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To: ted.myers@pssiusa.com
Subject: PSSI eUpdate Newsletter

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PSSI eUpdate Newsletter

News you can use...

August, 2007

In this issue:

From the President

How to Make Your Current "Top Line" Your "Bottom Line" in Four Years!

Why PSSI?

Warehouse Management Made E-Z!

Did You Know...

Success With CRM

Customer Appreciation Day / Open House

The PSSI eUpdate Newsletter gives you the latest information about business management, software news and PSSI events, to help you get the most value from your information systems and procedures.

- **How to Make Your Current "Top Line" Your "Bottom Line" in Four Years!**

Okay, that sounds like an impossible goal. We admit it; Dr. Novotny admits it.

But it CAN happen. . . it HAS happened in companies around the world.

At this half-day seminar, you will learn about a process that leads to achieving rapid, sustainable growth - a Viable Vision. Learn how to determine what drives your profitability and learn to make management decisions that are aligned with you goals.



From the President



It's been 4 months since I launched our firm **Productivity Strategies & Solutions** consisting of the most senior staff of the old Productivity Management, Inc. (PMI), from the past 20 years. During the past few months we have added staff and re-committed to our partners at **Microsoft, Sage Software, TIW Technology**, and others. We're busier than ever bringing our ERP solutions -- from accounting and, manufacturing to customer relationship management (CRM) and warehouse management systems (WMS) -- to our base of hundreds of clients, and perhaps a few prospective new ones as well.

In this and future issues of eUpdate we'll **inform and educate** you about the latest **business management solutions**. As well, we'll tell you about our informative free seminars coming in the months ahead -- seminars dedicated to solutions that will **save you money, improve your business and sharpen your operational efficiencies**. And in doing so, we'll hope to make you see why taking advantage of proven industry solutions delivered by our talented PSSI staff can make your business even more successful -- just as we have done for hundreds of clients over the years.

While everyone knows you can improve sales results by mastering customer relationship management, be sure first that you understand the **11 key steps to ensure success with CRM**. Also, read how our clients have **reduced costly errors and improved shipping speed** with low-cost warehouse management solutions. And discover how "**the science of business**" can turn your top line into your bottom line in just four years. (*)

- Date: September 27, 2007
- Time: Noon - 5:00 p.m.
- (Lunch is included)
- Location: The PSSI office in South Bend, IN
- Registration: Required. See the following link
- (Registration is limited to 20 people)
- Cost: It's All Free - Even The Lunch Is On Us!

[For More Information or to Register for The Goal Institute Seminar, Click Here](#)

• Why PSSI?

Why Choose PSSI for Your Mission Critical Business Software Needs?

Reason #1: Length of Client Relationships

At the heart of our business philosophy is the fundamental belief that we build our business one client at a time, and that the longevity of those client relationships is a key indicator of "how we're doing" with our customers.

A review of every single client with whom we did business last year revealed that the median length of time a client has been a customer is 7 years! (half more, half less). Some had been clients for as long as 20 years!

[Click to read more about our commitment to your success](#)

• Warehouse Management Made E-Z!

The E-Z WMS warehouse management system from PSSI automates your inventory handling and order fulfillment needs. By operating your warehouse to its full capacity, you gain improved control over your company's supply chain. The effect cascades throughout your company. Warehouse employees are more efficient, more accurate, and feel more empowered. Integration with invoicing, inventory control and accounting improves your operational throughput while reducing enterprise costs and improving overall efficiencies.



You will experience improved delivery times, fewer out-of-stock situations and more accurate order fulfillment. From the receiving dock to the shipping dock, E-Z WMS tracks every movement of stock into, out of and within the warehouse, maximizing efficiency and accuracy and maintaining up-to-the-minute inventory data.

[Click to learn more about managing your warehouse - efficiently, effectively and profitably.](#)

• Did You Know. . .

In eUpdate, we'll drop some tips and hints along the way, deliver the latest product news from our ERP solution providers at Microsoft, Sage, and others, and provide access to our website for the full text of relevant articles and 'white papers' that will educate and inform you on timely topics in the growing world of business management solutions. You can also link to the web site for information about, and registration for, our upcoming seminars.

And as always,
we welcome your feedback.
Drop me a line anytime at:

[Brian R. Sittley](#)

We're here to help!

(*) Check out our invitation to meet Dr. Donn Novotny of The Goal Institute - named after the famous book The Goal, which featured Donn as Alex Rogo. The Goal spawned an entire industry around the Theory of Constraints, and helped hundreds of businesses hurdle their own obstacles on the way to consistent growth.

[Click for additional information about The Goal Institute seminar.](#)

Quick Links...

- [The PSSI Website](#)
- [Upcoming Seminars](#)
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- [Services](#)
- [Business Solutions](#)
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. . . that PSSI (formerly PMI) is among fewer than ten business software solution providers in the United States to have earned **Accounting Today** magazine's coveted "Technology Pacesetter" award **eight years in a row?**



Every year, Accounting Today, a national publication for practicing accountants, evaluates the business software channel. Based on more than just "sales volume," the Pacesetter Award is indicative of the performance and reputation of the firms with their customers, their suppliers and the accounting community. Our firm was cited for being "top producers, and setting an example for others to follow."

Why does this matter to you?

Dealing with a trusted, respected company for your mission critical business systems and procedures is important. Your information systems are the heart of your business; with effective strategic planning, operations and customer service you will achieve your goals. PSSI "partners" with our customers to help you "keep the heart beating."

• Success With CRM

By now, everyone is familiar with CRM (Customer Relationship Management). A CRM System will help you improve sales performance, manage and track every element of your marketing campaigns and give you the power to efficiently resolve customer issues by providing user-friendly tools to access relevant customer and prospect data.

Achieving your customer-related goals requires not just CRM software but an infrastructure that will support your efforts. Some companies that have tried "Sales Force Automation" in the past have met with less-than-stellar success.

Why?

Of foremost importance is their failure to **Get Executive Buy-In - - from the top down!**

If senior management doesn't believe in a new CRM system, why should employees? Support throughout all echelons of upper management affirms the company's commitment to the project, which will motivate all stakeholders below management. Many times the difference between a successful CRM implementation

and a waste of money is an executive who realizes the value of the product, understands the problems it's going to solve, and dedicates time and energy to making it happen.

"Many will give you lip service," says Izzy Franco, CRM leader for North America at Cap Gemini. "They'll sign the procurement orders, spend the money, and attend the meeting once a month, but that's simply not enough. They need to be hands-on and involved directly. It's incredibly important."

Next month you will learn about "Aligning Departmental Strategies" for greater CRM success.

[To review the 11 Steps to Ensure Successful CRM Implementations, click here.](#)

- **Customer Appreciation Day / Open House**

PSSI recently hosted an afternoon of educational business seminars designed to help our customers learn about new technology and business practices. Our guests began with a catered lunch which was followed by six presentations from Sage Software, EC Internet and PSSI Staff



members. Among the topics covered were: CRM, ERP Solutions, Warehouse Management and eCommerce.

We thank our speakers for their time and efforts invested in bringing this information to our customers

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