

Information Matters

Martin and Associates

August 2012

www.martinandassoc.com

Volume 20, Issue 3

KnowledgeSync

The software applications utilized in business today contain an abundance of information. Hidden in all the transactions is information that requires our attention. Expiring quotes. Overdue activities. Changes in the pipeline. Low stock levels. Support activities behind schedule. And customers whose buying patterns have changed. Every minute that this information goes undetected – and unresponded to – costs your organization. Lost productivity, lost revenue, and lost customer loyalty.

Can your organization afford that?

KnowledgeSync – Your Invisible Assistant

Identifying and acting on important business information is what KnowledgeSync is all about. It is an automated system that lets you tell if what conditions to watch for, and how to respond to those conditions when they occur. Using advanced Data Mining capabilities, KnowledgeSync can identify the precise conditions that are critical to the success of your organization. And unlike simple alerting solutions, KnowledgeSync's "Active Alerts" technology lets you do far more than just send out an "email reminder". Whether it's generating invoices, work orders, or picking lists, whether it's pushing critical information to a web portal, or whether it's executing workflow to schedule intelligent follow-up activities, KnowledgeSync is an enterprise-level solutions that brings corporate awareness to a whole new level.

Flexible, Intelligent Alerts

Content, format, and delivery. These are the 3 keys to effective alert management. KnowledgeSync's alert messages can contain as much, or as little, information as is required; individual messages may be casual or may appear as Forms or Documents. They may contain content from one application or from multiple applications. Supported message formats include HTML, PDF, Excel, and Word. Choose from executive-level

summaries or detailed listings. And as for message delivery methods, KnowledgeSync includes: e-mail, pop-up messages, fax, pager, PDA, cellular phone and web browser.

Task-Specific Workflow

Keeping your organization – and your customers – informed often requires more than just alerts. Business applications are critical to managing your data and to your organization's success. Those applications let your staff track what they have done, and what they need to do. And that's why KnowledgeSync combines Alerting with Workflow; so that KnowledgeSync can update your applications with the details of not only what has happened – but what has to happen to keep your organization running smoothly.

And KnowledgeSync's Alerting and Workflow are not limited to working with just one application; you can integrate all of your business applications with KnowledgeSync, ensuring a true enterprise-wide solution.

Reporting – Standard & Exception

Most of us get reports – and we spend far too much time wading through them to find the 5% that actually interests us. KnowledgeSync generates reports – on any schedule you require – and delivers them to the people who need them, via email, fax, FTP, and web portal.

But KnowledgeSync's strength is in "Exception Reporting", the ability to generate reports only when certain business conditions warrant it. Whether it's a sales report only if revenues are above or below a certain level or customers who have had over "X" number of support calls in the last 30 days, KnowledgeSync's Exception Reporting allows you to spend less time finding the problem, and more time fixing it.

(Continued on page 2)

KnowledgeSync (continued)

Cross Application Analysis & Response

What happens when salespeople track their information in one application and financial people track their information in another? In a word, “dis-connects”. The right hand doesn’t know what the left hand is doing. A salesperson may work for days to close a deal, only to find out that it’s been held up by someone in finance. Waste of time? You bet.

KnowledgeSync is the only application that performs cross- application analysis, alerts, and response. It doesn’t matter what the applications are, who they’re from, or what kind of databases the use.

Cross-departmental and enterprise-wide business analysis and response is no longer a luxury; it’s a necessity.

The KnowledgeSync Wizard

Most sophisticated Data Mining, Alerts, or Workflow solutions require a high level of technical expertise. In other words, “only programmers need apply”. Not so with KnowledgeSync. Designed with the user in mind, KnowledgeSync provides a wizard-driven interface that lets customers easily configure their own events.

At the same time, KnowledgeSync includes optional Advanced Event Design features so that Technicians, Consultants, and similarly-skilled people can extend KnowledgeSync’s native functionality to address sophisticated, site-specific requirements.

Ready-to-Use Events

Although the KnowledgeSync Wizard lets you easily create your own events, KnowledgeSync comes prepackaged with events for use with many products such as Microsoft and Sage Software. There is no charge for these EventPaks, and they give you the ability to get up-and –running in just a couple of hours.

KnowledgeSync offers a free 30 day trial or you can get started with the full Enterprise Edition (one connection) for \$1,799.00 plus \$399.00 for yearly maintenance. For more information or help setting up your trial, please contact your M&A account representative today.

Stand Out in the Marketplace, Without Lowering Your Prices

September 19, 2012
Cintas Center at Xavier University

To register, please visit
<http://www.martinandassoc.com/events-495>

Sage Web Seminars

Martin and Associates would like to invite you to attend one of the free 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.

