

Improve Customer Loyalty with Customer Relationship Management (CRM) Software

ACT! by Sage

ACT! by Sage is a feature-rich, robust contact and customer manager ideal for individuals and small teams. With ACT!, you can easily access a complete, integrated view of your contact relationships, impress contacts with your follow-up, leave no task undone, and make informed decisions to advance your business. Since ACT! is easy to learn and use, you get up and running quickly.

Keep all your important relationship details in ACT! for quick, organized access to the information you need, instead of relying on written Post-its Notes, multiple excel sheet, or worse – your memory. In doing so, you will always have a complete view of your relationships. (Continued on page 2)

Microsoft Dynamics CRM

Microsoft Dynamics CRM is a full customer relationship management suite with marketing, sales, and service capabilities that are fast familiar and flexible, helping businesses of all sizes to find, win, and grow profitable customer relationships. Microsoft Dynamics CRM works with familiar Microsoft products streamline processes across an entire business.

A cornerstone of Microsoft Dynamics CRM is customer choice. Designed with a single unified code base for both on-premise and on-demand deployments, Microsoft Dynamics CRM enables customers to choose the right deployment model for their specific business and information (Continued on page 3)

SageCRM

By integrating your sales, marketing, and customer service functions, SageCRM makes it easier for everyone inside your company to work together and share critical information. Sales, marketing, and customer service teams gain lasting, more profitable relationships.

Sage CRM puts you in complete control of your sales pipeline allowing you to effectively manage, forecast, and report on all phases of the sales cycle. With SageCRM sales, you can easily access and analyze all current and historical account details and activities, manage multiple account and opportunities, and automatically distribute leads to sales professionals in the office or around the world. Point-and-click graphical reporting offers your sales team access to real-time data for on-the-spot analysis and evaluation, enabling them to instantly identify their best opportunities. (Continued on page 3)

Sage SalesLogix

Sage SalesLogix is an award-winning Customer Relationship Management solution, provides a complete view of customer interactions across your entire organization - from sales and marketing to customer service and support - to help you acquire, retain and develop profitable customer relationships.

With its easy-to-use, highly adoptable user interface, centralized customer information, flexible access methods, and extensive customization and integration capabilities, (Continued on page 3)

ACT! by Sage (Continued)

You can track contacts, groups of related contacts, and companies, keeping detailed Activities, Opportunities, History, Notes, Documents, Secondary Contacts, and more for each. Because all this information resides in a central location, you get instant and easy access to the information you need, just when you need it.

Communication with your contract can also be tracked in ACT!. Whether you use Microsoft Outlook, Lotus Notes, or the ACT! e-mail client, track and organize e-mails on associated contact records for a view of your interactions. When you want to send more professional marketing communications to one or multiple contact, use Mail Merge and pre-formatted templates for HTML e-mails, and letters with little effort required by you.

For more insight into your business, manage your lead in ACT! from your first interaction through close. Use the ACT! sales process or a process you customize to suit your business and selling style. You can track products on each sales opportunity, specifying product discounts and costs for each item and then generating Instant Quotes without having to enter additional information. View the progress of your sales opportunities, plus your activities, using ACT! dashboards or for more detail, run one of the 40 preformatted reports or send most reports to Excel, HTML, PDF, or e-mail for further analysis.

With ACT!, you, too, will realize the ultimate productivity gains by working smarter and faster so you have time to focus your attention on business-critical activities, provide a differentiated customer experience because you are armed with knowledge about their intricate needs, and make important decisions with confidence to grow your business.

ACT! also supports an anywhere workforce with seamless online, offline, and mobile access solutions so it works for any business environment. And, because ACT! can be fully customized with very little technical knowledge, it is flexible enough to fit the specifications of any industry.

Ohio Society of CPAs
Dayton Accounting Show
May 19th and 20th 2009
Sinclair Community College
Dayton, OH
For more information, please visit
<http://www.ohioscpa.com>

Microsoft and Sage Web Seminars

Martin and Associates would like to invite you to attend one of the free Microsoft or Sage online seminars. Check the schedule below and sign up now. To sign up, for a Sage Webcast please visit www.sagesoftware.com/training then click on the webcast link. To register or to see a complete list of Microsoft webcasts, please visit <http://msevents.microsoft.com>.

