

PCM EDGE

2nd Quarter 2009

A Quarterly Newsletter for
Precision Computer Clients &
Affiliates

In this Issue:

A Message from the President

Software as a Service: Cloud Computing

Need Meeting Space?

Article: Accelerate Cash Flow by Managing Relationships

Free Webinar: SageCRM for Sage Pro Clients

Need Meeting Space?

We've got just the place!
Our office is currently located in the LaGrou Building located in West Chicago at Powis Road and Hawthorne Lane. The building currently has available office space, several conference and training rooms including a boardroom, a theatre, and small meeting rooms, all available to any PC Methods client for the lowest prices in the area! If you're interested, give us a call!

A Message from the President

In February of this year, we celebrated 30 years in business, and for this we wanted to thank you, our valued clients and affiliates, for your continued business.

This issue of PCM Edge is jam packed with great information to enable you to utilize many of the tools available to you. We hope you'll find it

helpful, and please let me know if there's anything you'd like to see more of in future editions.

Sincerely,



Peter Heinicke
PC Methods

Software as a Service: Cloud Computing

In the last year or so the idea of software as a service has become quite a hot topic. Cloud Computing is a new(er) technology which is best described as an architecture in which companies can 'rent' technology services on the internet, rather than 'owning' their own.

Consisting of a shared data center where you can log in, customize applications and be up and running in under a week, and with a plethora of apps to choose from - CRM to HR and Accounting to custom - the possibilities seem endless. At a fraction of the cost of in-house systems, this looks like a great way for SMB's to better manage overhead cost and ROI in terms of a new IT investment, not to mention the ability to utilize employees to generate more business (instead of managing the system.)

As an up and coming trend, Cloud Computing is behind many of the online conferences and marketing trends in development today. Some features and benefits include:

- Built-in security, reliability, & upgradeability
- Minimized risk involving application development and implementation
- Web-services integration
- Analytics, offline access and mobile deployment speed application development

- Automated upgrades & real-time reporting
- Multiple languages and currencies

On the other side of the spectrum, however, there are those that say Cloud Computing vendors still aren't fully prepared to meet today's corporate information technology requirements. Some of the major concerns within the industry include the market's immaturity, reliability, lack of proven security, and data lock-in. Once the time is spent to customize apps, pay for and use a Cloud Computing system more and more SMB's are wanting assurance that if they're unhappy with a certain vendor, they will be able to move their data and applications to another with minimal cost and effort, and right now that doesn't appear to be the case. Additionally, if you require specialized interfaces and application programming it may be even harder for you to make Cloud Computing work for you, as well as have multiple options when it comes to choosing a vendor.

In conclusion, Cloud Computing may prove to be a viable option in today's business environments. Given more time there will certainly be more standards and assurance for the consumer. Our best advice would be to research potential vendors thoroughly, check references, start slow, and read your contract carefully. Additionally, you'll want to determine how you plan on using the Cloud and in what ways it will be the most beneficial to your organization.

PCM EDGE

2nd Quarter 2009



The Greatest Compliment

The greatest compliment we could ever receive from you is a referral! If you know of a company that is struggling with their business software, or not getting enough support with their current system – send them our way! Just let your fellow colleagues know that we are available to assist them and that we would be honored to have an opportunity to earn their business.

Noted & Quoted

"With a poorly installed system, frequent crashes and the need for constant band-aid fixes, we were at our wits end. We finally went to Sage for help, and they introduced us to PC Methods. They literally looked at what we wanted, what we had, and went right to work. In a matter of 24 hours they had our system fixed, and installed custom invoices and reports and a printing solution to prevent future errors and make our accounts payable process as efficient as possible. In addition to being more productive, the size of our business has doubled without having to add any additional staff, and we couldn't be more thrilled with the results!"

Lisa Apiquian
Suburban Lock

Article: Accelerate Cash Flow by Managing Relationships

Relationship Management is something that every successful business MUST focus on improving every day. It is the core of our existence and applies to any department, title and any organization. Having a system in place to centralize all of your important financial and client data will make it easy for your financial team to do what they are supposed to do: collect money.

Imagine if a customer called into 5 different people in 5 different departments within your organization. This customer asked, "I am about to catch a train and I have 60 seconds before I have to hang up. I want to place an order when I get back to the office and need to know the discount I was given on my last order so I can create the proposal on the train." How many different answers would this customer get? "Let me transfer you to sales", "Have we agreed to give you the same discount on this order?", "I can't access that information in 60 seconds", "We don't have access to that information, let me transfer you", "Do you know your customer number?", "Who is your sales representative?", "Can I email you the information?" etc.

The bottom line is we need to simplify relationship management to build relationships internally and externally making it easy for your financial team to get information, track calls, automatically follow up and bring in more CASH faster.

SageCRM offers a great system that will allow you to have control over your processes and resources. But more importantly, it gives you the

Introduction to SageCRM for Sage Pro ERP Customers

If you currently use Sage Pro ERP and are interested in learning more about SageCRM and how it can help you run your business more efficiently, this webinar is just what you need!

SageCRM for Sage Pro ERP is an easy-to-use, fast-deploying, feature-rich CRM solution providing enterprise-wide access to vital customer information anytime, anywhere.

tools you need to effectively manage, automate and build relationships with customers and vendors – through all phases of the buying/selling cycles. A few of the many powerful features in SageCRM include:

360-degree view of your customers, partners and prospects, giving your financial team real-time access to critical information.

Powerful calendaring and task management tools offer up-to-the-minute access to past-due accounts, your most important partners, follow-up calls and emails through a single central interface.

Automated workflow and escalation management features assure the right tasks are directed to those best qualified to get the job done, making the entire staff more productive.

Central repository of information bringing everyone in your organization on the same page and reducing redundant work. Sales has access to vital financial information allowing them to close business without bothering finance.

Now there's an easy way to accelerate your cash flow, build lasting, more-profitable relationships with your customers, vendors AND save your company time and money. If you want the ability to accurately track and analyze AR and AP processes and organize your financial team, SageCRM is the answer.

If this article sparked your interest in CRM and you'd like to find out more, we have a great tool available for you to do just that! See below for details!

Learn how SageCRM can help you take control of your sales pipeline; track ROI of marketing programs; make the most of every customer interaction; boost productivity; and save time.

If interested, simply go to:
www.sagewebcast.com. In the 'Select a Sage Product' drop-down box choose, 'Sage Pro' and select "go". This will take you to the page where you can view this helpful webinar at no cost to you!