Dates:

- | | |
|--------|------------------------------------------------------------------------------------------------|
| Aug 22 | Control Your Budget, Don't Let It..... 1:00 PM EST Control You: Sage Budgeting and Planning |
| Aug 23 | Paperless Payroll With the Sage 2:00 PM EST Payroll 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



Excel-Integrated Reporting for Microsoft Dynamics GP with Jet Reports

Want to extend the power of your Excel and Microsoft Dynamics GP to build reports and increase effectiveness? Jet Reports for Microsoft Dynamics GP gives you the ability to access all tables and fields, including customization and add-on modules. It's all in Excel – so there's no exporting or reformatting, ever.

With Jet Reports, there is no expensive data warehouse, no SQL programming and no timely installation. Simply real-time access to everything in your Dynamics GP database – all set up in minutes. So you get the customized reports you need to make important business decisions.

With Jet Reports there is no need for tedious and error-prone duplicate data entry. With just one click you can view the data source behind your numbers - and it is always current information and as accurate as your source.

Jet Reports for Microsoft Dynamics GP gives everyone in your organization the reporting solution they need.

Management can...

- View key performance indicators from a company specific dashboard that continuously updates assets, margins and operations.
- Chart the organization's revenues, cost of goods sold and operating expenses calculated against the budget and variances and create multi-company reports and consolidations.

Finance can...

- Analyze profit trends and budget variances by budgeted, actual and department numbers.
- Track the organization's cash position in terms of accounts receivable, payables, assets and liabilities and market trends and produce instant financials directly in Excel.

Sales can...

- Compare results by salesperson, from total

sales to commissions to customer base, and chart customers' buying trends to see who is buying and who is not.

- Easily build product sheets that pull current pricing and specifications, and instantly update and release important changes.

Marketing can...

- Analyze the customer base to determine trends and activity.
- View product information by item, line or division and pinpoint product best-sellers to target for promotion.

Operations can...

- Prepare payroll reports by employee class, ID and section.
- Detail production orders for purchasing and sales and know exactly where inventory stock is located.

IT can...

- Work on higher-level IT projects thanks to the fact that Jet Reports is all Excel and virtually self-service!

And everyone can...

- Create high-impact reports with no special training or expertise for their team, management and clients.
- Consolidate information and schedule it for automatic release.

Jet Reports gives you great value at low cost - immediately helping you realize a strong return on your investment. More importantly, you and your entire organization have the reporting solution you need.

Any report. Any way. Right Now.

To learn more about Jet Reports, contact your M&A account representative today!

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 | ½ day | 4 | 250 |
| MAS 90/200 Installation | 2 days | 16 | 1,080 |
| MAS for SQL Installation | 1 ½ days | 12 | 600 |
| SMI Intermediate or Advanced | 1 day | 8 | 395 |
| 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 ½ days | 19 | 1,000 |
| BusinessWorks Core | 4 days | 32 | 1,175 |
| BW System Manager or GL | ½ day | 4 | 200 |
| BW A/P, A/R, Payroll, Order Entry, | | | |
| Inventory Control or Job Cost | 1 day | 8 | 345 |
| BusinessWorks: 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 | 8 | 250 |
| Dynamics GP Supply Chain Series | 3 days | 4 | 1188 |
| Dynamics GP Inventory Control | 1 day | 24 | 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

Class Spotlight

Dynamics CRM Sales Management:

This one-day course explores the Microsoft Dynamics CRM application from the user's perspective. Application functionality covered in the course includes Core CRM Navigation, User Interface, Outlook Client, and the Sales Management module.

This course teaches the process and functionality used by sales managers and sales representatives. This course begins with an introduction to the core concepts of Microsoft Dynamics CRM then an overview of the sales processes. Subsequent lessons explore the sales concept in greater detail. A thorough understanding of the sales process in Microsoft Dynamics CRM helps you to get the most out of your system.

Dynamics CRM Marketing Automation:

This one-day course explores Microsoft Dynamics CRM application for a user's perspective. Application functionality covered in this course includes Core CRM Navigation, User Interface, Outlook Client, and Marketing Automation module. This course teaches the processes and functionality used by the marketing managers and marketing representatives. It begins with an introduction to the core concept of Microsoft Dynamics CRM and then an overview of the marketing automation processes. Subsequent lessons explore the marketing concepts in greater detail. A thorough understanding of the marketing processes in Microsoft Dynamics CRM helps you to get the most out of your system.

