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We've Moved!

Effective immediately please note that Altitude Information Systems has moved down the hall to a new suite.

Please update your records to reflect our new address:

Altitude Information Systems
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Coming Soon in Advantage Series 5.3

Advantage Series 5.3 includes a number of new features designed around providing users with more access to critical data. Included in 5.3 will be unlimited optional fields throughout all Advantage Series applications and modules.



Optional fields allow businesses to customize Advantage Series and provide comprehensive reporting and analysis capabilities across the

entire accounting system. Businesses will be able to manage their own information more effectively and will be able to obtain the information they need to analyze business operations and practices.

Version 5.3 will let you capture the information you need to compete successfully. The new Transaction Analysis and Optional Field Creator application gives you the flexibility of defining all the information you require in your business for each General Ledger account, customer, vendor, item, transaction, and transaction detail. The optional field feature makes it easy to record and track the information you require from the originating transaction through to your General Ledger. Imagine being able to trace the optional field information you define for your customers and items to your Order Entry orders, to your Order Entry shipments, to your Order Entry invoices, to your Accounts Receivable invoices, to the General Ledger journal entry and account. You can now analyze each individual transaction as well as General Ledger account activity and balances. Advantage Series optional fields . . . unlimited power.

Call us today or email advisor@altitudeinfo.com to request a more detailed outline of the 5.3 features.

**Join us for a 1 hour
Web Seminar on
August 24th and
See ACCPAC HR
Series in Action!**



**Discover the
powerful features of
ACCPAC HR Series in
this 1 hour web
presentation.**

- Automate the tracking of critical details.
- Empower your staff to effectively manage even the most complex HR requirements.

- Free yourself up from time-intensive tasks relating to data management.
- Analyze employee data and make informed decisions to help control costs, and focus on organizational development.

ACCPAC HR Series is a powerful, feature-rich human resource (HR) management solution that enables mid-sized enterprises to effectively collect, manage, calculate and report all employee data. Designed to help you better manage your human capital, HR Series keeps your staff on track with clear, concise information at their fingertips – calculated and reported in real time.

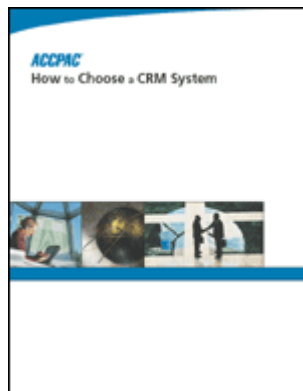
HR Series can significantly increase productivity and efficiency by reducing paperwork and manual input, and streamline your HR tasks. It automates almost every aspect of the HR process, including maintaining full compliance with government Human Resource Management requirements.

HR Series is simple to use, intuitively designed and offers maximum control over your HR information and requirements while reducing the administrative overhead and costs associated with managing your human resources. It is built to work the way people do – with screens and "Wizards" that lead non-technical users through data entry step-by-step.

Call us for more information or email us at advisor@altitudeinfo.com.

Free Guide - "How to Choose a CRM System"

It's no secret that customer relationship management (CRM) is the hottest technology of the decade. But while some companies are reaping huge profits with their CRM systems, others are struggling, even failing.



What makes the difference between success and failure?

The more you can learn upfront about CRM, the better your chances for success. The truth is that

CRM is unlike any technology your company has embraced before. Getting it right can mean amazing new levels of revenue and customer satisfaction! Getting it wrong can be painful and costly.

You can avoid the usual mistakes and put your company on the CRM fast track!

That's the reason ACCPAC put together this guide. ACCPAC interviewed leading CRM consultants to find out what works, what doesn't and what customers should do to avoid missteps and achieve CRM success quickly. Their responses were distilled into 16 pages of fact-filled reading designed to give your company a definitive edge when it comes to CRM.

With this guide, you'll understand:

- ✓ Sales force automation and why you need it
- ✓ How to turn every marketing dollar you spend into bottom-line revenue
- ✓ Why call center management is vitally important to your success
- ✓ The top 10 features to look for in CRM software
- ✓ How to prepare for a product demo and avoid getting "sold"
- ✓ Eight ideas for getting internal buy-in
- ✓ And More

Jump-start your CRM knowledge the easy way!

You could spend endless hours researching CRM on your own – or you could simply read this guide. This booklet delivers:

- ✓ Expert advice to help you make informed decisions about CRM
- ✓ Facts you should know about real-life CRM implementations *before* you buy
- ✓ Cost comparisons
- ✓ Insider's guide to success
- ✓ The top 10 do's and don'ts
- ✓ And more!

