eagle Consulting Group

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For MAS 500®

The MAS 500 eCommerce Solution

eCustomer and eSalesforce

Is your Web site still offering only a one-way flow of information? Sure it's important to show customers and prospects what you do, but this static content, often referred to as brochureware, won't keep your audience coming back for more. Today's dynamic content Web sites provide consumers with unprecedented choice and selection, competitive price searches, and a personalized information portal. These sites become destinations for both information and commerce, keeping your clients visiting—and ordering often. Are you taking advantage of the power of the Internet? Two MAS 500® modules, **eCustomer** and **eSalesforce,** can help you harness that power and bring it home to your organization. Let's take a closer look at each module.

MAS 500 modules, **eCustomer** and **eSalesforce,** help you harness the power of the Internet.

eCustomer

eCustomer provides a business-to-business storefront where customers can order items from a general catalog that you can customize for your business.

Single Screen Shopping

Glitz, glitter, and flash may appeal to some retail shoppers, but your business customers want quick access to information—without the fuss. They want the ability to place orders easily, intuitively, and while viewing pricing pertinent to them. eCustomer lets them view item images, pricing, and detailed descriptions simultaneously, without the need to open a series of separate windows to place an item in their shopping cart. When they're ready to buy, customers simply submit the order and receive an immediate confirmation. When the order is accepted, they receive an automatic email acknowledgment.

Customer Requisitions

Like a sophisticated wish list, the eCustomer Requisition feature allows users to browse the catalog, select items, and save the requisition for their supervisor to review, approve, and turn into an order. Let your customers choose which of their employees have the right to place orders, and what purchase limit should apply to each employee. Your customers' supervisors can review on-hold orders that have exceeded individual users' credit limits and approve them.

Customer Self-Service

Beyond ordering, eCustomer provides an information portal where your customers can view their account activity, answer their own questions, and make informed decisions. With eCustomer, you can allow your customers to view their account balance, on-order balance, credit

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What's Inside

Headline News

Best Software recently announced its acquisition of Federal Liaison Services, Inc. (FLS), a provider of employer payroll and tax filing solutions. FLS provides software and technology solutions for the compliance, reporting, and payment functions. Prior to the acquisition, Best Software was a reseller of FLS products. The FLS products enable Best to provide full level tax services, complementing its current outsourced payroll service.

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limit, and available credit. Offer them the opportunity to view their open orders and the ability to drill down to line item content from summarized open order views.

Your business customers will appreciate being able to manage their own accounts over the Internet with eCustomer. First you must create an administrator user ID and grant them authority to manage the account. Give that customer administrator the rights to create and manage their users. With this right, your customers can create multiple users for their accounts and decide who will have access to your Web site. Users can be designated as standard users who submit their own orders, or supervisors who can review and approve all orders for their companies. Here's a huge benefit for busy individuals—customers can save their orders and return to your Web site later to continue the transaction.

Business-To-Business Connection

MAS 500® provides a great deal of flexibility in establishing individual customer pricing and product-specific pricing. eCustomer capitalizes on this feature, showing your customers the proper price for each item they browse. As you would expect, your customers can decide how to ship their orders, and choose from authorized shipping addresses for each order. They can add their own purchase order numbers and special instructions to the order. Your customer will have the opportunity to confirm their order submission, and once received into your MAS 500 system, an email order acknowledgment is automatically generated.

When a customer creates an order from the Web site, the application database is immediately updated and the order appears in Sales Order. In Sales Order, you can open, view, edit, and process sales orders that came from the Web site, just as you would any other order.

Easy Item Setup

eCustomer is easy to set up. You define the categories and subcategories for your inventory items, placing them into groupings for the convenience of your customers. Does an item fall into more than one category? No problem. With eCustomer, an item can be listed in more than one category.

Your eCustomer Web catalog can be automatically generated using the data from your MAS 500 Inventory Management module. As you add items to Inventory, the system will automatically update your storefront. Multiple photos can be linked to each item, offering different views or angles of the product.

eCustomer offers flexibility and ease of use, for both you and your clients. If you're not yet conducting business over your Web site, you are neglecting a potentially huge incremental source of revenue. eCustomer is priced by the number of customers for whom you wish to provide access.

eSalesforce

We learn from experience that if a software tool isn't easy to use, it simply doesn't get used. What if you could deliver a straightforward, powerful, informative tool right into the hands of your salespeople? A tool that would enable them to get the information they need to do their jobs and provide premium customer service from any Web-enabled location. You can do just that with **eSalesforce for MAS 500**.

Service On The Go

eSalesforce is a Web site designed to be used by your salespeople as an interface to MAS 500. Using just a Web browser, salespeople can access sales-related functions of MAS 500 from virtually anywhere. There's no software to install and no need to lug around a laptop. eSalesforce allows salespeople to retrieve sales and customer-related information while they are on-site with a customer, in their hotel room, on the airplane—anywhere with access to the Web.

