

June  
July  
August  
2003

**Headline News**

*Best Software* recently announced *Insights 2003*, its first annual company-wide business partner conference, taking place in Orlando, Florida this June. The conference offers Best business partners in-depth training, product workshops, and networking sessions.

*MAS 90 Version 4.0* will be one of the main highlights of the conference and we will be featuring in-depth reviews of Version 4 and its new capabilities in the next issues of *\*info for MAS 90 and MAS 200*.



MAS 90 MAS 200 MIP  
BUSINESSWORKS GOLD

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**Business Automation  
Putting MAS 90's Tools To Work For You**

It is common for individuals and for businesses to become complacent when everything seems to be going well. It is easier to maintain the status quo than to challenge your company to reach new levels of efficiency. Yet, it is this challenge that successful businesses undertake daily in a continuing effort to maximize their competitive advantage. To maintain your advantage you must always be looking for ways to streamline functions and accomplish tasks more efficiently. Opportunities to improve your efficiency exist in the MAS 90 and MAS 200 suite of modules, some requiring little or no additional investment. Let us look at ways to increase your company's effectiveness using functions available within modules, and some of the productivity-enhancing applications.

**Automatic General Ledger Allocation**

Many corporate expenses, such as the office lease or the telephone bill, rightfully need to be allocated to the various business units within your organization. The Sales Department should take a share, as should the Accounting Department, etc. You may now be performing such distribu-

tions by dividing the accounts payable invoice into multiple expense lines, one for each affected department. With your calculator handy, you divvy up the invoice amount each month, adding dozens of distribution lines to your invoice, and dozens of minutes to your task. There is an easier way. Use the General Ledger Allocation feature to automatically post an amount from a single source account to multiple destination accounts. Decide to distribute either the cur-



Have you always wanted a personal assistant that could perform repetitive tasks without intervention? Learn how MAS 90 and its automation tools can do just that.

rent period balance for the source account or an amount you enter manually. You can determine the amount to post to each of the destination accounts based on a percentage, or on a quantity such as head count or square footage. The allocation is then performed automatically for you based on the cycle (period, quarterly, annually, or manually) you specify.

**On-Screen Customer Or Vendor Memos**

If you have an important message to communicate to your staff about a customer or a vendor, you can place that information in a memo and indicate you want that memo displayed on-screen during data entry. When you do so, as soon as that customer or vendor is entered on

# Business Automation Continued

a data entry screen, the memo or memos you designated are opened on-screen for the user to see. No more excuses from co-workers like, "I didn't know he wasn't authorized to place an order," or "I didn't know I should always request the cheapest shipping option." These *pop-up* memos are a simple way to communicate important messages and avoid costly mistakes.

## Credit Card Processing

Are you still validating each credit card transaction manually? It might seem like a small chore, but have you actually added up the time spent each week keying in numbers and waiting for a response? And what do you do with all those little carbon copies? The Credit Card Processing module automates this tedious process and gives you better control, tighter security, and a clear audit trail. More and more customers want to use credit cards as a payment method and the Credit Card Processing module can keep you a step ahead.

## StarShip

Do you ship packages via UPS or FedEx? If so, you could be saving time, saving money, and optimizing your ability to provide first class customer service by using StarShip and the StarShip Link to MAS 90. Not only does StarShip calculate the freight charges and produce bar-coded shipping labels, it can even shop for the lowest rates to your customers' location. Using the Link, the tracking number and freight charges are stored within MAS 90 and you can send your customers a shipping notice via Email! Quit filling in those manifests by hand. Eliminate that search for a tracking number when a package is missing. Let StarShip and the StarShip Link help you improve your efficiency and provide better customer service.

## ACT! Link

ACT! 2003 is one of the most popular contact management software systems available. The ACT! Link to MAS 90 provides real-time access to MAS 90 data. From within ACT! you can inquire into: customer information, invoice history, inventory items, sales order history, and open sales orders. You can also enter sales orders and quotes. All of your activity related to a customer is available within ACT! so you have a single point of access for your sales and marketing information. If you are considering in-

corporating contact management software into your repertoire, ACT! and the ACT! Link to MAS 90 are a winning combination.

## Business Alerts

The idea behind Business Alerts is simple: generate an automatic Email message whenever certain criteria are met. Business Alerts monitors the activity of your company and automatically notifies you, your staff, your customers, and/or your vendors when important events take place. Use Business Alerts to avoid missing deadlines, to proactively communicate with your customers, and to capitalize on opportunities.

## Custom Office

Custom Office for MAS 90 and MAS 200 has three components: Visual PostMaster, Customizer, and MS Office Link. Custom Office offers helpful functions such as mail merge capability, personalized correspondence, and screen customization. You can create quick marketing letters announcing a new product with Visual Postmaster. With the MS Office Link, you can attach documents, photographs, or scanned images to specific records in the MAS 90 data files (for example, a photograph of an inventory item to the item's masterfile). Using Customizer, add a user-defined field to the sales order screen to track the catalog code. Capitalize on Windows tools and your MAS 90 and MAS 200 data warehouse to promote your company, share vital information, and to improve your efficiency.

## SalesLogix

SalesLogix, the award winning Customer Relationship Management solution from Best Software has the power to increase your company's productivity and to supercharge your sales performance with sales, marketing, and customer support automation. SalesLogix is an ideal solution for businesses employing a complex or lengthy selling cycle. DynaLink seamlessly interfaces MAS 90 or MAS 200 with SalesLogix, providing comprehensive front and back office integration.

## Reporting Tools

Included in the MAS 90 and MAS 200 toolbox are two well respected custom report generation applications. Powerful, state-of-the-art Crystal Reports and FRx Financial Reporter allow you to create reports customized to the way

you do business and the way you want your information presented. Put the power to create informative, attractive, and previously impossible custom reports within your grasp. If you have not yet explored these powerful tools, do so today. You won't be disappointed.

## Rev It Up!

Turn up the heat at your organization. Take the time to analyze your business procedures. Can steps be eliminated, can a process be made simpler, can your service be improved? Challenge yourself to take advantage of the products and features available for use with MAS 90 and MAS 200 that can give your company the competitive edge. Call us to learn more about these tools and the many others available. ★

## Six Ideas To Automate Your Business

### ▶ *Email Documents*

Email invoices and statements using Crystal Reports; it will save time and lower overall postage costs.

### ▶ *Automatic Alerts*

Business Alerts can notify your customers, vendors, and staff of events via Email automatically instead of creating notifications manually.

### ▶ *Link Accounting and Sales Staff*

Install a linked CRM software system such as ACT! or SalesLogix so that information is shared automatically.

### ▶ *Process Credit Card Payments*

Now it's easy to link your MAS 90 to a credit card processor and get results within seconds.

### ▶ *Automate Freight and Orders*

StarShip can help your staff create shipping documents directly from sales orders and streamlines the manifesting process. On-line shipping history improves your customer service response time.

### ▶ *Start Using Business Insights*

What—you didn't know that you had this powerful tool? Monitor your company's vital business indicators with this tool that is included with MAS 90.