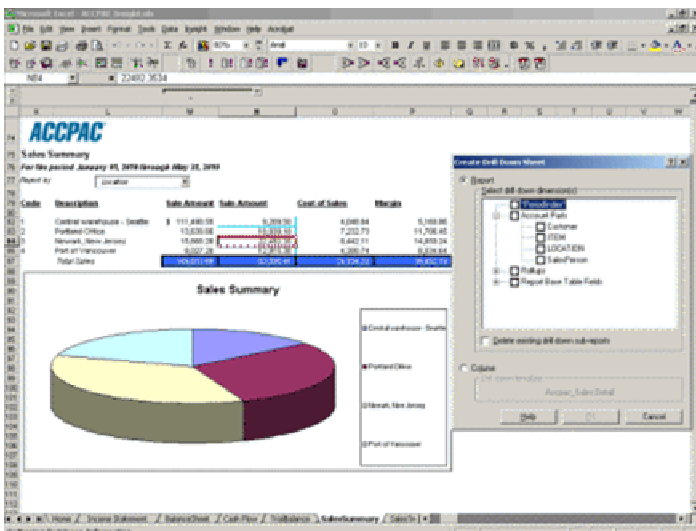


ACCPAC Insights gets the Job Done!

Wouldn't it be nice if you could get a snap shot of your company with the click of a button? To have the facts necessary to make sound decisions about your business? You can accomplish this with ACCPAC's new and exciting state of the art reporting tool.



ACCPAC Insight™

is an enterprise-wide reporting, budgeting, forecasting and consolidations solution. Powerful features and integration with ACCPAC business management applications make ACCPAC Insight today's choice for fast, accurate managerial reporting and analysis.

A high-performance financial management tool, ACCPAC Insight helps you create and customize reports that can withstand the toughest scrutiny. ACCPAC Insight extends far beyond your General Ledger, providing a powerful solution complete with bottom-up budgeting, write-back, drill-down and other advanced capabilities. It provides access to your critical operational and sales data, as well as customer, product, vendor, employee, geographic data and more. You can quickly integrate information into meaningful reports and distribute them across your enterprise in near real time while applying user-level security, ensuring that confidential information remains confidential.

From basic reporting capabilities to full-feature enterprise consolidations, ACCPAC Insight offers a range of components designed to help you build a system according to your particular business requirements.

[Click here](#) to read more on ACCPAC Insight.



INORTECH Boosts Customer Loyalty With ACCPAC CRM

"ACCPAC CRM and ACCPAC Advantage Series deliver the business management capabilities we need to stay competitive."

- Jean-Marc Pigeon, president, Inortech

Based in Canada, Inortech Inc. is a raw material supplier of paint, ink, plastics and adhesives. The company also offers formulation expertise and in-depth R&D support services. Because of the volatility inherent in chemical distribution, small to mid-sized chemical distributors such as Inortech have found maintaining a competitive edge challenging in a lackluster economy. Constantly striving to improve customer service and increase suppliers' visibility in the markets it serves, Inortech wanted to improve access to customer credit information and other customer- and product-related data. Its objective was to accelerate collections and better control and track sales processes.

"There's just too much potential for human errors in customer service operations that are paper-based ... ACCPAC CRM eliminates these costs, empowering us with fast and reliable electronic access to information and automated workflows. It ensures that each staff member is working as productively as possible, that each customer receives the best possible service and that our bottom line is as strong as possible."

- Jean-Marc Pigeon

-

Inortech implemented ACCPAC CRM, which provides seamless integration with the company's ACCPAC Advantage Series accounting solution.

The new system provides sales representatives with easy access to comprehensive information about prospects, customers, sales histories and products. Consequently, staff training time has been dramatically minimized. In fact, Inortech hired a new sales representative shortly after implementing ACCPAC CRM and has already reaped the rewards.

"By getting this individual up to speed in weeks, not months, ACCPAC CRM not only paid for itself in its first quarter of use, but actually created positive cash flow." - Jean-Marc Pigeon

In addition, ACCPAC CRM has accelerated collections for outstanding invoices and has created new workflow processes that automate existing business procedures.

"By automating workflows and providing management oversight, ACCPAC CRM empowers us with the ability to promptly complete all actions required to make and keep customers satisfied."

– Jean-Marc Pigeon

[Click here](#) to Read more ACCPAC Success Stories

ACCPACcrm.com Offers Comprehensive Microsoft Outlook Integration!