Get the practical, unbiased information you need to successfully implement CRM in your company. Order this **FREE** guide today. It's easy and there's **NO OBLIGATION**.

[Click here](#) to request your FREE Guide Today.

Promoting for Pennies

Marketing costs weighing you down? Here are 10 creative ways to boost business without breaking the bank.

[Entrepreneur's Be Your Own Boss magazine - February 2004](#)

By Gwen Moran

Businesses need to maximize every opportunity for promoting themselves. Surprisingly, that doesn't necessarily mean pricey advertising campaigns and time-consuming promotional programs. Many startup business owners overlook simple, inexpensive opportunities to promote themselves, reinforce their brands and increase sales through vehicles they already have in place. These opportunities cost far less than most traditional marketing methods and have been very effective for many entrepreneurs. Here are 10 methods to get you going.

1. Invoices: Stuff your statements with special offers or information about new products and services. Graphic designer and marketing consultant Jo Schloeder, 41, sent coupons for a free hour of services from her Wall, New Jersey, firm, [Creative Approach Inc.](#) Since few people in her line of work use coupons, it got attention—and several new projects.

Cost: a few cents to print an information sheet.

2. On-hold programming: Use on-hold time to communicate to a captive audience. Instead of playing elevator music, use that valuable time to remind customers about special promotions or relay useful information.

Cost: Record it yourself, and it's free. Professional systems may run upwards of \$40 per month. Find providers in the Yellow Pages under "Phone Systems" or "On-hold Messaging."

3. Cash register receipts: If you generate receipts for your customers, they should include more than just a transaction record. Dave Ratner, 52, owner of [Dave's Soda & Pet City](#) in Springfield, Massachusetts, an award-winning chain of pet-food and soft-drink retail stores, uses register receipts to periodically tell

customers about specials, events and product reminders in his four stores.

Cost: If your register offers customizing options, \$0. If not, staple receipts to information slips for pennies.

4. e-Mail signatures: When you get an e-mail from Eva Rosenberg, 50, publisher of TaxMama.com, you'll also get her contact information, a description of her site's unique selling points, and a tip about what's new at her site. The Northridge, California, tax consultant says her e-signature has helped customers find her contact information easily and has also helped facilitate media interviews.

Cost: \$0.

5. Voice-mail messages: Instead of wasting time with instructions on leaving a message, remind callers to visit your Web site or take advantage of upcoming seasonal promotions. You could also use your company's tag line or slogan in the message to reinforce awareness.

Cost: \$0.

6. Phone manner: Be sure whoever answers the phone at your place of business is upbeat and helpful to callers. "That person is your vice president of first impressions," says Ratner. Employees fielding phone calls should be able to answer simple questions or know where to get answers, especially when a customer or prospect calls.

Cost: \$0.

7. Stickers: They're not just for preschoolers. When Rosenberg launched her tax consulting business and Web site, she bought 100 red heart stickers that said, "We love referrals."

"We plastered them on everything that went out of our office, and business poured in," recalls Rosenberg. "Simply telling people we wanted referrals made a big difference."

Cost: \$7.50 for 100 stickers.

8. Frequent-buyer clubs: Ratner believes in rewarding loyal customers with gift certificates to

his store. He tracks purchases, and when customers get to a certain dollar amount or quantity, they get a gift certificate for anything in the store. For non-retail businesses, other ways to apply this might be a discount or free gift after a certain number of hours or frequency of purchases. **Cost:** For 500 small, black-and-white punch cards to track purchases, approximately \$50 to \$75. If your point-of-sale or invoicing system already has a method of tracking volume, you can do so internally for even less.

9. Product shipments: When you ship or deliver products, include an extra catalog, sales sheet or coupons in the package, making it easier for customers to place additional orders. **Cost:** a few cents to a few dollars per piece.

10. Occasion cards: Send birthday cards, Thanksgiving cards, congratulations cards—they're great ways to let customers know you care. **Cost:** about \$1.50 per card, plus postage.

Schedule of Events

These Live Webinars are conducted by ACCPAC experts using intranet "WebEx" technology and a voice-line for conferencing. ACCPAC understands addressing all customer questions is critical, therefore demonstrations are generally followed by an open question and answer session.

