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Did You Know?

Using **Advanced Power Search**, you can select the field to search on, hide and rearrange columns, change the sort order of a column, and create customized power searches on a user and company basis.

How to customize a power search:

1. Select the 'Power Search' tab and click 'Customize.'
2. Edit an existing view or click 'New' to create a custom view.
3. In 'View,' enter the name for this view.
4. Elect a 'Field to search' from the list.
5. Change the order of the columns and select the column to sort on.
6. Click 'Save.'

For further information on customizing the power search give us a call.

The Malware Threat

See page 4
for more info!

Marketing With Sage BusinessWorks

At its essence, marketing is communication. Every face-to-face interaction, every letter, every visit to your Web site, every phone call—every communication between you and your clients is an opportunity for marketing. Small businesses may feel that effective marketing is beyond their reach, when in fact Sage BusinessWorks and its companion products deliver many of the capabilities central to launching, managing, and analyzing a successful marketing program. In this article we'll discuss some basic principles of marketing, and show you how you can implement many of these principles with the help of Sage BusinessWorks.



Use the tools in Sage BusinessWorks to help you in your marketing efforts.

Sage BusinessWorks Custom Office

Drip Marketing refers to the practice of sending multiple promotional pieces and marketing communications over time to a subset of your customers and prospects. The term comes from the phrase "drip irrigation", an agriculture technique where small amounts of water are fed to plants over a long period of time. Drip Marketing can be very effective as it helps ensure that your message is in front of your customers when a need arises.

Mail Merge

An excellent way to send these frequent, person-

alized communications to your audience is to use the **Mail Merge** feature in the **Sage BusinessWorks Custom Office** module.

The Mail Merge feature lets you create and send targeted communication to all of your customers or a chosen subset of customers. You can print and distribute your correspondence manually or send it automatically via email. Build a library of correspondence templates to suit various purposes and to ensure your message is both timely and consistent.

Effective Emails

Email is an easy way to communicate informally with customers. Make your message short; email is an instant

form of communication and a long litany of points will go unread. Use color, but avoid cuteness unless you're selling cute. Use email messages to announce a new product or service offering, or advertise an upcoming sale. Email is also a perfect tool to promote your company's Web or e-commerce site. Include links to take your reader to the desired location. Make certain you include an option for your recipients who wish to be removed from your solicitation list—it's the law.

Powerful Print

The printed message still has power. Why not send a personalized letter announcing your new sales representative to customers? Include a dis-

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Marketing With Sage BusinessWorks CONTINUED

count offer in that letter to generate new interest. Sending a “welcome” letter to your new customers is an often overlooked courtesy, and an opportunity to send along your current catalog or an invitation to visit your Web site. Give your customers the tools they need so they think of you when their need arises.

Monitor Your Marketing Efforts

By tracking, monitoring, and measuring your marketing activities, you can ensure that you direct your marketing budget to the tasks that pay off.

When a prospect calls or emails you, make it your practice to ask them how they heard about your company. Record referral source information in one of the **Custom Fields** Sage BusinessWorks provides for each Customer record. Analysis performed on this custom field will help you determine where your business is coming from and thus help you better direct future marketing efforts.

The Sage BusinessWorks Custom Office module also can help your marketing efforts through its **Custom Worksheets** feature. Think of Custom Worksheets as a custom report generator with an output to Microsoft Excel. Use it to export Order Entry data such as quote amounts and probability percentages. Turn those statistics into graphs to help you visualize your current opportunities.

KnowledgeSync

It's surprising how many companies fail to track and nurture open opportunities and simply focus on logging the easy orders. Without attention, these opportunities will dry up leaving your sales pipeline empty. **KnowledgeSync** is a tool that enables you to more easily follow up on these opportunities.

KnowledgeSync is a corporate database monitoring and alert solution published by Vineyardsoft Corporation. KnowledgeSync monitors your corporate databases and notifies you, your customers, your vendors, or your employees when important events take place. You can use KnowledgeSync to automatically remind you, your staff, even your customers

of important events taking place in your Sage BusinessWorks database; effectively offering proactive communication to enable you and your staff to avoid missed deadlines and to capitalize on opportunities.

Alerts can be sent via fax, page, cell phone, web browser, or email—automatically. Dozens of pre-defined alerts are included, and you can create new alerts as necessary to fit your company's workflow. The alerts can be both time and date sensitive and can be configured to include pertinent Sage BusinessWorks data, such as: Name, Balance, Order Number and Amount, and Date. KnowledgeSync helps you to be more proactive and efficient in your business ventures through alert triggering, the automation of repetitive tasks, and streamlined customer communication.

KnowledgeSync has valuable marketing applications. Use KnowledgeSync to acknowledge each customer order with a Thank You note or order confirmation—letting your customer know that their order matters. Send each salesperson a notification of customer quotes due to expire, reminding them to follow up. Monitor your customer's satisfaction by automatically sending a customer satisfaction survey 30 days after a sale.

