

PSSI eUpdate Newsletter

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Coming Events

Mark Your Calendar Now

✓ [June 19, 2008](#)

PSSI Roundup!

After a year's hiatus, PSSI is delighted to host our 8th Annual Roundup Customer Conference.

[Read More](#)

Letter from the

News You Can Use...

April, 2008

Dear PSSI,

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.

Roundup is Coming!

June 19, 2008

South Bend, IN

*Once a year, on one day, in one place
Midwest companies can:*

- ◆ **SEE** the leading business management technology & software solutions...
- ◆ **COMPARE** choices from among the best manufacturing, distribution, barcode, webstore, warehouse, CRM, archive & security solutions available today...
- ◆ **LEARN** from leading business consultants how to improve profits, reduce costs, empower your staff, eliminate waste, lean out your processes, improve tech ROI, and much more...



Join area business owners & managers:

- 13 information-filled breakouts on topics of timely interest today

President

Brian Sittle
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The other day, a client

I was visiting commented, "We would need a lot more people on our staff today if we did not have this software system." That mirrored comments I'd heard from several clients, all sounding a common theme.

So it came as no surprise to read the other day that **over the past two decades manufacturing productivity gains have been more than 2.5 times that of other economic sectors**. The short version reason is simple: Automation = Productivity Gains - or more to the point, the ability to compete effectively and, yes, *survive* in a quickly globalizing marketplace.

- Opportunities to meet with key technology provider executives
- Software demonstrations
- Private meetings
- Free continental breakfast, and free lunch
- Door prizes and giveaways

For a detailed overview of the seminar and the breakout sessions, visit the [PSSI Web Site](#).

And it's all FREE

"Even the lunch is on us"

8th Annual Roundup!

***Just Say NO
to high mailing costs***



How much do you spend on mailing costs every month? Sales Orders? Invoices? Statements? Price Quotes? Purchase Orders?

Figure it out for yourself; at \$.41 per document (soon to be \$.42), are you spending \$200 a month for postage? \$400? More?

Over and above the cost of postage, add in the cost of custom forms, envelopes, time spent separating, folding, stuffing and metering the documents.

In total, your cost per document could easily run more than \$3.00 each! If you can accomplish the same results at a cost of \$.10 (that's right, ten cents) per document, doesn't it make a lot of sense to change the way you're doing things?

Enter PDFBlaster

PDFBlaster is a revolutionary, intelligent, integrated printer driver that streamlines PDF creation, fax and email routing and document

Our seminar on **Lean Processes and Advanced Manufacturing** on April 10th spoke to much the same cause: lean out the process, eliminate the waste, and improve productivity - or face extinction. It's the new global business mandate.

It's the same with our software of course - these are the **tools** that enable you to actually accomplish the productivity gains that will keep you in the game. So next time someone tells you that manufacturing in America is dead, point out the productivity gains noted earlier, compared to other sectors. It's not dead - it's just being retooled. And the results, as noted above, pretty well speak for themselves.

As always, we welcome your

archiving of your mission critical accounting forms.

PDFBlaster

- ✓ Requires no additional hardware.
 - No fax machine
 - No e-mail server
 - no dedicated phone lines
 - no scanners
 - No modem
- ✓ Requires no expensive software
- ✓ Requires NO MODIFICATION to your accounting software
- ✓ Requires no costly installation
- ✓ Requires no extensive training to use.

PDFBlaster Accounting System Integration

A Simple, Single Link to Your Accounting Data

SAGE PRO

PDFBlaster quickly integrates with **Sage Pro, Sage MAS 90, Sage MAS 200, Microsoft Dynamics-NAV and Sage VisionPoint** accounting systems. With just a few mouse clicks, PDFBlaster will address each accounting document automatically, with information already maintained in your accounting system, and send the document to your customer. PDFBlaster allows electronic submission of the accounting documents you now mail to your customers or vendors, using individual, auto and batch-mode transmission.



If you know how to print documents to a standard hard copy printer, you know how to use PDFBlaster.

