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Dear Valued Clients,

Altitude Information Systems would like to thank you for your dedication and loyalty by providing you with our complimentary monthly newsletter. The Advisor will be filled with industry news, business tips, a technical corner, schedule of events and will highlight new ACCPAC products & promotions.

We hope you find this useful in your every day business. If you have additional staff members you would like to receive this communication please forward their email address to advisor@altitudeinfo.com or visit our website to subscribe online at http://www.altitudeinfo.com/newsletter.html.

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Are you thinking about taking your business to the web?

A web commerce solution is a perfect way to cut cost while delivering a valuable service to your clients. As an ACCPAC customer you have the perfect solution available with 100% integration to your accounting software at a price you can afford.

ACCPAC eTransact is designed to work with your existing customer and Inventory file. So there's no duplicate entry required.   You select what items you want to sell on the web, determine the price per client (based on ACCPAC standards) and your up and running! It's like magic.

Seems to good to be true? I encourage you to take a few minutes and review the 20 minute demo below to learn how fast and easy it can be for you to begin selling products online today!.

ACCPAC eTransact is a complete Web store solution that integrates closely and easily with ACCPAC End-to-End Business Management Applications. This powerful package provides businesses with powerful business-to-business (B2B) and business-to-consumer (B2C) e-commerce capabilities in a single, robust, and easy-to-use business-to-everyone (B2E) solution. (View detailed Specifications.)

Watch a Video demonstrating how eTransact may be used to create and customize an e-commerce Web store. (20 minutes. Requires Quicktime Player. Right-click the link to download the file.)

- • Video Demo (13,824 KB – right-click the link to download the file and play the movie from your desktop)

To receive more information or to schedule a more detailed demo contact us at the numbers below.

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ACCPAC CRM Product of the Year!

For the second straight year, *Customer Inter@ction Solutions* magazine awarded ACCPAC CRM "Product of the Year" for both the boxed product and the hosted version at ACCPACcrm.com. Neither Microsoft CRM nor Siebel on Demand made that list. See the entire list of winners at http://www.tmcnet.com/cis/0104/poty_win.htm.

ACCPAC CRM is the award-winning CRM solution that provides your marketing, sales and customer service teams with the tools they need to sell more and provide industry leading customer service.

- **Sales Force Automation**
- **Customer Care**
- **Marketing Automation**
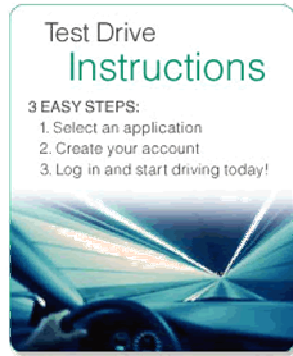
Get it all at a price you can afford!

Learn more - Take a FREE 30-day test drive or contact us to schedule a personalized product demonstration.

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Now Available - MISys Manufacturing Custom Configurator!

Manufacturing companies that perform significant make-to-order work will find the MISys Custom Configurator an invaluable addition to the MISys Manufacturing System. The Custom Configurator is rules-based so that only pre-defined configurations can be built. The program guides you through selecting the appropriate options and automatically populates a corresponding manufacturing order.

If you've ever purchased a new car, or even a personal computer, you've experienced rules-based configuration. "If you want leather seats, you must have the 'Comfort Group' which includes heated mirrors and pneumatic cupholders." Or, "if you want a CD-ROM and a DVD drive, you need a 200-watt power supply, but you cannot have a Zip drive."

The MISys Custom Configurator was designed to meet the needs of manufacturers who build specific variations of a product based on a pre-defined set of configuration options.

- Rules Based configurations
- Configuration Templates
- Custom Configurations
- Create Manufacturing Orders

- Precise Product Costing
- Custom Configure ACCPAC Sales Orders
- Link Custom Configurations to Customers
- Create Manufacturing/Sales Combinations

MISys Custom Configurator requires ACCPAC Advantage Series System Manager 5.2, MISys Manufacturing 5.2 and/or ACCPAC Advantage Series Order Entry 5.2.

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3 Marketing Tactics to Use Right Now
Article from http://www.entrepreneur.com

Not sure which marketing tactics will work best for you in today's economy? Here are your 3 best bets.

Focus on In-House Lists
It may be bad news for list rental firms, but while campaigns to rented lists are reportedly producing unsatisfactory results, both off-line and online mailings to in-house files are working well. This is particularly welcome news if you've been compiling a prospect and customer database. If not, now is the time to add a registration form to the main page of your Web site to create your own opt-in e-mail list and bring your in-house mailing list up-to-date for postal campaigns.

If you want to move ahead quickly with an e-mail campaign but don't have your own opt-in list, consider advertising in e-newsletters that go to the house lists of organizations that reach your target audience. Then, offer respondents who click through to your Web site an incentive to register to receive e-mail solicitations directly from you.

Add PR Programs
Public relations may take many forms--from print articles placed in consumer and trade press to cause-related marketing--and virtually all are effective ways of building awareness, thanks to the credibility PR carries. In fact, if you're not presently involved in cause-related marketing, now may be the time to start. Whether you're marketing to businesses or consumers, linking your company and its efforts to a worthy cause is an effective way to communicate brand values while doing the right thing. According to a report from MediaPost, a new trade group called the Cause Marketing Forum predicts cause marketing spending will top $1 billion by the end of 2004, as more and more businesses make it an integral part of their PR programs.