Relationship Building With ACT!

A contact management solution like ACT! by Sage is a powerful marketing resource. When combined with your Sage BusinessWorks accounting solution, the power increases. ACT! provides you with a big-picture view of your company and its marketing and sales process. You can manage groups of contacts by interest, company, account, project, and more and then target marketing efforts specifically to these groups.

Your company will benefit from the sales and opportunities capabilities within ACT! that enable you to better capitalize on leads. Sales opportunities are tracked by contact and contain dollar amounts, the active sales stage, and other sales or product information. Sales and marketing managers will appreciate the various reports that compile information about

prospects, amounts, close dates, and prospects that are in the sales pipeline. Interactive pipeline graphs bring your sales activity to life in a highly visual, easy to view manner.

One of the most useful aspects of ACT! is its ability to remind people of when an action, such as a follow-up phone call or meeting. When marketing activities are combined with conscientious follow up, the likelihood of closing the sale increases.

Using ACT!, you have access to sales forecasting tools that help you monitor—and meet your goals. When every opportunity is recorded and nurtured, your chances of converting those opportunities to sales soar.

The ACT! Link

The Sage BusinessWorks ACT! Link module provides powerful synchronization options allowing you to share data between ACT! and Sage BusinessWorks.

Your customers want a positive, personalized experience when they interact with your company, and by using ACT! and the new ACT! Link from Sage Software, you can deliver that experience. Your staff can launch various Sage BusinessWorks tasks from within ACT!, saving time and effort and providing a single location where users can gain access to all pertinent customer information. The ACT! Link allows you to track, cultivate, and promote the very business relationships your company depends on.

The bi-directional interface means that when a prospect in ACT! becomes a customer, you can create that customer in Sage BusinessWorks directly from ACT!, eliminating duplicate data entry tasks and ensuring you and your team are always working with a current customer list. Quotes and order activity will be recorded in ACT! history, providing a complete picture of your relationships from a single location.

Don't Miss Opportunities

Begin now to incorporate marketing tools such as the ones we've outlined here into your company's operations.

Give us a call to learn more about marketing tools for Sage BusinessWorks. ★

StarShip—Integrated Freight Manifesting Solution

An integrated freight manifesting solution can help you distribute your company's products more efficiently and at the lowest possible cost. StarShip, engineered by V-Technologies, Inc., is one of the most comprehensive freight manifesting systems available today for small to medium-sized companies. It is capable of processing shipments through several different carriers, including: UPS, FedEx, USPS, and Airborne Express. StarShip handles all of the manifesting tasks that your shipping department requires. Not only does it calculate the freight charges and produce bar-coded shipping labels, it can even shop for the lowest rates to your customers' shipping destination. StarShip interfaces with dozens of popular accounting packages—including Sage BusinessWorks. Let's learn about the many advantages of using an automated freight manifesting system.

Complete Shipping Solution

StarShip is a complete shipping solution, supporting multiple carriers in one user interface while storing shipment history in a central location. StarShip offers tight bi-directional integration with Sage BusinessWorks making your shipping process more efficient and error-free.

Easy To Use

Simply type in the quote, order, or invoice into Sage BusinessWorks and StarShip retrieves the ship-to name and address, P.O. Number, weight of the parts, ship via, and more. StarShip can process shipments from the Sage BusinessWorks "Maintain Sales Orders", "Maintain Quotes", "Select Orders to Invoice", or "Direct Invoice" functions. Simply double click on the Sage BusinessWorks freight field and StarShip opens with the ship-to information populated. StarShip makes your accounting department more efficient by automatically updating freight charges. This real-time integration allows you to invoice orders immediately after they are shipped. Customer Service gets a boost as you can quickly quote actual freight charges as you take orders.

Always Up To Date

You'll never have to worry about updating Sage BusinessWorks as a carrier's freight charges

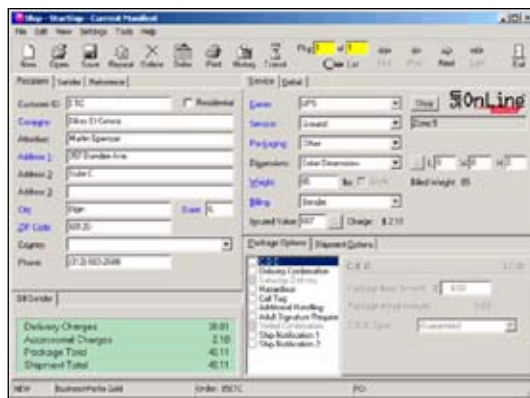
change. A yearly subscription plan is available which covers you for 12 months of carrier rate/service changes, interface changes, and enhancements. StarShip typically has at least two major releases per year.