Dates:

- | | |
|--------|--|
| May 7 | Streamline Critical Business.....11:30 AM EST
Processes with Sage MAS 90 and 200 Extended
Enterprise Suite |
| May 14 | Paperless Payroll with Sage Payroll.....2:00 PM EST
PayCard |
| May 26 | Streamline Critical Business.....11:30 AM EST
Processes with Sage MAS 90 and 200 Extended
Enterprise Suite |
| May 27 | Welcome Webcast for New.....2:00 PM EST
Sage BusinessWorks & Sage PFW Customers |
| May 28 | Paperless Payroll with Sage Payroll.....2:00 PM EST
PayCard |



Services

E-Business
Financial Analysis
System Needs Analysis
Software Sales
Software Installation
Software Implementation
Software Design and Development
Training and Support
Custom Programming
Hardware Installation and Support
Web Management/ISP Services



Microsoft Dynamics CRM (Continued)

technology needs, with flexibility to change deployment models over time if business or IT preferences change.

With a familiar user interface, wizard-based tools, and close integration with Microsoft Office system productivity applications, Microsoft Dynamics CRM helps you achieve the best fit for your people

Microsoft Dynamics CRM also provides choice and flexibility in how you implement and customize your CRM application so you can achieve the best fit.

Built on reliable, industry-standard technology, Microsoft Dynamics CRM is an adaptable and affordable CRM system that fits within your existing technology environment.

SageCRM (Continued)

SageCRM also provides a rich source of customer information to help you better manage your marketing efforts and make sound decisions based on the needs of your customers and prospects. With SageCRM marketing, you can target the right customers at the right time,. You can easily schedule and track marketing activities within a campaign and view detailed information on each campaign for reporting and ROI analysis.

SageCRM helps you to make the most of every customer interaction, maximizing business opportunities and customer satisfaction by tracking interactions and automating critical workflows. With SageCRM customer service, you can build and effectively manage lasting customer relationships by providing the professional level of service your customers expect.

The SageCRM dashboard feature allows you to organize your data according to your personal preferences. The dashboard is particularly useful to senior management or any user who require higher-level views of information. Even financial information can be displayed for immediate insight into how the business is performing.

Sage SalesLogix (Continued)

Sage SalesLogix can enable your organization to build and maintain meaningful, profitable relationships with your prospects and customers - transforming the way you do business.

Sage SalesLogix delivers tangible benefits across your entire organization. Management is empowered with the information and tools they need to gain valuable business insight - facilitating timely, informed decisions. Team members have access to rich customer and prospect information and productivity tools so they can more effectively market to, sell to, and service your customers. And, Sage SalesLogix features a highly flexible open architecture, so you can modify the solution to address your company's specific business needs.

Features at a glance:

- Account, Contact, & Opportunity Management
- Calendar & Activity Management
- Microsoft Outlook and Office Integration
- Process & Workflow Automation
- Sales Forecasting & Territory Alignment
- Lead Qualification & Management
- Campaign Management & ROI
- Integrated E-mail Marketing
- Ticket Management
- Service Contract Management
- SpeedSearch KnowledgeBase
- Customer Self-Service Web Portal
- Web, Windows, and Mobile Access Methods
- Disconnect Web Client
- Back-Office Integration
- Advanced Customization Capabilities
- Data Mashups Capabilities

For additional information on any of the customer relationship management software, please contact Jeff Rose, Kevin Evans, Kevin Martin or Rick Wilson.



Course List

Course Title	Course Length	CPE Credits	Cost
Business Alerts	1 day	8	\$395
4.2 Customer Workshop GL or LM	1 day	8	395
4.2 Customer Workshop SO & AR	1 day	8	395
MAS 90/200 Core Applications	5 days	40	1,580
MAS 90/200 GL, AP, AR, or Payroll	1 day	8	395
Crystal Reports - Introduction	2 days	16	790
Crystal Reports - Beyond the Basics	2 days	16	850
Distribution	3 days	24	1,070
Inventory Management	1 day	8	395
Sales Order or Purchase Order	1 day	8	395
Return Merchandise Authorization	1 day	8	395
Manufacturing	3 1/3 days	28	1,265
Inventory Management	1 day	8	395
Bill of Materials or Work Order	1 day	8	395
Material Requirements Planning	1/2 day	4	250
MAS 90/200 Installation	2 days	16	1,080
MAS for SQL Installation	1 1/2 days	12	600
FRx	2 days	16	790
Data File Structure	1 day	8	395
Technical Support	2 days	16	850
Job Cost	2 days	16	790
Visual Integrator	2 days	16	790
Customizer or Customizing Forms	1 day	8	395
Data Migrator	2 days	16	690
e-Business Manager	2 1/2 days	19	1,000
Business Works Core	4 days	32	1,175
BW System Manager or GL	1/2 day	4	200
BW A/P, A/R, Payroll, Order Entry, Inventory Control or Job Cost	1 day	8	345
Business Works: Crystal Reports	2 days	16	690
FAS Intermediate	2 days	16	1,100
Abra Human Resources or Payroll	3 days	24	1,320
Abra Crystal Report Writer (HR or PR)	1 day	8	690
Abra Payroll Year End (Lecture)	1 day	8	575
Dynamics GP Financial Series	5 days	40	1980
Dynamics GP Foundations	1 day	8	495
Dynamics GP General Ledger	1 day	8	495
Dynamics GP Payables Management	1 day	8	495
Dynamics GP Receivable Management	1 day	8	495
Dynamics GP Fixed Assets	1 day	8	495
Dynamics GP Bank Reconciliation	1/2 day	4	250
Dynamics GP Supply Chain Series	3 day	24	1188
Dynamics GP Inventory Control	1 day	8	495
Dynamics GP Purchase Order Processing	1 day	8	495
Dynamics GP Sales Order Processing	1 day	8	495
Dynamics CRM Sales Management	1 day	8	495
Dynamics CRM Marketing Automation	1 day	8	495

