

**Oct
Nov
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Headline News

Best Software announced that it was ranked the tenth largest manufacturing and distribution software provider for 2001 by MSI magazine, the primary publication of record for the manufacturing automation industry. The publication's July 2002 annual Top 100 Software Vendors rankings recognized vendors involved in the automation of "plan, source, make, and deliver" business and production processes.

Overall, Best Software ranked above all other mid-market competitors, with only enterprise market vendors filling the top nine slots. Best also ranked fifth-largest among enterprise resource planning (ERP) publishers serving the manufacturing and distribution sectors.

The rankings were determined by a survey conducted by MSI and based upon annual revenue figures derived from software sales during calendar year 2001. The review is widely considered to be the definitive view of the manufacturing/distribution software marketplace. Best was also ranked the tenth largest vendor in MSI's 2000 listings.

Is The Letter *e* In Your Future?

The pace of business on the Internet is ever increasing. While the dot-com bubble may have burst, don't think the Internet is not important to your future. A presence on the World Wide Web is rapidly becoming a necessity for companies to remain competitive and responsive. With the e-Business Manager module for MAS 90, selling your products over the Internet is not only easy, but economical as well.

How does it work?

e-Business Manager consists of three applets that may be added on any schedule, so that additional functionality may be incorporated when you need it. The *.order* applet provides existing business customers with the ability to place orders online. The *.store* applet is geared toward new and retail customers, and the *.inquiry* applet is an ideal compliment to the first two, offering your customers access to their account status, orders, and invoices online.

Offer your business customers 24-hour service with *.order*

The *.order* applet is the right solution for business-to-business eCommerce, enabling you to improve customer service levels by offering your customers the capability to place orders any time of the day or night. The implementation of *.order* can increase the accuracy of orders placed into your system, and can reduce operating expenses by allowing customers to place their own orders without administrative and sales support.

Customers enter their secure login information and are directed to your company's Product and Services page. From this page, shoppers can view the items available for purchase, organized

into your user-defined categories. These categories make it easy for your customer to find items without having to know the actual item number. Upon selection of an individual item, the user can see an image associated with the item (along with the price and description), and can add the item to their shopping cart. The page automatically displays any special customer pricing and quantity break pricing you have set up in MAS 90.

If the *.inquiry* applet is used, customers can view information about their account, and even update selected information. Customers can view their own invoices, and even drill down to the indi-



e-Business Manager is designed to take your company to the Internet, by offering your products and enabling your customer to view their account information, order status, and invoices

vidual line items. If your customer wishes to reorder an item they have previously purchased, they can add it to the shopping cart directly from the invoice inquiry screen. They can even decide to reorder the entire order!

At any time during their shopping experience,

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e-Business—It's all about offering your current and future customers more choices, access, and service

your customer may select *View Shopping Cart* to display the selected items with quantities, prices, billing and shipping addresses, sales tax, and freight information.

When customers press the *Accept* button after entering an order, a confirmation page is displayed. This performs credit limit checking and a customer on-hold verification process. Your customers can select an alternate shipping address if desired and confirm the use of an on-file credit card, or enter a new card number.

Orders generated from the web site flow automatically into Sales Order Processing, or can be placed in an approval queue for manual review before orders are created.

Establish your web presence and increase sales with .store

The powerful *.store* applet is an ideal solution for your new or retail customers. It does not require customers to be set up in the system prior to shopping at your web site; so new customers can shop and place orders any time.

The same Product and Services page detailed in the *.order* section above is visible to your retail customers. They are free to browse your products and services, and even check the status of their orders with the *.inquiry* applet.

When they're ready to checkout, the procedure differs slightly from the *.order* applet. First time customers will setup a unique user id using their email address and a password. They then enter shipping and billing address information, and a credit card number if desired. The *.store* applet allows the user to maintain a user profile so that shoppers who return to the site do not have to re-enter their information, just their user ID and password. Credit card information can optionally be stored as part of the user profile.

Increase customer service and staff productivity with .inquiry

The *.inquiry* applet is a powerful compliment to the *.order* and *.store* applets. The *.inquiry* applet gives your existing customers the ability to access on-demand account information, current order status, and inventory and availability information directly from your MAS 90 system, 24 hours a day. By putting this capability in the hands of your customers, you cut down on customer service calls, and reduce operating expenses.

Users view information about their customer record such as credit limit and available credit

via Customer Inquiry. Users defined as supervisors have the ability to edit customer data such as phone or fax numbers and request new ship to addresses. They can browse the Products and Services Web pages to view the items available, and even add them to their shopping cart if you're using the *.order* or *.store* applets.



Let your customers fill their shopping cart with items selected from your e-Business Manager web site

With *.inquiry*, users can view summarized invoices for the customer associated with their user ID, and drill down to any invoice stored in the invoice history file.

Sales Order Inquiry is available to users to view summary and detailed Sales Order information for the customer associated with their user ID.

Full featured

The e-Business Manager module is designed to be implemented without requiring expensive Web or network consultants. The modular design allows you to purchase the functionality you need, when you need it.

Numerous options enable you to customize and control the look and feel of your site.

The overall appearance of the site may be changed easily by applying one of the included style sheets, or you may create your own. You can specify the text or images to display on the various web pages, and even add thumbnail images. User defined fields you have set up in MAS 90 may be added to your site with an HTML or text editor. You can attach multiple files to your inventory items for use on the web site. Attachments can be any document type and can be used for purposes such as marketing literature, warranty information, or material safety data sheets.

The e-Business Manager module is fully integrated with the *Credit Card Processing* module. For credit card orders, authorization is performed immediately, and the authorization code flows into the sales order created in MAS 90.

A handy product search feature allows your

customers to search by item number, item description or customer item number. Flexible search options even allow searches using "begins with", "contains" or "ends with" criteria.

An automatic Email message can be generated to acknowledge the order, warn of a problem with the order, or to inform of the shipment of an order.

But what if I already have a web site?

If you already have a web site that does not offer ordering capabilities, use e-Business Manager to quickly and easily add online ordering. You can add a link from your existing web site to your store. There is no requirement for both sites to be hosted on the same server.

What are the benefits?

e-Business Manager is the one solution that is completely integrated with your MAS 90 data, meaning it will know about your customers, their terms, their credit limit, and their special pricing. A custom web site with the ability to transfer data to and from your MAS 90 database could realistically cost tens of thousands of dollars and takes months to debug and implement. e-Business Manager offers a secure, full featured, completely integrated eCommerce solution—*right out of the box*.

Higher customer satisfaction

Make no mistake, if they haven't yet, your customers will begin to request the ability to place orders and monitor their account status, on-line 24 hours a day. Because your web site is always on, customers can get information when they need it, without sitting on hold, or waiting for a returned call.

Increased efficiency

Your employees can then use their time more efficiently. Rather than keying orders, or relaying information to customers via phone or Email, they can concentrate on other tasks.

Increased sales potential

Placing your products in the Internet marketplace expands your potential market to the world. An Internet storefront lets potential buyers research and shop without feeling pressured. Using photos and full textual descriptions of your products you can reach a vast audience, resulting in more sales.

Don't wait any longer to establish your presence on the web. e-Business Manager is the perfect solution to get you up and selling on the Internet quickly. Call us for more detailed information and a demonstration of this module's power. ☆