Did you know that ACCPACcrm.com™ has complete, two-way synchronization with Microsoft® Outlook® contacts, calendars and tasks? Now it's easy to synchronize your CRM data to pocket devices such as mobile phones and PDAs that in turn synchronize with Outlook. And, you have the option to use your entire ACCPACcrm.com system from within the standard Microsoft Outlook interface.

With this powerful integration, you can:

- Use all the features of ACCPACcrm.com entirely from within the Outlook interface; no more switching from one application to the other.
- Bi-directionally synchronize contacts, appointments and tasks between Outlook and ACCPACcrm.com.

- Send e-mail within ACCPACcrm.com using Outlook and automatically have the e-mail stored in the relevant customer contact history, including attachments.
- Easily import e-mail from Outlook into the appropriate customer contact within ACCPACcrm.com.
- Choose which contacts and calendar items flow between applications, allowing you to work the way you prefer.

Want to learn more? [Click here.](#)

10 Essential Elements Your Site Must Have - Article from <http://www.entrepreneur.com>

If you include all these elements on your site, you'll be well on your way to creating a site that attracts the sales you need!

Whenever business dies down a bit or you find yourself with some time on your hands, take advantage of the lull by going through your site with a fine-tooth comb. The simpler and more user-friendly your site is, the more sales it will generate. It's as simple as that. So you should always be thinking about how you can remove any unnecessary clutter, confusing links or visual eyesores to let your sales copy stand out.

In order to figure out what works and what doesn't, below you'll find a list of the 10 critical elements your site *should* include:

- **Essential Element #1: An Attention-Grabbing Headline**
- **Essential Element #2: User-Friendly Navigation**
- **Essential Element #3: Effective Sales copy**
- **Essential Element #4: A Clear "Call to Action."**
- **Essential Element #5: Well-Chosen Images.**
- **Essential Element #6: A Strong Opt-In Offer**
- **Essential Element #7: Testimonials**
- **Essential Element #8: An "About Us" page**
- **Essential Element #9: An FAQ Page**
- **Essential Element #10: Your Contact Information**

To keep your site in top form, it helps to review your site every now and then and create a list of "must do" actions you can take to optimize its performance. Figure out where you can get rid of nonessential clutter and simplify the sales process. Don't forget, streamlined sites generate more sales.

Also take the time to browse through other sites (including those of your competitors) to see how your site compares and get ideas for improvement. What do you like about these other sites? What do you find annoying about them? These visits will help you get an idea of what to include and what to avoid on your own site.

After you've made some improvements to your site, ask some friends to go through it. How hard is it for them to get from page to page? Can they easily find their way back to pages they've already visited? Are they confused by any aspect of your sales process? Do they find your site appealing? Remember: You can never do too much testing.

[Read the complete article](#)

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 is critical, therefore demonstrations are generally followed by an open question and answer session.

ACCPAC Advantage Series

July 22, 2004 - 10:00 am - ACCPAC Advantage Series

August 19, 2004 - 10:00 am - ACCPAC Advantage Series

ACCPAC Project & Job Costing

June 28, 2004 11:00 am - Advantage Series Project & Job Costing Overview

ACCPAC CRM

July 9, 2004 - 9:00 am - Experience CRM Nirvana: (AAS)

July 16, 2004 - 9:00 am - Experience CRM Nirvana: (AAS)
July 23, 2004 - 9:00 am - Experience CRM Nirvana: (AAS)
July 30, 2004 - 9:00 am - Experience CRM Nirvana: (AAS)
ACCPAC CFO
July 21, 2004 - 2:00 pm - ACCPAC CFO Overview
August 18, 2004 - 9:00 am - ACCPAC CFO Overview
ACCPAC HR Series
July 14, 2004- 9:00 am ACCPAC HR Series Overview
July 27, 2004 - 9:00 am ACCPAC HR Series Overview
Sales Optimizer
July 13, 2004 - 9:00 am - ACCPAC Insight Overview
July 28, 2004- 9:00 am - ACCPAC Insight Overview
ACCPAC eTransact
July 15, 2004 10:00 am - ACCPAC eTransact Overview
August 12, 2004 10:00 am - ACCPAC eTransact Overview
ACCPAC Warehouse Management
July 14, 2004 10:00 am - AWMS with Advantage Series
August 11, 2004 10:00 am - AWMS with Advantage Series

[Contact us](#) at the number below or visit our website to register

Technical Tip #1 - Using Keyboard Shortcuts

Using Function Keys - The following function keys or "Hot Keys" provide you with shortcuts when working within ACCPAC

- **F1 Key** - Displays online help. Available anywhere in ACCPAC.
- **F5 Key** - Displays a finder window to select records from.