To register for Sage classes, please visit
<http://www.sagesoftwareuniversity.com>

To register for Microsoft classes please fill out the registration form and fax it to 513-772-4529 or call Mary at 513-772-7284 x118

Continental Breakfast at 8:30 AM. Classes start at 8:45 AM.

Class Spotlight

Data File Structures:

This essential class provides a solid foundation for successfully implementing and operating Sage MAS 90 and 200 add-on applications. By attending this course you will learn about the data file structures for efficient use of Visual Integrator, Crystal Reports, and Business Alerts. By the end of this course, you will be able to:

- Navigate the directory structure of Sage MAS 90 and 200.
- Know the directories and files created as part of Sage MAS 90 and 200 installation and by user interaction
- Use TRSG successfully to read file layouts
- Learn the different data file types
- Discover how information is stored and updated to Sage MAS 90 and 200 files
- Access data files using the ODBC driver

Sage MAS 90 and 200 Tech Support:

In this advanced level course you will learn how to use the various trouble shooting and repair tools for Sage MAS 90 and 200.

By the end of the course, you will be able to:

- Use options available on the Sage Software Online website including the knowledge base, downloading tips, and accessing dynamic trouble shooting guides
- Identify causes of errors
- Use repair utilities to resolve common errors

Microsoft Classes Registration

Event/Class Choice _____
 Class Date _____
 Name _____
 Company _____
 Address _____
 City _____
 State and Zip _____
 Office Number _____
 Fax Number _____
 E-mail address _____
 *Credit Card # _____
 Expiration Date _____
 Cardholder Name _____

** To register for Sage courses, please visit
<http://www.sagesoftwareuniversity.com>

In case of cancellation, participants must notify the training center at least two weeks prior to the class in order to avoid loss of full tuition.



Events and Training Schedule

May 2009 through August 2009

May

Monday	Tuesday	Wednesday	Thursday	Friday
				Crystal Reports - Beyond the Basics e-Business Manager
4 Abra Payroll	5 Abra Payroll	6 Abra Payroll	7 Abra Payroll Crystal Reports FAS Intermediate	8 Abra Payroll Crystal Reports FAS Intermediate
11 MAS 90/200 Core Intro and Sys.Admin	12 MAS 90/200 Core General Ledger	13 MAS 90/200 Core Accounts Payable	14 MAS 90/200 Core Accounts Receivable	15 MAS 90/200 Core Payroll Business Alerts
Dynamics GP Supply Chain - Inventory Control Mastering QBES	Dynamics GP Supply Chain - POP Job Cost Mastering QBES	Dynamics GP Supply Chain - SOP Job Cost	BusinessWorks - Inventory Control	BusinessWorks - Order Entry
25	26	27 FRx	28 FRx	29 Customizer Data Migrator

June

Monday	Tuesday	Wednesday	Thursday	Friday
1 MAS 90/200 Core Intro and Sys.Admin	2 MAS 90/200 Core General Ledger FAS Intermediate	3 MAS 90/200 Core Accounts Payable FAS Intermediate	4 MAS 90/200 Core Accounts Receivable Job Cost	5 MAS 90/200 Core Payroll Job Cost
8	9	10 BW - Inventory Control	11 BW - Order Entry	12 Business Alerts
15	16	17 FRx	18 FRx Data Migrator	19 Customizer Data Migrator
22	23	24 Abra HR	25 Abra HR	26 Abra HR CR

