyards, a Beaverton, Oregon producer, retailer and global distributor of fine wines, has attributed a 10 percent increase in gross annual sales for their last fiscal year to their new six-month-old ACCPAC-powered Web store. The Ponzi Vineyards online store was created with ACCPAC eTransact and is hosted at ACCPAC Online, ACCPAC global hosting facility that offers subscription-based Internet access to a broad range of accounting and end-to-end business management applications.

By using ACCPAC Online, Ponzi Vineyards is able to scale their Web store as sales volume increases without additional infrastructure costs. With monthly costs fixed, the increased Web sales result in even faster-growing profits.

Life Tips

May you look back on the past with as much pleasure as you look forward to the future?

— Paul Dickson

"By standardizing on ACCPAC end-to-end business management applications to manage their e-commerce initiatives, Ponzi Vineyards clearly exemplifies how ACCPAC can enhance a customer competitive advantage," said John Goossen, ACCPAC Senior Vice President, Hosted Services.

Ponzi Web store

www.ponziwines.com,

(Cited from www.accpac.com/media)

Business Tips: "Busy, Busy, Busy..." Are you REALLY busy?

We often hear "I am too busy to clean up the floors." "I am too busy to submit the expense report on time." "Our first priority is shipping rather than organizing inventories on the shelves." In most cases, those who state the above have been making themselves busier due to disorganized and inefficient operations, and lack of solutions.

Waste of time

Let us discuss one example in the warehouse operations scenario. We have those who say, "I cannot meet the shipping requirements due to lack of employees." When we take a closer look at his or her daily operations, we might find out the following problems:

1. More time is spent looking for products or raw materials because the inventories are not well sorted and are not placed in an orderly fashion. Sometimes, the same type of products are misplaced or found in multiple locations. Employees have to exhaust their valuable time locating the products or raw materials, supplies, tools, etc. to complete packing and shipping functions.

2. Time is consumed unproductively due to erroneous shipping and duplicate work.

3. A longer waiting period is inevitable due to lack of a shipping plan. Do you know what a weekly shipping plan is? Do you know how many employees do you need to ensure a productive and efficient shipping department?

4. Unnecessary time is spent due to employees' injuries in the warehouse because they were too busy to handle the products and raw materials safely in accordance with the company's rules. The employees may unintentionally ignore the procedures that need to be followed at the warehouse because they are pressured by deadlines.

Complaints

A "busy person" (a person who thinks he or she is extremely busy) has common complaints and tendencies such as:

1. They need more people, space, equipment, desks, etc. However, they do not know exactly how many people is needed or what kind of qualifications they should possess. They are not sure either what kind of equipment they need at the present time to complete their tasks.

2. They think they are overwhelmed with duties and

responsibilities on a daily basis. They are convinced that their time is so constricted that it is impossible to have time to organize or sort their things, clean up, and maintain equipment in top condition.

3. They do not obtain cooperation from other people. They complain that the other people are also too busy to help. A common example is, "Mr. Doe always sits in front of his computer and plays computer games all day long; I do not know what he is doing these days."

4. They state that they do not see the management people trying to familiarize themselves with the factory floors or spend some time listening to the employees to gain a deeper understanding of each employee's tasks. This last point however, contains genuine and reasonable cause. Managers have the responsibility to be

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(Continued from the front "Busy,")

involved with the company at all levels in order to know what needs to be done and how it needs to be achieved.

Recommendations

It is extremely important for the company's management to listen to Mr. or Mrs. Complain because he or she is trying to communicate his or her issues and share the experiences they have had. This can be the starting point to improve the company's overall performance. Keep in mind the following suggestions:

1. Let's listen: Let's welcome his or her complaint, issue, or problem and try to find out the facts in order to find solutions. The company's management should appreciate Mr. or Mrs. Complain for telling the facts and his or her thoughts during workshops. Management's positive and supportive attitude is the key.

2. Let's share: The company's management organizes the facts after listening to Mr. or Mrs. Complain and has a group meeting with people that can relate with those same issues.

3. Let's focus on solutions: The company's management and the employees exchange comments and opinions on the problems in order to solve them. Under management's leadership, the people cooperate to change the management system and procedures. Let's focus on the solutions and the system failures. Management informs decisions and directions to all related parties.

4. Let's take quick actions: The company's management and the key staff set up action plans and implement them as scheduled.

5. Let's follow up: The company's management and the key staff follow up on the implementation and confirm the solutions have been implemented as planned.

When the "busy person" does not have definite ideas of why he or she is always busy, a good company's management focuses on training "busy persons" to prioritize their tasks and follow pre-established action plans. Consequently, management attains its goals as planned, employees gain self-esteem and the company profits.

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