## What's Inside

## Headline News

Sage has announced Business Insights Intelligence as a replacement for the FRx financial reporter that comes bundled with Sage MAS 90 ERP. The new product is being licensed from Alchemex, a business intelligence vendor. The replacement is necessary because Microsoft is discontinuing support for FRx as of December 31, 2012. The new product will ship to customers at no charge later this year.

# Sage MAS 90 Product Update

## New Product Update Contains Useful Features System-Wide

As a Sage MAS 90 ERP customer, you soon will be receiving the first new Product Update. A Product Update is a release in between major releases that delivers both maintenance functionality and product enhancements that were previously delivered via service packs. This first Product Update follows quickly on the heels of the Sage MAS 90 4.4 release, with a scheduled March 2010 delivery. Enhancements have been added across a range of modules. Let's learn more.

### Accounts Receivable

Have you ever received a check paying a particular invoice, and had no idea which customer the invoice belonged to? This can easily happen if an invoice is being paid by a parent company or by an agent. The Cash Receipts Entry By Invoice Number feature solves this problem handily. Cash Receipts Entry now has an Invoice Number field. When an Invoice Number is entered, the Customer Number of the first matching Invoice from the Invoice History file will be placed in the Customer Number field. To use this feature you must retain invoice history detail.

With the update, you will be able to find invoices in Invoice History faster with new search options. Additional search options allow you to look for invoices by Customer Phone Number, Lot/Serial Number, Ship To Zip, Customer PO Number, Invoice Header Comment, Ship To Code, Invoice Date, and even by invoice history user-defined fields.
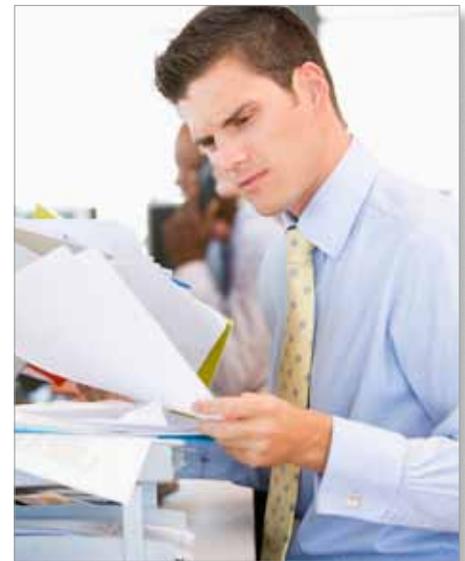
### Accounts Payable

Wire transfers of funds to pay vendor invoices is becoming more and more common. This update adds the ability to enter wire transfers in Accounts Payable Manual Check Entry.

### Sales Order

Have you ever inadvertently processed a customer order twice and sent duplicate shipments? An existing option in Sales Order set-up allows you to check for duplicate customer PO numbers when entering an order. This feature is expanded in the update so that during Sales Order and Sales Order Invoice data entry, if an existing customer PO Number is found in the Open Sales Order file, the Accounts Receivable Invoice History file (if

## Sage MAS 90 Product Update

*(continued from cover)*

specified), or in the Open Sales Order Invoice file, then a pop-up window displays on what document the duplicate was detected. As before, your security settings allow you to determine if you just will receive a warning, or if you will be prevented from creating an order with the duplicate customer purchase order number.

Another feature added to Sales Order in the update is the ability to control the items that customers may purchase. For example, if you sell wine, and you only can ship it to certain states, you can set up the system so customers in other states may not purchase wine. The enhancement adds a new Purchase Control Maintenance screen that will allow you to choose to either:

» Prevent customers or orders that reference particular Ship-To state codes from purchasing specific items or specific product lines; or

» Allow only specified customers or Ship To state codes to purchase certain items or product lines.

During Sales Order Entry and Sales Order Invoice Entry, if you enter an unauthorized Item Number or an Item Number from an unauthorized Product Line, a warning message will appear. Your security settings can be set to allow certain users to override the warning.

### Picking Sheet Enhancements

Picking sheet printing is an area where workflow can differ greatly for each organization. Three enhancements to picking sheet printing smooth workflow and give you new options for picking sheet printing.