SAGE MAS 90 SAGE MAS 200

It's not magic. PDFBlaster links to an international telecommunications network with thousands of available send lines at your disposal. Processing hundreds of outbound faxes with PDFBlaster takes minutes - not hours - and each of your customers and suppliers will receive their e-mail or fax almost immediately.

ACTIONdocstm Email Notifications

feedback.

Regards,

Brian

Brian R. Sittley

"Providing Mission-Critical Information Systems for Business Since 1987."

We're here to help!

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How Do You KNOW it Worked?

When sending your critical accounting documents via email, how do you know your document didn't get blocked by your customer's spam filter? How do you know your customer read your invoice? How can you keep track of emails that were not received, or were not read over hundreds- maybe thousands- of recipients?

With PDFBlaster's ACTIONdocs email notification system, you'll be able to solve all these problems automatically, just by using the system. Unlike typical emails sent through your mail server or ISP, ACTIONdocs email notifications are standards-compliant transmissions that are designed to pass through virtually all anti-spam systems in use today. ACTIONdocs notifications embed a snapshot image of the accounting document intended for your customer, along with a link to download the actual PDF. When your customer clicks this link to download the document, the ACTIONdocs system captures this event and immediately updates your online dashboard to reflect that the document was successfully received and opened by the intended customer. Thus, you'll know exactly if and when any of your ACTIONdocs notifications have been successfully delivered by your recipients.

Plus, if you send in batch with PDFBlaster, ACTIONdocs will combine all documents intended for each customer into a single, multi-page PDF, resulting in a single ACTIONdocs notification. Not only is this convenient for your customer, but it also can drastically reduce your transmission costs. Since faxing is charged on a per-minute basis, multi-page jobs can take longer to fax. ACTIONdocs email notifications cost less, only \$.05 per job, regardless of how many pages are being sent!

And you can manage all your active ACTIONdocs jobs right from your online ACTIONdocs dashboard. You can easily filter your dashboard to show only jobs that have not been opened or received, by company, by date, by document type, and even by recipient email. Resending reminders is also a snap, just select the jobs you want to send reminders and click Resend!

Special PDFBlaster offer for PSSI customers

See for yourself the ease of use and cost-saving advantages with "Lite" version of PDFBlaster. With PDFBlaster Lite, you enjoy the benefits of PDFBlaster for Free, with some functional limitations.

Using PDFBlaster Lite:

- ✓ You can send only emails
- ✓ You can not send faxes
- ✓ You are limited to 30 jobs in any 30 day window.
- ✓ You can send only accounting documents (i.e. invoices,

purchase orders, statements, etc)

- ✓ You will be able to upgrade to the full version directly from the PDFBlaster Lite interface
- ✓ You can be up and running in 15 minutes!



For additional information about PDFBlaster and its advantages, or to sign up for the PDFBlaster Lite service, contact PSSI or visit the PDFBlaster web site: www.datafabrication.com

Why Choose PSSI

Why choose PSSI for your mission critical business information needs?



PSSI Competitive Advantage #6:

Small enough to be flexible, big enough to be reliable

While many of our offerings come from the business management software industry's leading providers (Sage Software, Microsoft Corporation, TIW), we specialize in *customizing* those off-the-shelf solutions to client needs.

By offering the potential for highly customized solutions when required, we can *change the roles of client staff* by providing specialized software solutions to help you manage otherwise time-consuming and repetitive business problems. By mapping our software to your unique requirements, we help you *improve your gross margins* by "building-in" your own competitive advantages into your business systems and procedures. Finally, by doing so, we *empower you to become more self-reliant*, following the training, to maximize your system productivity.

Success With CRM: #7 In a Continuing Series



Scrub the Data!

Data is the lifeblood of CRM. Make sure your customer (and prospect) data is accurate. Many organizations overspend on technology implementations and bypass this critical first step in gaining an accurate view of the customer.

Data can come from your accounting system customer files, the files your sales department is now maintaining and customer service. Before implementing the software, bring all of the data into a unified database. Then cleanse it to remove multiple entries for the same customer, ensure that the data is accurately distributed to all customer