ACCPAC Advantage Series
August 19, 2004 - 10:00 am - ACCPAC Advantage Series
ACCPAC Project & Job Costing
August 5, 2004 - 1:00 pm - Project & Job Costing Overview
August 25, 2004 - 11:00 am - Project & Job Costing Overview
ACCPAC CRM
August 13, 2004 - 9:00 am - Experience CRM Nirvana: (AAS)
August 20, 2004 - 9:00 am - Experience CRM Nirvana: (AAS)
August 27, 2004 - 9:00 am - Experience CRM Nirvana: (AAS)
ACCPAC CFO
August 5, 2004 - 1:00 pm - ACCPAC CFO Overview
August 18, 2004 - 9:00 am - ACCPAC CFO Overview

ACCPAC HR Series
August 10, 2004- 9:00 am ACCPAC HR Series Overview
August 24, 2004 - 9:00 am ACCPAC HR Series Overview
Sales Optimizer
August 11, 2004 - 9:00 am - ACCPAC Insight Overview
August 25, 2004- 9:00 am - ACCPAC Insight Overview
ACCPAC eTransact
August 12, 2004 10:00 AM - ACCPAC eTransact Overview
September 8, 2004 10:00 AM - ACCPAC eTransact Overview
ACCPAC Warehouse Management
August 11, 2004 1:00 PM - AWMS with Advantage Series

[Contact us](#) at the number below or visit our website to register

Technical Tip - Understanding Error Messages

- [Understanding Error Messages](#)
- [Operating System Limit Reached Error](#)
- [Steps to Resolve a System Error](#)

Understanding Error Messages

Error messages are one of the types of messages that appear in message dialogs in ACCPAC. The other types are Warnings and Confirmations.

Warnings alert the user to possible problems or situations that require action or decisions. Warnings contain OK and help buttons. You must choose OK to acknowledge the warning.

Confirmations ask the user to make a choice before the program can proceed. Confirmations contain Yes, No, Cancel and Help buttons.

Error messages identify conditions that prevent the program from proceeding. In most cases error messages start with a phrase (a category) such as "System error" or "Incorrect procedure", followed by a sentence that describes the problem more specifically. In some cases, suggestions for action to take are included in the dialog box.

Here are some examples of these types of messages and how to might work around them.

Operating System limit Reached

Problem: There are not enough free file handles or too many locks to open another file or start another applications.

Solution:

1. Write down the error message in case you need to consult technical support.
2. Leave ACCPAC and Windows and go to the system prompt.
3. Change the number of files and locks as needed for your database configuration. If the message indicates that you do not have enough file handles, increase the value of FILES= in your CONFIG.SYS file. If the message indicates you have too many locks, edit the SHARE parameters in AUTOEXEC.BAT. If you are using a Pervasive.SQL database, see "Pervasive.SQL Client Engine Configurations," in Appendix E of the Systems Manager Administrator Guide.
4. Reset the computer by pressing the Ctrl,Alt and Del keys simultaneously, then start ACCPAC again and retry the operation.

If the message does not recur, you have solved the problem by changing the number of files and locks. If the message reappears then contact one of our support technicians.

System Error

Problem: An unexpected error has occurred and the system cannot continue. Memory may be corrupted.

Network Users: If you are on a network, the error message can also mean that there is a network problem. Ask your system administrator whether you should follow these instructions and whether you have the correct access rights.

Solution:

1. Write down the message in case you need to consult a technician.
2. Leave ACCPAC and Windows, then restart and try the task again.

If the message does not recur, you likely have solved the problem by restarting. You may want to check your hard drive for errors. If your disk does not contain errors, you can resume normal processing and ignore the balance of these steps. *If the message reappears, go the next step.*

1. Check your hard drive for errors. (refer to your operating system manual for instructions to use CHKDSK or SCANDISK). *If there are no errors go to the next step. If disk errors are reported, fix the problem and proceed to the next step.*
2. Reset the computer by pressing Ctrl, Alt, and Del keys simultaneously, then start Database Set up and verify the entries in the data dictionaries for your system and company database. Log the errors to an error file. For more information, see "Verifying Databases," in chapter 4 of the System Manager Administrator Guide.
3. Leave Database Setup and restart ACCPAC, selecting the company you were working with when the problem occurred. Check the integrity of all your accounting data. For more information see "Checking Data Integrity" in chapter 11 of your System Manager Guide.

If no errors are reported, the problem may have been resolved. Try the task again. If the error reappears contact one of our technicians.

To read more about error messages. Refer to A-1 in your Systems Manager User Guide.

Technical Tips on the Web

Altitude Information Systems is committed to providing you with superior customer service. Our dedication to your success has compelled us to post these tips monthly and to provide you with a library of tips on our website.

If you have suggestions on tips you might find useful please let us know by emailing advisor@altitudeinfo.com.

Click the following URL to visit our Tip of the Month Section.
<http://www.altitudeinfo.com/tipofthemoth.html>

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