With the update, you will be able to print a picking sheet with only back-ordered line items, and a new option will help prevent accidental duplicate printing of picking sheets.

The ability to quick print a picking sheet from sales order data entry also is added. This feature should be really useful for rush orders. You can choose to print a shipping label after quick printing the picking sheet, and print a COD label after quick printing an invoice.

Other related workflow options allow you to choose whether to return to Sales Order Entry with the Order Number you just printed still loaded after quick printing the sales order or picking sheet.

### Payroll Enhancements

Payroll data entry is a time-consuming and time-sensitive task. There is a short time period between gathering all the employee hours worked and the production of checks or direct deposit files. The Product Update offers an enhancement that provides the potential for huge time savings. It allows you to set up multiple earnings codes per employee that will be automatically populated in Payroll Data Entry and auto pay operations—similar to the way voluntary deductions are currently set up. A nearly unlimited number of earnings codes and the corresponding earning type (fixed or percentage of pay) can be set up and maintained for each employee.

### Job Cost

When costs accidentally are posted to closed jobs, it can be very time consuming to find and correct errors. A new capability allows you to create a list of allowable Job Cost statuses for Purchase Order, Accounts Payable, Job Cost, Inventory, Payroll, and Sales Order.

A cost for a job that has a status that does not appear on the allowable list cannot be entered. A message box will appear showing the requested job's status and the allowable job statuses for the selected module.



ZOOM IN

From this easy-to-use screen you can set allowable job statuses for six modules.

### Credit Card Processing Security

The credit card processing industry has recently updated its security compliance requirements to more strongly guard against credit card fraud. With the update, Sage MAS 90 Credit Card Processing capabilities have been enhanced to be PA-DSS Certified.

### Provide Your Feedback

To make it even easier for you to provide timely feedback on Sage MAS 90 capabilities to the Sage development team, a survey will be built into the product.

All of the enhancements mentioned in this story are in the very first Product Update. You can expect to receive future Product Updates (via download) every three to six months. Please give us a call with your questions. ✴

# Marketing With Social Media

**S**ocial media—online communities where people exchange ideas, offer opinions, and stay connected with friends—is growing rapidly. In this era of increased competition for customers, social media has become an exceptional, low-cost marketing strategy for businesses of all sizes. Leveraging this important tool is not just smart, but quickly is becoming essential.

In this article we will offer some suggestions on how you can get started marketing with social media, and how to integrate your efforts into Sage MAS 90 ERP.

## Social Media

Many people have the impression that social media is only for the young. In fact, according to statistics published by iStrategy-Labs in July 2009, the 55+ age group is the most rapidly growing segment on Facebook, and the largest segment of users is the 34-54 age group. And according to Facebook's published statistics, there are more than 5.3 billion fans of the more than 700,000 businesses that have active Facebook Pages.

Through the effective use of social media, the Obama campaign was able to collect 13 million e-mail addresses, that then became contacts in their CRM system to be used for soliciting additional support. With these statistics, there is little doubt that there is a huge potential for developing your business through social media.

## Getting Started With Social Media

The number of social media sites and methods can be confusing. A good place to start is with Facebook. From there you can expand into other social media such as Twitter, YouTube, and LinkedIn.

As a business, you start by creating a Facebook Page, as opposed to a Profile used by individuals. A Facebook Page allows businesses to collect Fans. You can link your Facebook Page to your company's Web site and to e-Commerce sites that sell your products. Ask friends and family to become fans of your business so you have a respectable crowd of supporters when you debut your page with customers. When you are ready, invite customers to become fans. If you are using SageCRM, you can use the e-mail marketing capability to invite customers to your Facebook Page. Or use Business Insights Explorer's mail merge capabilities to send the request. Then, engage your fans by posting comments on their pages and encourage them to pass the word about your fan page and company.

The personality of your Facebook Page should enhance the brand image of your Web site and other marketing pieces. "The pages that are most successful are the ones that really replicate the personality of the business," said Tim Kendall, the director of monetization at Facebook. Keep content fresh. Tell fans about specials and events, and regularly add photos, comments, and other useful information.

