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From: PSSI (Formerly PMI) [ted.myers@pssiusa.com]
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PSSI eUpdate Newsletter

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November, 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.

- **[Profiting From Enhanced Manufacturing Production Control Systems](#)**



On October 30th, Rick Baxter, President of Indianapolis based Cost Control Software, presented the interesting and informative seminar on profit enhancement for manufacturing companies. "The mission of a planning system is to balance supply and demand. Supply should be there for a reason, and demand should trigger an

action," said Rick as he emphasized the need for planning and balancing demand with supply. He covered the use of integrated systems in the discrete manufacturing environment.

From the President



Welcome to our November issue of eUpdate. This month, we've included some fundamental but key, and often overlooked, search engine tips. . . some useful info to help plan your CRM implementation (hint: Strategy first, technology second). . . and some insights on how WMS (Warehouse Management Systems) can help you solve inventory problems and better manage for profitable results.

With the Holidays just around the corner, we've posted our availability schedules for your convenience as well.

And for you manufacturers, our friends at TIW, the makers of the best-selling ALERE Manufacturing (formerly known as "Workshop") software, which we've been implementing now for 15 years, are now offering webinars on alternate Tuesdays to help you get the most out of your software investment.

Email me at [Brian Sittley](mailto:brian.sittley@pssi.com) for details on how you can tune in - for free, of course.

Til next time, thanks for your support, and please let us know how we're doing. . . we're here to help with your information technology and strategic ERP needs - drop me a line any time!

As always, we welcome your feedback.

[Brian R. Sittley](mailto:brian.sittley@pssi.com)
We're here to help!

Productivity Solutions is an authorized Dynamics NAV reseller and a Microsoft Small Business Specialist. We presented this seminar in conjunction with our friends at Microsoft and Cost Control Software, Inc. (a certified Microsoft ISV Partner) in the interest of educating small to mid-size manufacturing and distribution companies on options available to you to better manage your business, with the premier business intelligence tools on the market today.

Microsoft Dynamics NAV (formerly "Navision") is the fastest growing ERP solution in the mid-market today. If you're a manufacturer, you owe it to yourself to find out what thousands of manufacturers worldwide have already learned: that when it comes to MANAGING YOUR BUSINESS and gaining the competitive edge that comes from fast, flexible and powerful (i.e., "Navision") is the name to know!

[A copy of Rick's PowerPoint can be downloaded by clicking here.](#)

- **Why Choose PSSI?**

Why choose PSSI for your mission critical business information needs?

Reason #3: Outstanding Industry, Peer Group and Business Credentials



The many honors accorded to our firm over the past twenty years from both the local business community and the national trade press speak to our firm's success in the marketplace, to our methods of doing business by caring for both employees and customers, and to the collective trust we have engendered among our various stakeholders. It's all aimed at building trust.

In this and the next few issues of e-Update we are take the liberty of providing short "Why PSSI. . ." and "Did You Know. . ." features highlighting of a few our company's competencies and industry/business awards. By doing so, we hope to convey both our pride in earning them, as well as our belief that such outstanding peer/industry accolades say more than we can about our commitment to building a business that lasts, built on relationships that do too.

- **Save Time and Costs When Searching the Web**

We have more information available to us today, through the Internet, than was known to the entire civilized world a century ago. Anything you want to know, find or learn about is out there: shopping information; travel arrangements; things you can research that you didn't even know existed and some you probably wish didn't exist in such a readily available format.



Quick Links...

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When you "Google" something (or "Yahoo" something?) you have dozens or hundreds of pages of results brought back to you -- many of which have little to do with your *specific* needs. Are you really looking for Italian restaurants in Paducah, KY? Probably not.

How does one restrict the search engines to show stuff that *we* want to see?

By changing the way you search, you will get much more pertinent results.

For example, if you enter the search term: **Sage Pro**, you can scroll through several pages of listings before you find anyone even close to the midwest. However, By entering **Sage Pro South Bend**, you find dealers within a reasonable distance. This technique obviously doesn't work just for software companies - it works for anything that you want to localize.

