

Ted M

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PSSI eUpdate Newsletter

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October, 2007

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

- [A PSSI Seminar: Profiting From Enhanced Manufacturing Production Control Systems](#)

At this free, half-day seminar, you will learn the differences between job shop and discrete manufacturing systems and the unique requirements of each. Effective distribution of your finished good will also be discussed. Finally, you will see how seamless integration with Microsoft Office and Business Intelligence can greatly improve the efficiencies of your staff.



- [Date: October 30, 2007](#)
- [Time: 8:30 am - 11:30 am](#)

From the President



This month marks sixth months since I returned to re-take the helm of my old firm, PMI, and re-launch it as Productivity Strategies & Solutions (PSSI).

Thanks to the tremendous support of our partners at Sage, Microsoft and many others - **and particularly thanks to clients like YOU** - we are alive and on the grow! We are busily engaged with clients on projects like:

- Bringing a client live on Sage Pro ERP from accounting through manufacturing
- Implementing an integrated shop-floor data collection (barcode) solution for a central Indiana manufacturer
- Helping an Elkhart area manufacturer upgrade and update their entire manufacturing workflow process
- Further updating our E-Z Warehouse Manager
- Preparing to implement the Sage CRM (Customer Relationship Management) solution for a new Chicago area client
- Upgrading clients who ran the old SBT Vision Point to the new Sage Pro ERP system - and much more

We've sponsored, and will continue to offer, **free informative client seminars**, such as:

- Our Open House in June that featured timely information on Warehouse Management, CRM, Manufacturing and Accounting solutions.

- (Continental breakfast is included)
- Location: The PSSI office in South Bend, IN
- Registration: Required. See the following link
- Cost: It's All Free - Even Breakfast Is On Us!

REGISTER NOW to learn how to increase your profits using Enhanced Manufacturing Production Control Systems

• Why PSSI?

Why Choose PSSI for Your Mission Critical Business Software Needs?



Reason #2: Staff Experience

The key to successful business information and software solutions is the experience of the team doing that work.

The PSSI Team -- the people responsible for implementing our software and performing on-going support for it -- average 14 years of experience each. We know of no industry firm in the nation that can boast of that level or depth of experience.

Review the PSSI Staff Credentials

• Success With CRM: #2 in a Continuing Series

In the last eUpdate, we discussed the first step in a successful CRM implementation: Get Executive Buy-In -- From the Top Down! This month we will discuss the 2nd factor in CRM success.

Align Departmental Strategies:

Each department, whether it's a call center, marketing team, or sales force, has its own requirements and goals. They are also, however, all part of an entity that should communicate a consistent message and brand experience across all customer touch points.

An effective CRM system must be designed to meet the information needs of all departments - simultaneously. From tracking marketing campaigns, through the sales process; from creating new customer information in accounting to providing critical information to customers service representatives. . . all departments need access to the same basic information plus some "specialty" departmental information.

"One of the keys to a successful CRM implementation or strategy is aligning your enterprise and all the customer touch points within that enterprise," according to Izzy Franco, CRM leader for North America at Cap Gemini. "If you want to get to the bottom line of why many CRM implementations have failed, it is because there was no alignment between the customers and the enterprise."

- September's very well-received presentation on Using Scientific Methods to Maximize Profitability by Dr. Donn Novotny (a/k/a Alex Rogo in Eli Goldratt's The Goal). Every single attendee commented on the value of the content!
- And coming on October 30th, a can't-miss session for ***Managing Your Manufacturing Business With Microsoft Dynamics-NAV (Navision)**** This event, oriented towards company executives interested in managing better, will feature Microsoft Dynamics NAV as presented by nationally renowned Navision manufacturing expert Rick Baxter.

With your input and support, we will continue to offer the best in business management solutions to the manufacturers and distributors who rely on us for the latest solutions in manufacturing, accounting, data collection, customer relationship management, warehouse management, web stores, and other productivity enhancing solutions. Count on PSSI. **Just call us when you're ready to explore ways to manage your business better!**

(*) Check out our invitation to learn more about managing your business with Microsoft Dynamics-NAV software and the services of PSSI. While this presentation will be oriented primarily towards manufacturers, much of it will be appropriate for distributors also.