Relationships are at the heart of a successful social marketing strategy. You may find your time spent on Facebook feels less like marketing and more like customer service. When people ask for information, even if not related to buying your product, you need to respond to keep them engaged. Listen to what people are saying, good and bad, you may pick up ideas on how you can improve your business. There is a lot of chatter on the Web; customers, competitors, and associates may already be talking about you. You may want to step in to keep the record straight. You can find out what people have said and get analyses of positive and negative feedback, on sites such as http://twitrratr.com and http://socialmention.com.

## Targeted Marketing

Because Facebook members complete profiles with information such as hometown, employer, interests, and education, it is a tailor-made tool for targeted marketing. Profile information can help you deliver messages to specific demographic slices. You can create a Facebook ad, and as you do so add demographic criteria and keywords and see how many Facebook users fall into your target audience. You can track the resulting leads in SageCRM, or through the use of User-Defined fields in Accounts Receivable.

We are here to help; please give us a call with your questions.    ✳

## (( Tips & Tricks ))

**Sending a group of invoices in one e-mail using Business Alerts**

The Business Alerts module contains a sample process called *Customer Notification of New Invoices*. You can adapt this process to send just one e-mail to each customer, listing all their new invoices, instead of sending an e-mail for each individual invoice, using the steps below:

1. In the sample Customer Notification of New Invoices process, double-click to open the Process Properties window, then click on the Steps tab and select *Monitor an OLE DB Data Source*.
2. Click on Edit, then click the Steps tab.
3. Click Edit and for the *Group By Field* select "AR4_OpenInvoice," CustomerNumber.
4. Click OK to close all windows.

# IN THE SPOTLIGHT:
## New eBusiness Web Services With Sage MAS 90 Version 4.4

There is a new module called eBusiness Web Services included with Sage MAS 90 ERP Version 4.4. This module provides an open interface between certain Sage MAS 90 data tables and the Internet. In this article, we will touch on the technical details behind this module, but we will focus primarily on the benefits it can provide.

### Sage MAS 90 And E-Commerce

You may be wondering what is the difference between E-Business Manager and the new eBusiness Web Services module. E-Business Manager is a suite of applets for Sage MAS 90 that allows you to quickly and inexpensively get an e-commerce Web site up and running. This is an excellent choice if you are just getting started with e-business and have a Web programmer familiar with the specialized Sage MAS 90 toolset. What if you already have an e-business Web site and want to integrate it to your Sage MAS 90 system? Enter eBusiness Web Services, the module that connects Sage MAS 90 data to the Internet using any popular programming environment.

### Sage MAS 90 Data Available

In the initial release, Sage has focused on providing access to the data most often used for e-commerce: Customers, Customer Contacts, and Sales Orders. For each of these, the software has the ability to view records, add new records, update existing records, and delete records. For each type of data, the programmer can choose which fields in the file can be displayed and/or written to on the Web page. You also can choose to expose user-defined and Master Developer fields associated with these data tables.

### The Technical Details

eBusiness Web Services is based on a protocol known as SOAP (Simple Object Access Protocol). This protocol is a standard for exchanging information via Web services on computer networks. This means that any Web programmer easily will be able to write an integration with Sage MAS 90. Some of the popular languages and development platforms your programmer may use to write the interface include:

» Visual Studio .NET using C# or VB.NET
» NetBeans IDE using Java with JAX-WX
» PHP using the built-in SoapClient class.

Once installed, eBusiness Web Services is activated at the system and company level, so you can choose which companies to expose on your Web site.

### Secure

eBusiness Web Services require the use of SSL encryption and are used with HTTPS protocol, to provide you with a secure and reliable method of communication. You can specify which Sage MAS 90 users will have access to eBusiness Web Services, and the system recognizes and respects the role-based security built into the software.

We would be happy to discuss with you the ways in which eBusiness Web Services can benefit your organization. Please give us a call.

---

**Keystone SOFTWARE SOLUTIONS inc**

844 Centre Avenue
Reading, PA 19601
(610) 685-2111
(800) 289-9109 toll free
(610) 685-2112 fax
info@keystonesoftware.com
www.keystonesoftware.com

**sage** Authorized Partner

Request More Information

---