

Subject: Business Building News from PSSI

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PSSI eUpdate Newsletter



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Letter from the President

Welcome to The PSSI eUpdate Community ...
This month we cover a wide range of topics, most of which are related to business information systems. We hope you will find at least one or two of the articles to be of interest. While some features are "software brand specific," others are of a more general nature and may prove informative to everyone.

While you're reading the newsletter and visiting our web site, don't forget to vote in the PSSI Popular Opinion Poll.

This month's question is, ***"What attributes are most important for a software/services provider (like PSSI)?"*** [See the article ***"What is Important to You"***]

Once again, remember that the poll is anonymous; we can NOT see how any one person answered.

Help Us Help You - and Others

Business Referrals Are Always Welcome

The success of your business is often a reflection of our success working with you. PSSI's success is important for the on-going support and maintenance of your system. Our mutual successes create a win-win situation. Let's make it a win-win-win situation by inviting other companies to experience the ongoing benefits of association with

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Ever heard of the "smiley curve"? Named for the ubiquitous U-shaped smiley face, the curve illustrates product development from conception to sale. The top left is the idea and industrial design - how the product will look and work. Lower down the curve is the detailed engineering plan. At the bottom is actual manufacturing and assembly. Rising up the other side of the U are distribution, marketing, service contracts, part sales, specialty services and localized value-adds.

Atlantic Monthly writer James Fallows observed that in most manufacturing, China takes care of the bottom of the curve, and America the top - the two ends of the U - which is where the money is.

The point is, the real money is in the brand, the retailing and the services (think iPod, where Apple's gross profit was about 36% of its wholesale price; Chinese manufacturers by contrast have margins of just a few percent.) The idea here is that outsourcing has actually served to improve American competitiveness, by allowing U.S. manufacturers to focus on the true value-add components - much to the benefit of the tech-savvy and entrepreneurially creative firms we often find ourselves working with today. Where are you on the U?

And as always, we welcome

us.

A referral from you is a great way for us to learn about the needs of other companies and help them address their challenges. In that light, we ask you to think about other companies and individuals who could benefit from our services. Those companies could be your vendors or customers. (You KNOW from your interaction with them which of them need help!) Or, maybe a friend or associate has mentioned difficulties they are having in their company.



PSSI's customer "sweet spot" includes companies within 150 miles of South Bend, with \$5m to \$100m in revenue (50+ employees) which are looking to increase profits through better cash control, lower inventory levels, improved customer generation/retention and service or reduced overhead and labor costs. Our strengths are with manufacturing companies and distributors but we have experience with many customers in other industries.

If you know of a company that could possibly benefit from our assistance, help them by passing their information on to PSSI. You may always call us at 574-239-2444 (toll free 877-273-2444), e-mail: [Ted Myers](mailto:Ted.Myers) or provide the information using the PSSI web site Prospect Referral Form.

We sincerely appreciate having the opportunity to work with you and look forward to providing similar benefits to your business associates.

What Do You Mean "Drill Down"?

Hint: It has nothing to do with shop tools or oil, but everything to do with getting the most value from your information systems.



In information technology, "drill down" means to move from summary information to detailed data by focusing in on something.

For example, to drill down through a series of folders on a desktop means to go through the hierarchy of folders to find a specific file or to click through drop-down menus. Clicking on an item moves you to a level of greater detail. You do that every day with Windows Explorer.

your feedback - we're here to help!!

Regards,



[Brian R. Sittley](#)

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

Thought for Today
and Everyday

**"Service to others
is the rent you pay
for your room
here on earth."**

~Shirley Chisholm

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Software Upgrade?

Thinking about new systems?

Don't even start evaluating software without the first looking at the

Drill down can save you hours of time. Rather than leaving the starting point in your system, when you have a question about details that make up the total, drilling down presents that detail to you.

As an example, in accounting systems, drill down options let you start by viewing a customer's basic information. Then, you can drill down to look at the invoices that have been sent to the customer. From the invoices, you can drill down to see the individual products on the invoice, their costs and the status in inventory.

In addition to drill down from the basic information screens, in many of our systems drill downs are available from reports, giving you quick access to Invoices, Purchase Orders, and Sales Orders, along with the access to Customers, Vendors, and Items. For maximum customization, you can tie drill downs to specific reports giving you quick access to the information that is important to you.

Have you created or found a use for drill downs that you think is particularly useful or unique, send us an e-mail at solutions@pssiusa.com, describing it. All submissions will be reported in the next month's eUpdate!

For more information about "Drill Down," to see examples of them, or to get help creating and learning to build drill downs to increase your productivity, call us at 574-239-2444. We're always happy to help our clients become more productive.

Welcome to the 21st Century!

2009 is NOT the year to waste time and money, or to be looking at incomplete or erroneous data.