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

August 2012 through November 2012

August

| Monday | Tuesday | Wednesday | Thursday | Friday |
|-----------------------------------------|-----------------------------------------|-------------------------------------------|--------------------------------------------|---------------------------------------------|
| | | 1 BusinessWorks - Inventory Control | 2 BusinessWorks - Order Entry | 3 |
| 6 | 7 | 8 | 9 Job Cost MS Management Reporter | 10 Job Cost MS Management Reporter |
| 13 | 14 | 15 | 16 | 17 |
| 20 MAS Core - Intro and Sys.Admin | 21 MAS Core - Accounts Receivable | 22 MAS Core - General Ledger | 23 MAS Core - Accounts Payable | 24 MAS Core - Payroll |
| 27 | 28 | 29 | 30 | 31 |

September

| Monday | Tuesday | Wednesday | Thursday | Friday |
|----------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------|---------------------------------------------|
| 3 | 4 | 5 | 6 FRx | 7 FRx |
| 10 GP Supply Chain - Inventory Control | 11 GP Supply Chain - Purchase Order | 12 GP Supply Chain - Sales Order | 13 Business Alerts | 14 |
| 17 | 18 BusinessWorks - Intro/Sys Admin | 19 BusinessWorks - Accounts Payables/ Cash Management | 20 BusinessWorks - Accounts Receivable | 21 BusinessWorks - Payroll |
| 24 | 25 Sales Mgmt in Dynamics CRM e-Business Manager | 26 Mktg Automation in Dynamics CRM e-Business Manager | 27 Service Mgmt in Dynamics CRM | 28 Service Scheduling in Dynamics CRM |

October

| Monday | Tuesday | Wednesday | Thursday | Friday |
|------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------|
| 1 | 2 | 3 | 4 BusinessWorks - Inventory Control | 5 BusinessWorks - Order Entry |
| 8 MAS Distribution - IM | 9 MAS Distribution - SO | 10 MAS Distribution - PO | 11 MAS - RMA | 12 |
| 15 Dynamics GP - Foundations | 16 Dynamics GP - General Ledger | 17 Dynamics GP - Payables Mgmt | 18 Dynamics GP - Receivables Mgmt SMI Intermediate | 19 Dynamics GP - Fixed Assets SMI Advanced |
| 22 MAS Data File Structures | 23 Crystal Reports Intro MAS Tech Support | 24 Crystal Reports Intro MAS Tech Support | 25 Crystal Reports Beyond the Basics | 26 Crystal Reports Beyond the Basics |
| 29 | 30 Visual Integrator | 31 Visual Integrator | | |

November

| Monday | Tuesday | Wednesday | Thursday | Friday |
|----------------------------------------|----------------------------------------------|-------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------|
| | | | 1 Customizer MS Management Reporter | 2 BW- Crystal Reports MS Management Reporter |
| 5 MAS Core - Intro and Sys.Admin | 6 MAS Core - Accounts Receivable | 7 MAS Core - General Ledger | 8 MAS Core - Accounts Payable | 9 MAS Core - Payroll |
| 12 | 13 GP Supply Chain - Inventory Control | 14 GP Supply Chain - Purchase Order | 15 GP Supply Chain - Sales Order Business Alerts | 16 BusinessWorks- Job Cost |
| 19 | 20 | 21 | 22 | 23 |
| 26 | 27 MAS - Inventory Management | 28 MAS - Bill of Materials | 29 MAS - Work Order | 30 MAS - MRP |

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 offer 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

PC Retreat
October 12, 2012

For more information, please visit
<http://www.martinandassoc.com/events/upcoming>



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| Product | SLP | Annual Maintenance |
|------------------------------------------------------------------------------------|----------|--------------------|
| Electronic Banking Suite | | |
| ACH Complete - Accounts Payable, Accounts Receivable, Sales Order & Payroll Bundle | 2,995.00 | 1,000.00 |
| ACH Complete - Accounts Payable, Accounts Receivable & Sales Order Bundle | 2,595.00 | 865.00 |
| ACH Complete - Accounts Receivable & Sales Order Bundle | 1,795.00 | 600.00 |
| ACH Complete - Accounts Payable & Accounts Receivable Bundle | 2,095.00 | 700.00 |
| ACH Complete - Accounts Payable & Sales Order Bundle | 2,095.00 | 700.00 |
| ACH Complete for Accounts Payable | 1,295.00 | 430.00 |
| ACH Complete for Accounts Receivable | 1,295.00 | 430.00 |
| ACH Complete for Sales Order | 1,295.00 | 430.00 |
| ACH Complete for Payroll | 695.00 | 230.00 |
| 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 | 598.00 | 358.00 |
| White Paper W2 | 390.00 | 238.00 |
| White Paper 1099 | 240.00 | 144.00 |
| 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 |