Customer Information

Using eSalesforce, your salespeople can view recent orders and shipments, letting their customers know the status, order totals, and other details of their transactions. With instant access to customer data such as credit limit, outstanding order balance, account balance, and available credit, salespeople can provide better service to their customers. They can even drill down to invoice and payment history for their accounts, to check payments and credits applied against a specific invoice.

Add Orders

Your sales staff can use eSalesforce with eCustomer to enable them to place orders for their customers. When a customer is ready to place an order, the salesperson will look up the customer information on the eSalesforce Web site. An easily navigated Customer Search page makes finding the right customer simple. From the search page, the salesperson can launch eCustomer. They are then logged into your company's eCommerce site as an authorized buyer for that customer. It's a straightforward, efficient method for placing orders, anywhere, anytime.

Add Customers

When a new opportunity presents itself, salespeople can enter all relevant data required to create a new customer directly into eSalesforce. eSalesforce then automatically routes that information to the designated accounting manager for credit approval. Once that customer's credit has been reviewed, eSalesforce generates an email to the salesperson informing them of the approval or rejection.

Productivity Anytime, Anywhere

Your salespeople can keep current on sales statistics and commission information through eSalesforce. Salespeople can view their own revenue and earnings goals, and see current sales, margins, and commissions for each sales period. Salespeople can also view activities from the eSalesforce Activity List including meetings, appointment reminders, and their to-do items.

eSalesforce enables your mobile workforce to be productive anywhere, anytime. The information and tasks required to generate sales, keep customers satisfied, and manage sales goals are just a few mouse-clicks away.

Since it requires no workstation software, eSalesforce can be implemented quickly, and updates are a breeze. The eSalesforce module is priced by user. Call us for pricing and details.

These two eCommerce solutions for MAS 500 enable you to offer 24/7 access to both your customers and your sales team. Convenience like this is sure to increase both productivity and sales. Call us for more information on eCommerce solutions for MAS 500.

Business Insights Analyzer Has Seven New Views

Included with your MAS 500® System Manager module is Business Insights Analyzer (BIA). BIA offers ready and current information allowing you to answer business questions and make efficient business decisions, throughout your day. BIA displays informative views of your MAS 500 data in a logical grid format. It includes powerful filtering, grouping, and sorting capabilities allowing you to organize the data in the way most suitable for your task.

The version 6.3 release of MAS 500 included five views, Budget History, Sales History, Purchase History, Project Profitability, and Production. For those of you on a current maintenance plan, your September 2004 monthly update included **seven new views**.

Many of the new views display data found in various MAS 500 inquiries. By making this data available in BIA, your management team can have **instant access to the most current data** available from a single location. In case you have not yet explored these new views, we take this opportunity to detail them for you.

Bank Account History View

Similar to the existing Cash History inquiry, the new **Bank Account History** view breaks down all cash transactions by post date, fiscal period, bank account, and transaction type. You are able to group transaction inflows and outflows in a pivot table or chart to show cash flow activity for every bank account.

Financial managers will delight in the addition of this view, which offers a constantly updated picture of transactions affecting your account balances.

Customer Sales History View

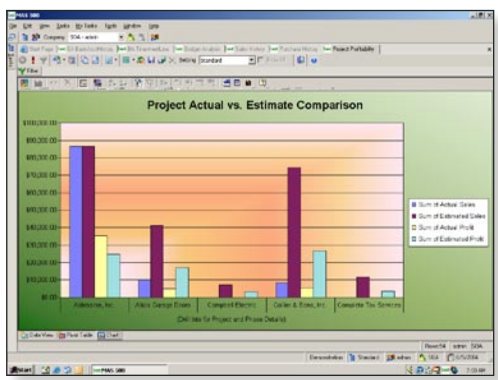
The **Customer Sales History** view mimics the existing Customer History and Customer Class History inquiries and includes all customers and all customer classes. It displays sales activity for each Customer, Customer Class, and Customer Address, broken down by post date and fiscal period. Measures include Sales Amount, COS Amount, Trade Discounts, Gross Profit (before and after trade discounts), Sales Tax Amounts, Freight Amounts, and Term Discounts Amounts.

Companies use the customer class in many ways to segment their database. This view provides a comprehensive and flexible tool for monitoring the sales and profitability of your customer base.

Inventory History View

This new **Inventory History** view makes previously hard-to-get-at data easily available. You can organize the information by fiscal period with the quantity on hand and inventory valuation of each item/warehouse combination. Useful classification categories like buyers, item type, purchase product line, and sales product line make this view an excellent tool to monitor inventory valuation over a period of time.

The data this view brings together is not available anywhere else within MAS 500. Warehouse and operations managers will find this new view invaluable, placing it front and center on their desktops.



Busy managers will appreciate the new views available with the latest release.

Inventory Transaction History View

Similar to the existing Item History Inquiry, the **Inventory Transaction History** view groups inventory transactions by transaction type and post date to show the quantity and amount of various inventory transaction types, such as receipts, adjustments, shipments, and transfers for item/warehouse combinations.