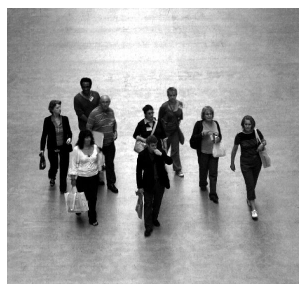
A second tip for narrowing down your search results is to use quotation marks. Enter: **accounting software** in Goggle and it comes up with approximately 99,000,000 "hits." However, by enclosing the term in quotes, "**accounting software**" it brings the results down to a "manageable" 1,760,000 entries. Okay, that's still a lot, but it's only about 2% of the initial search. And, if you enter the terms: **+"accounting software" +"South Bend"** you come down to the local guys like PSSI. Note the plus signs (+) in the latter example. This character tell the search engine that you only want to see results containing both terms.

Search engines can be very valuable tools - or they can be time-wasters. Like any other tool, the successful use of this tool depends on knowing how to use it.

PS: Most of these techniques work with search engines other than Google too.

[Click here for Google Hints & Tips pdf](#)

- [Success With CRM: #3 in a Continuing Series](#)



In the last eUpdate, we discussed the 2nd step in a successful CRM implementation: Alignment of Departmental Strategies. This month we will discuss the 3rd factor in CRM success.

Strategy First, Technology Second:

Technology is not a good driver of a CRM strategy, (or any other business need) but reorganizing business processes and efficiencies, and bolstering revenue are great drivers for any technology. Analyze your company's "people-centric" information needs. Decide how your customer touch points can be improved

and maximized, then give your staff applications that work with them.

"The software is only there to enable implementation of a CRM strategy, not the other way around," Franco says, "If you try it vice versa, you're going to find that down the road your implementation is going to be missing some of the key opportunities you could be taking advantage of - or failing entirely." Freeland agrees: "CRM isn't about picking the technology. Technology is a pillar of CRM success, but it's only one pillar. There are other things that are just as important."

Next month you will learn about Minimizing the Financial Risks associated with any CRM implementation.

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. Contact your PSSI representative at 574-239-2444 to schedule a free, preliminary needs analysis,

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

- **A Couple of Inventory Questions for You**

What's the value of the inventory you have in stock right now? . . . including raw material, service parts, finished products, consignment goods. . . everything!



How confident are you that the numbers you just came up with are accurate?

If a customer across town calls, wanting to come over to pick up an item that you "usually have in stock," what's the probability that the answer you give him is accurate? If you answer that you don't have any in stock, and the customer is willing to wait, how confident are you that you can give your customer an accurate delivery date based on your suppliers' history? If he's not willing to wait, or if he doesn't get the material you promised him when you promised it, you may have lost a customer forever.

Suppose you do have inventory in stock but it takes your people way too long to locate it because it's not where it's supposed to be - or your purchasing department orders more because it can't be found? How much does that additional time and material cost you?

If you don't like the answers you came up with to these questions - or if you really don't know the answers - it's time to investigate an integrated warehouse management system.

Warehouse Management Systems (WMS) used to be very expensive and very complex. E-Z WMS from PSSI is neither costly

PSSI Marketing
ted.myers@pssiusa.com
<http://www.pssiusa.com>

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

nor difficult to install and use. Designed for mid-sized companies, it can be implemented at a fraction of the cost of larger systems and with much less disruption to your business. Now you can have the same capabilities formerly available only to much larger companies.

Check out the capabilities of EZ-WMS on the PSSI web site, or contact us directly. We will visit your office, tour your warehouse and discuss ways in which we can help you. The answers to the "Hard Questions," are well within your reach

E-Z WMS Web Site

- **PSSI's Did You Know?**

. . . that PSSI (formerly PMI) is a past recipient of the prestigious St. Joseph County Chamber of Commerce "Small Business of the Year Award"? We were selected from among hundreds of local businesses for embodying the spirit of small business and entrepreneurship in St. Joseph County, IN.



Why should you care?

Businesses need the assurance that the vendors they work with are reliable. Being nominated for and earning this award is an indication that the local business community knows us and is confident of our abilities. If your neighbor knows and respects PSSI, and attests to our business competence, maybe we can help you too.

Other Industry & Civic Recognition

- **PSSI Holiday Schedule**

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

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



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