And as always, we welcome your feedback. Drop me a line anytime at:
[Brian R. Sittley](#)

We're here to help!

[Click for additional information about the Dynamics-NAV Seminar](#)

Quick Links...

- **[The PSSI Website](#)**

Learn how PSSI has helped other companies succeed with the CRM implementation process. Tell us your needs and learn how we can help you too. Please call your PSSI representative at 574-239-2444.

Next month you will learn about the theory of "Strategy First, Technology Second" for greater CRM success.

[Click here for a "white paper" reviewing the 11 Steps to Ensure Successful CRM Implementations](#)

• Trick or Treat!

... Horror Stories From PSSI.

Losing your work is definitely not a "Treat." No doubt, you've been cautioned by everyone from your boss, your teacher and your mother on the value of saving digital files on an external device. We're going to chime in because we'd hate for you to lose all those files. The back-up "Trick" would be to **be certain - always!**



"I have good reason to nag about your backups - in the past 3 months, I have worked with SEVEN clients who needed a prior night's backup" says Beth Bowers, MAS Consultant. It doesn't take a catastrophe like Katrina to cause you to lose your active data. Some of the situations Beth has run into over the past couple of months are:

- Twin RAID Hard Drive Failures (the hardware guy said it can't happen!)
- Single Hard Drive Failure - 2 clients (Hey, it's not my fault!")
- Mistakenly Deleted Inventory Transaction file (oops!)
- Mistakenly Merged 200 Vendors Together (Huh?)
- Mistakenly Deleted Over 3000 Inventory Items (Oh Nooooo!)
- Mistakenly Reinitialized the Entire AR Folder (Really had to work to do this!)

So, out of these 7 clients who needed access to their **prior night's backup**, how many do you think were able to successfully restore the needed files?

ONE! UNO! EIN!

Two companies never knew their backups weren't working, one knew it but hadn't reacted yet, one suspected hers wasn't working. And the worst one was the company who backed up their files to another hard drive each night, so they only had ONE copy should they need to restore.

The "recovery" process?

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In one case, the client had erased their total AR folder, and had to go back to an APRIL backup and recreate all open invoices since then. Among the others, one re-entered 3 weeks of activity, one re-entered 8 MONTHS worth, and the others lived with the results of their "bad thing."

So, think about it. Unless you're working in an entirely "paperless" office (with LOTS of backup), ask yourself whether your paperwork is filed properly so that IF YOU HAD TO, you could create a week's worth of work? Two weeks? A month? Not only do you need to worry about your backup, you also need to worry about a contingency plan if you found that it hadn't worked when you needed it most.

One little hint: You know that backup you create every night? . . . CHECK IT to make sure you are really getting the data you need backed up -- and that you can recover the data if (WHEN!) needed.

The information in this Halloween Horror Story was provided by Beth Bowers, Sage MAS 90 and MAS 200 Consultant. To contact Ghost Buster Beth, just call PSSI.

- **Did You Know?**

. . . that PSSI (formerly PMI) is the *only business software solution*



Accounting Technology

provider in the United States to have earned Accounting Technology magazine's coveted "**Killer VAR**" award -- twice? The magazine defines Killer VARs (Value Added Resellers) as business software resellers that "stand out from the crowd... and do things in a way that kills the competition and makes their practices a must read."

Why does this matter to you?

You want to make sure that the vendors you work with are stable, reliable, at the forefront of technology and respected by their peers. Accounting Technology is a national magazine, published in New York, which is read by accountants and software providers around the country. For PSSI to be recognized at that level - and not once, but twice - is a good indication of the esteem in which our industry holds us.

Other Industry & Civic Recognition

- **PSSI Holiday Schedule**

PSSI will be closed for the holidays on the following dates:



PSSI Marketing
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Phone: 574-239-2444
Toll Free: 877-273-2444

- Thanksgiving - November 22nd & 23rd
- Christmas - December 24th & 25th
- New Years - January 1st

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