Fuel Positive Word-of-Mouth

If you're wondering how important customer satisfaction is to your bottom line, consider this-- in a recent SIMM survey published by BIGresearch, more than 80 percent of small-business owners ranked word-of-mouth as either "very important" or "important" in influencing their purchasing decisions. And nearly 90 percent responded by saying they sought advice from others before buying "regularly" or "occasionally." This underscores the tremendous importance of B2B marketing programs that effectively build two-way communication with your current customer base as well as ongoing programs designed to fuel buzz.

Right now, tactics that build word-of-mouth, as well as public relations efforts and communication with in-house lists, are producing the best results for marketers. But this could change at any moment. The majority of the B2B marketers surveyed by MarketingSherpa said they are ready to change tactics on a dime-- which is great advice even in the best economic times.

Read the complete Article
http://www.entrepreneur.com/article/0,4621,310250,00.html

Schedule of Events

These Live Webinars are conducted by ACCPAC experts using intranet "WebEx" technology and a voice-line for conferencing. ACCPAC understands addressing all customer questions are critical, therefore demonstrations are generally followed by an open question and answer session.

Advantage Series Project and Job Costing
02/25/2004 11:00 am - Advantage Series Project and Job Costing Overview

ACCPAC eCRM
02/20/2004 1:00 pm - Experience CRM Nirvana
03/12/2004 1:00 pm - Experience CRM Nirvana

ACCPAC HR Series
02/10/2004   12:00 pm ACCPAC HR Series Overview
02/18/2004   12:00 pm ACCPAC HR Series Overview
02/25/2004   12:00 pm ACCPAC HR Series Overview

ACCPAC Insights
02/17/2004 1:00 pm - ACCPAC Insight Overview
03/18/2004 1:00 pm - ACCPAC Insight Overview
04/15/2004 1:00 pm - ACCPAC Insight Overview

ACCPAC CFO
1/19/2004 12:00 ACCPAC CFO Product Overview

ACCPAC Warehouse Management

Start times are listed in Eastern Standard Times. Call us today to schedule for one of these events.

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Technical Corner

Virus Alert - W32.Mydoom.A@mm

Be on the look out for suspicious emails The W32.Mydom worm is listed as a high threat assessment.

W32.Mydoom.A@mm (also known as W32.Novarg.A) is a mass-mailing worm that arrives as an attachment with the file extension .bat, .cmd, .exe, .pif, .scr, or .zip.

When a computer is infected, the worm sets up a backdoor into the system by opening TCP ports 3127 through 3198, which can potentially allow an attacker to connect to the computer and use it as a proxy to gain access to network resources.

In addition, the backdoor can download and execute arbitrary files.

The worm attempts to send email messages using its own SMTP engine. The worm looks up the mail server that the recipient uses before sending the email. If it is unsuccessful, it will use the local mail server instead.

The email will have the following characteristics:

From: The "From" address may be spoofed.

Subject: The subject will be one of the following:
test
hi
hello
Mail Delivery System
Mail Transaction Failed
Server Report
Status
Error

Message: The message will be one of the following:
Mail transaction failed. Partial message is available.
The message contains Unicode characters and has been sent as a binary attachment.
The message cannot be represented in 7-bit ASCII encoding and has been sent as a binary attachment.
test

Click on the following link to learn more.
http://securityresponse.symantec.com/avcenter/venc/data/w32.novarg.a@mm.html

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Technical Tip of the Month - Spending Too Much Time Maintaining Budget Data?

It is budget time again for many of you and this can be a time-consuming and tedious process to update ACCPAC with your budget figures if you have a significant number of GL accounts. Here are a few hints that might make it easier for you.

Update your budget data via a VBA® macro. ACCPAC ships with a sample VBA macro designed to update budget data within ACCPAC. It's an Excel workbook that you can browse to in your program directory which by default is:
C:\PROGRAM FILES\ACCPAC\MACROS\BUDGET.XLS. When it is launched, it will prompt you to log into a company. Choose the year of your current

budget data and retrieve it from ACCPAC along with the actual figure for the same period into a spreadsheet. Choose another column to enter your new budget figures into. When you are ready, just push a button, confirm the fiscal year the new budget figures are to be entered into, and presto…….they are uploaded into ACCPAC! In addition, this macro can be modified to your particular budgetary needs. If you or your staff don't have the VBA skills to do it, Altitude Information Systems certified consultants would be very happy to help you.

Budget data can be imported into ACCPAC. Within the General Ledger module locate the G/L Accounts function, then choose Budget Maintenance. Under FILE in the menu bar locate 'Export' and 'Import'. You can export specific budget data using the Set Criteria function to limit the year, choose budget data only, or a specific account range. You can then modify it in Excel using the standard tools built into Excel, then import it back in. To review the budget figures you imported into ACCPAC, you can create a financial statement that looks at only budget data. You can display the data in the format you need for departmental review before publishing the figures. What's really great is, once the statement is formatted, you can use it again and again.

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