Informative Reports

Several informative reports are included to give you an accurate picture of the day's shipping activity as well as shipping history: Daily Shipment By Customer, Shipment History By Customer, COD Remittance, Insurance Report, History Freight Report, and the Daily Freight Report.

Multiple Carrier Support

The standard StarShip module processes shipments using UPS, FedEx, and FedEx Ground. Functionality for processing shipments via the U.S. Postal Service, Airborne Express, Spee-Dee Delivery Service, and a user-definable carrier are available as options.



StarShip helps you handle your shipping tasks more efficiently.

Carrier Specific Features

UPS shippers will appreciate that StarShip is UPS Online certified, which means that you can electronically upload shipment files and reference data to the UPS Data Center. This enables your customers to track their own packages over the Internet.

FedEx Ground users can electronically upload an end-of-day file to FedEx. Electronic Package Data Information (E-PDI) is used by FedEx Ground to more rapidly and accurately capture shipping information used within the billing process. With a compatible printer, you

can print the RPS Code 128 labels and COD tags needed.

FedEx Express shippers can calculate freight charges based on published or custom rates. Companies shipping a high volume of packages can optionally link StarShip directly to the FedEx Ship Manager (FSM) to process shipments.

Save Time And Increase Efficiency

Today's shipping is very information intensive, and there is no better place to access this information than directly from your financial system. In addition to increasing the efficiency of your warehouse staff, StarShip makes your accounting department more efficient by automatically updating orders with freight charges. This real-time integration allows you to invoice orders immediately after they are shipped and ensures you aren't undercharging for freight. StarShip for Sage BusinessWorks provides the most efficient and error-free way to ship your orders.

StarShip Features And Benefits

- ▶ Seamless interface to Sage BusinessWorks requires minimal user setup.
- ▶ Reads shipping data from Sage BusinessWorks automatically.
- ▶ Writes freight charges back to your quote, sales order, or invoice.
- ▶ Automatically calculates freight charge based on the parts' Inventory or Purchasing weight.
- ▶ Prints carrier approved shipping labels.
- ▶ Rate shop between carriers easily.
- ▶ Supports third-party parcel insurance.
- ▶ Optional electronic scale interface eliminates manual entry of parcel weight.
- ▶ Additional handling allows you to add a per package service cost.
- ▶ History button allows easy access to shipment status and tracking

Would you like see StarShip in action? Download a working demo from www.vtechnologies.com or call us for more information. ★



Spotlight On The Malware Threat



The security of your company's data is vital, yet at times it seems everyone is out to get it. Malware is a term coined to describe the full range of malicious software that sneaks onto computers specifically to frustrate, damage, or disrupt a system. Malware finds its way onto your computers by stealth. Are you aware of the new dangers that exist? Are you taking the proper precautions to protect your company's most valuable resource? In this article we'll introduce you to some old and some new malware threats and offer some suggestions for protecting yourself.

Malware Comes In Many Forms

A whole new vocabulary has sprung up to describe these surreptitious programs. Here's a glossary to keep your lingo current.

Viruses And Worms

Viruses are small programs that attach themselves to other programs or documents and replicate, potentially causing significant damage. Worms are viruses specifically engineered to make extensive use of email and spread themselves rapidly.

Trojan Horses

Programs that appear harmless but have a damaging or malicious effect. Recently a trojan horse was discovered hiding in the "unsubscribe" link in spam messages.

Backdoors

Similar to trojans and worms, this enemy of your computer opens up a backdoor to a computer providing network access for hackers or malware to enter.

Keyloggers

Keyloggers not only log the keys you press, but also capture screenshots to show the spy just what information you are working with. The results of the illicit keylogging are uploaded to the spy's Web site the next time you connect to the Internet.

Dialers

Dialers either dial expensive telephone numbers on your dime, or they dial a hacker's machine to transmit stolen data.

Spyware

We're all familiar with this term for a type of malware that spies on your Internet comings and goings in order to provide you with pop-up advertising or to provide the spy with a record of your activities.

Phishing

You may have received an email that appeared to come from your financial institution asking you to follow a hyperlink to their site to update your password or account data. Following that hyperlink takes you to a site posing as your financial institution ready to steal your sensitive data.

How Can I Protect My Information?

There are several low and even no-cost malware combatting and phishing-catching software options available. Be certain you pick a reputable product. Here are a few suggestions:

- ▶ Ad-Aware
www.lavasoftusa.com
- ▶ Spyware Doctor
www.pctools.com
- ▶ SpyCop
www.spycop.com
- ▶ Spy Sweeper
www.webroot.com
- ▶ Netcraft
www.netcraft.com

A free Web site called StopBadware.org contains helpful advice on identifying and preventing malicious programs from infecting your system. The organization plans to provide a list of programs that contain spyware and other malicious software. You can read more about this new organization at <http://stopbadware.org>.

Give us a call for more information on protecting your company's data. ★



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