This view also allows you to analyze inventory movement across multiple items and warehouses. It provides an excellent resource for warehouse managers and purchasing personnel alike.

Salesperson History View

The **Salesperson History** view emulates the existing Salesperson History inquiry. Sales activity for each salesperson is broken down by post date and fiscal period. The view measures include Sales Amount, COS Amount, Trade Discounts, Gross Profit (before and after trade discounts), Sales Tax Amounts, Freight Amounts, Commissions, and Term Discount Amounts. You may view one or many salespeople at one time.

Your salespeople may each want this view on their desktops, showing just their own information. With this view, your sales manager can keep accurate, up-to-the-minute track of the sales and profit contributions of each salesperson.

Vendor History View

Like the existing Vendor History and Vendor Class History Inquiries, the **Vendor History** view displays purchase activity for each Vendor and Vendor Class and is broken down by post date and fiscal period. The view's measures include: Purchase Amount, Return Amount, Payments, Discounts Taken, and Discounts Lost. One or all vendors can be viewed at one time.

Your purchasing and warehouse managers will benefit from this view, which allows them to keep their finger on the pulse of your company's purchasing activities throughout the day.

Timesheet Line View

The **Timesheet Line** view takes its cue from the existing Timesheet Line Detail inquiry. It will show you posted timesheet details for each resource organized by Master Project, Project, Phase, and Task. The measures include: Hours Worked, Hours Billing, Cost Rate, and Charge Out Rate.

This view provides an excellent method for evaluating resource productivity and utilization, and is a useful tool for project managers, keeping them continually informed of the billing activity for each project.

Don't Miss Out

The goal of Business Insights Analyzer is to provide busy managers quick and graphic access to the data they refer to most often. This new release greatly expands BIA's functionality. In order to make use of the new views, you will need to insert them into your MAS 500 desktop.

Let us know if you'd like our assistance with this task. Remember, only current maintenance plan holders received this update. If your maintenance plan has expired, call us to renew.

Spotlight: Spyware

How To Protect Your Information

Perhaps no other topic has as much importance to a company as the security of its data and network systems. Last year's big concern was Spam. While Spam is still a nuisance, it's been displaced by a larger and more sinister threat—**Spyware**.

Dell Computer recently reported spyware problems were the number one complaint it hears from customers. Michael George, general manager of Dell's U.S. operations went so far as to say that spyware could undermine the PC industry. Microsoft told the FTC that half the computer crashes reported to its technical support personnel were because of spyware. McAfee reports that spyware and adware products have increased sevenfold during the past year.

How much do you know about this threat, what is being done about it, and what steps you can take to protect yourself? In this brief article, we outline the threats posed by spyware and make several suggestions of simple, low-cost ways to increase your company's computer security.

What Is Spyware?

The term spyware refers to software installed surreptitiously on a computer for a variety of purposes. At its worst, the software sends out spam, launches denial-of-service attacks against Web sites, and steals information about the computer user, such as credit card or bank account data. Some people lump adware in the same category as spyware. Adware tracks a user's movements on the Web and overwhelms the user with pop-up ads.

Clear And Present Danger

Spyware can significantly impede system performance, limit Internet access, send out confidential information, and sometimes, performs illegal and damaging activities.

Sometimes users give the sites they visit explicit permission to download spyware to their machines. Often such permission is couched in lengthy, complex, and confusing terms and conditions users are forced to agree to in order to access content on the site.

Other times, users believe they are downloading a desired program, only to receive a type of spyware called a browser hijacker. After the download, the users' Web connections are then routed through the spyware authors' servers, where all of their Internet traffic may be stored and analyzed. Every connection can be tracked, including secure connections. As a result, usernames and passwords, credit card numbers, PINs, bank and purchase transactions, and other confidential information can be compromised.

Keylogging is another form of spyware. Keylogging software is not new; it had its start back in the DOS days, but modern keyloggers are much improved. They do not only log the keys you press, but also capture screenshots to show the spy just what information you are working with. The results of the illicit keylogging are uploaded to the spy's Web site the next time you connect to the Internet.

Who's Doing What?

There are currently at least three bills in Congress to take on the problems caused by spyware. It remains to be seen whether any of them become law and what affect they may have if they do. Earlier this year, Utah and California passed laws restricting companies from installing software that reports online activity, transmits personal data to third parties, sends unauthorized emails, or pops up advertisements without permission. An adware company is already challenging the Utah law in court, claiming it is overly broad.

How Can I Protect My Information?

There are several low and even no-cost spyware-catching software options available. Here are just a few:

- Ad-Aware
  www.lavasoft.com
- Spybot Search & Destroy
  www.safer-networking.org/en/download
- SpyCop
  www.spycop.com
- Spy Sweeper
  www.webroot.com

We can help you establish a comprehensive program to secure your information, give us a call to learn more.

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