Now IS the time to review your business procedures, evaluate the necessity of the information being generated and help your staff do their absolute best to minimize time and cost.



Your existing business information solution may very well be out-of-date. Your business has changed and your requirements are different now than they were when your systems were first implemented. Chances are there have been personnel changes in your company; the people initially trained to use the systems are no longer with you. Inventive users have developed their own "shortcuts" - constantly switching screens and applications; importing, exporting and reentering data - to compensate for their system's shortcomings.

PSSI Manufacturing Solutions Kit.

The new Manufacturing Solutions Kit contains carefully selected White Papers, How To Choose Guides, Product Specifications and Case Studies to aid you in selecting the right business management system from among several of the industry's leading solutions. It's available in print or (tree-saving) CD format, and it's FREE!

PS: Even though the title refers to Manufacturing, there is plenty of information for distributors and other types of companies on the CD.

To request the Manufacturing Solutions Kit CD, e-mail your request to Solutions@pssiusa.com, or call us at 574-239-2444.

Unfortunately, these inventive shortcuts generally don't work together. Many of them are not really shortcuts - they are make-do patches. Data and work get duplicated on a daily basis, productivity drops and costs rise. Now is not the time to be wasting time and money.

Today's "**Software Designed for People**" from Microsoft is substantially different and improved over what it was just a few years ago. It's designed to adapt to and improve on the ways you and your staff perform your daily jobs. Software that's targeted around the specific jobs people do (i.e. RoleTailored) can provide tremendous insight and help drive company-wide productivity.

Discover how you can take advantage of the opportunities inherent in [Microsoft Dynamics NAV 2009](#) to get the most value out of your business management solution. Dynamics NAV 2009 integrates smoothly with the complete Microsoft Office suite, eliminating much duplicate data entry, saving time and improving the accuracy of your information.

With **Microsoft Dynamics NAV 2009**, you will discover how you can:

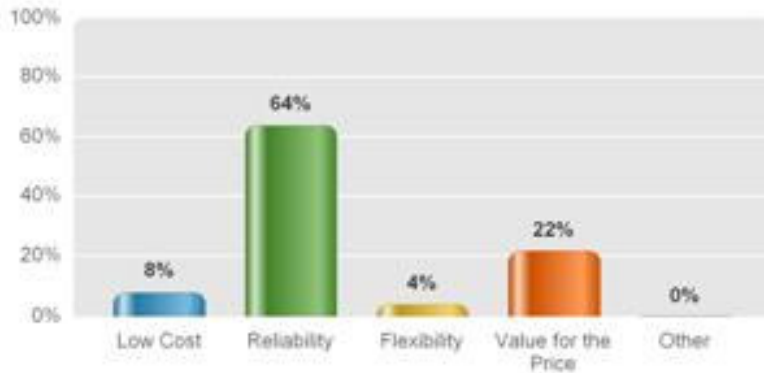
- **Enhance personal productivity**
A new breakthrough "**RoleTailored Users**" interface empowers employees to accomplish more each day with a clear overview of relevant tasks and information.
- **Connect, adapt, and grow**
The Dynamics NAV 2009 architecture simplifies the process of adding new functionality, integrating with other line-of-business systems, and growing your information solution as your needs change.
- **Improve data exchange**
Build a truly connected business system. Web services make it easy to share data with other applications while helping to maintain data integrity and security.
- **Make data more usable with enhanced reporting**
New layout and reporting options help you easily create visually appealing reports that communicate accurate, timely information effectively.

The PSSI Staff is fully versed in the set-up, use and maintenance of Dynamics NAV 2009. We are available to show you and tell you more about the many advantages of migrating to Dynamics NAV 2009. For additional information, please e-mail [Mike Heffner](#) or call him at 574-239-2444.

What is Important to You?

What attributes are most important for a shipping company?

That question was recently asked in a poll sponsored by Federal Express. The following chart shows the results of the poll.



Seeing that question prompted me to ask in the monthly PSSI poll, **"What attributes are most important for a software/services provider (like PSSI)?"**

Please click on this Personal Opinion Poll link to vote in the one question poll. The results are completely anonymous; we can't see how anyone voted. The results of the poll will be published in next month's eUpdate.

PSSI 2008 Holidays

PSSI is closed on Saturday and Sunday.

In addition, we are eagerly awaiting the return of warm weather and anticipating the Memorial Day weekend.

Ted, thank you for the time you have invested reading this newsletter. If you found it informative, useful, or just interesting, please use the link at the close of this document to "Forward a copy of the newsletter to an associate."

If you didn't find anything of value in it, please let me know. We write eUpdate for you. Please let us know if we're missing the mark or if there a specific topic you would like to know more about.

Sincerely,

Ted Myers

Marketing Manager

574-239-2444

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