- **F7 Key** - Displays the information for a record (go button)
- **F9 Key** - Enlarge the selected record to display more information about the record (zoom Button)

Using Menu Commands & Buttons

Data entry forms display similar menus (for example, file and help menus) Thus you need to become familiar with only a few commands and buttons to work with ACCPAC data entry forms.

- **Alt/S** - Use to save changes made to the displayed record.
- **Alt/D** - Use to delete the displayed records.
- **Page Up** - Navigation buttons
- **Page Down** - Navigation buttons
- **Ctrl/Page Up** - Navigation buttons
- **Ctrl/Page Down** - Navigation buttons
- **Alt/E** - Use to set criteria to specify records to display in the finder

Working with Columns of Data

- **Insert** - insert a blank row to add a new record.
- **Delete** - remove a selected row.
- **Tab or Enter** - Go to the next or previous column in a list.
- **↑ or ↓ Arrows** - Go up or down one row.
- **→ or ← Arrows** - Go right or left in a column.
- **Page up** - Go to the top row in a view.
- **Page Down** - Go to the bottom row in a view.
- **Home** - Go to the first row in a list.
- **End** - Go to the last row in a list.

We hope you've found this technical tip helpful.

Technical Tip #2 - Protecting Against Viruses

Undoubtedly, you have heard, read or seen the news surrounding the latest outbreak of computer viruses making their way around the Internet. There are several steps you can take to prevent these viruses from infecting your computers, and to make sure you are insulated from future threats.

One way these viruses spread is via e-mail. Usually, they come in the form of a file attachment which when opened triggers the virus. This can be avoided by **adopting the practice of only opening attached files you are expecting**. Most of the viruses will come from unfamiliar senders (though not always), and will indicate that you need to open the attachment in order to view the contents of the message.

Another way to prevent viruses from infecting your PC is to make sure you have some form of **Anti-Virus software installed and working on every computer**. Most Anti-Virus software has the ability to check the web for updates, or even better, to schedule automatic updates to run during nonworking hours. Either way, make sure that these updates are happening at least once per week. In a larger network environment, consider enterprise anti-virus solutions that allow centralized management of virus updates and PC anti-virus clients, making prevention and detection of all machines much easier.

Often, viruses will exploit security vulnerabilities inherent in Windows or Internet Explorer. Microsoft periodically announces security updates that correspond with the vulnerabilities being exploited by the virus. **Make sure to check windowsupdate.microsoft.com at least once per month** for these security updates. Windows 2000 and Windows XP machines can be set to automatically check for such updates.

The best method for preventing virus infection is to have an anti-virus product scanning e-mail before it gets to your inbox.

This is most effective when your company is running an in-house e-mail server. Since some viruses can actually turn off and disable your PCs virus scanner once they are triggered, the best approach is to remove the virus before users have a chance to accidentally open it. Unfortunately, very few Internet Service Providers offer such service.

Occasionally, Anti-Virus companies &/or Microsoft send out a warning or update before the particular virus has had much chance to spread. These announcements are advisory, and indicate a higher potential for threat. **Use announcements from your antivirus software or Microsoft as a motivator to check for Anti-Virus and Windows security**

updates. These announcements may also have information about a pre-built virus removal tool

that can be used if an infection is confirmed. These tools can usually be found at www.symantec.com and www.networkassociates.com. Be aware that not all announcements are real. Hoaxes do go around on the Internet, and usually come from sources other than the Anti-Virus companies or Microsoft.

Let's all do our part to ensure that each PC and network is well protected and viruses do not get a chance to infect any machine or spread any further in the future.

Technical Tips on the Web

Altitude Information Systems is committed to providing you with superior customer service. Our dedication to your success has compelled us to post these tips monthly and to provide you with a library of tips on our website.

If you have suggestions on tips you might find useful please let us know by emailing advisor@altitudeinfo.com.

Click the following URL to visit our Tip of the Month Section.
<http://www.altitudeinfo.com/tipofthemonth.html>

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