July

Monday	Tuesday	Wednesday	Thursday	Friday
		1	2	3
6 Data Migrator	7 Data Migrator BusinessWorks Crystal Reports	8 BusinessWorks Crystal Reports	9 FRx	10 FRx
13 Dynamics GP Financials - Foundations	14 Dynamics GP Financials - General Ledger Abra HR	15 Dynamics GP Financials - Payables Management Abra HR	16 Dynamics GP Financials - Receivables Management Abra HR	17 Dynamics GP Financials - Fixed Assets Abra HR CR
20 Data File Structures	21 Intro to Crystal Reports Tech Support	22 Intro to Crystal Reports Tech Support	23 Crystal Reports - Beyond the Basics	24 Crystal Reports - Beyond the Basics
27 Customizer	28 Visual Integrator	29 Visual Integrator	30 Job Cost	31 Job Cost

August

Monday	Tuesday	Wednesday	Thursday	Friday
3	4 Manufacturing - Inventory Management	5 Manufacturing - Bill of Materials	6 Manufacturing - Work Order	7 Manufacturing - Material Requirements Planning
10	11	12 BusinessWorks - Inventory Control	13 BusinessWorks - Order Entry SQL Install	14 BusinessWorks - Job Cost SQL Install
17 Distribution - Inventory Management	18 Distribution - Sales Order	19 Distribution - P.O. Dynamics GP Supply Chain - Inventory Control	20 Distribution - Inventory Management Dynamics GP Supply Chain - POP	21 Business Alerts Dynamics GP Supply Chain - sOP
24 MAS 90/200 Core Intro and Sys.Admin	25 MAS 90/200 Core General Ledger	26 MAS 90/200 Core Accounts Payable	27 MAS 90/200 Core Accounts Receivables	28 MAS 90/200 Core Payroll
31				

Let Martin and Associates assist you with all of your training needs. Martin and Associates is constantly receiving positive evaluations and we continuously hear how "friendly, helpful and hospitable" we are. Martin and Associates not only wants each student to have a positive learning experience but also to have fun and enjoy class with their fellow students. We are one of the few training centers that offers a complimentary continental breakfast, as well as, lunch at a local restaurant.

Martin and Associates has been training and working with resellers since 1988 and became a Sage Authorized Training Center (ATC) in 1997. Starting with one training room and three trainers, we have grown to three training rooms and thirteen trainers. Our thirteen certified trainers are consulting specialists when they are not teaching; therefore, they are able to bring real world situations to the classroom.

Martin and Associates always uses Sage certified course curriculum and all of our courses include hands-on demonstrations, interactive sessions, reviews, and lab exercises. We guarantee your satisfaction!

Save the Date

Summer
Lunch & Learn

Friday, June 19th, 2009
11:45 am - 3:00 pm

Martin & Assoc. - Cincinnati



Information Matters!



Product	SLP	Annual Maintenance
Electronic Banking Suite		
ACH Complete - Accounts Payable, Accounts Receivable, Sales Order & Payroll Bundle	2,995.00	750.00
ACH Complete - Accounts Payable, Accounts Receivable & Sales Order Bundle	2,595.00	650.00
ACH Complete - Accounts Receivable & Sales Order Bundle	1,795.00	450.00
ACH Complete - Accounts Payable & Accounts Receivable Bundle	2,095.00	525.00
ACH Complete - Accounts Payable & Sales Order Bundle	2,095.00	525.00
ACH Complete for Accounts Payable	1,295.00	325.00
ACH Complete for Accounts Receivable	1,295.00	325.00
ACH Complete for Sales Order	1,295.00	325.00
ACH Complete for Payroll	695.00	175.00
Positive Pay - Accounts Payable & Payroll	1,095.00	365.00
Positive Pay - Accounts Payable	795.00	265.00
Positive Pay - Payroll	795.00	265.00
BankRec Clear	795.00	265.00
BankRec Clear and Positive Pay Accounts Payable	1,350.00	450.00
BankRec Clear and Positive Pay Payroll	1,350.00	450.00
BankRec Clear and Positive Pay Accounts Payable & Payroll	1,500.00	500.00
Sales Tax Management		
Sales Tax Management Bundle	1,795.00	599.00
Sales Tax Management - Accounts Payable & Purchase Order	1,195.00	398.00
Sales Tax Management - Accounts Receivable & Sales Order	1,195.00	398.00
Sales Tax Management - e-Business Manager	495.00	165.00
White Paper		
White Paper Suite	498.00	298.00
White Paper W2	325.00	198.00
White Paper 1099	200.00	120.00
Other		
Payroll Additional Pay Rates	795.00	265.00
Customer Sales/ Vendor Purchase History Recalculation	765.00	N/A
Magnetic Media - State Quarterly Unemployment Reporting	1,295.00	430.00
Magnetic Media - State W2 Electronic Media Reporting	1,095.00	365.00