

PCM EDGE

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A Quarterly Newsletter for
Precision Computer Clients &
Affiliates

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New! Video Tutorials

We are excited to announce a new feature on our website: Video Tutorials. Each month throughout the year we will post a free, informational 3-minute video tutorial on how to best perform a task within your system. If there is something in particular you'd like to see here—please let us know, as we'd love your feedback.

A Message from the President

Happy New Year! With the new year comes plenty of new things to discuss! We are thrilled to let you in on some new workings here at PC Methods, as well as let you know some great features in the newest version of Sage CRM.

Bringing added value to our clients is our number one priority. That's why we're making some changes that we think you'll find beneficial. First, we have enhanced our website with a new look, remote service link and video tutorials. Get more of the information you need even faster by visiting www.pcmethods.com.

Second, we are striving to cut internal costs so we can pass on lower rates, and more efficient response times to you. To achieve this, we will be moving to Sage Accpac 5.6 which in the long run will save us time and money with

more integration features. We will also be utilizing our 'remote access service' as much as possible. The link for this service is easy to find on our new website, and if we are able to help you from our office we will then be able to reduce fuel use, and eliminate the need to charge travel fees! That's right— that means lower rates for you!

Third, we are excited to bring some information in regard to how CRM can help your organization achieve success, and detail some of the new features in Sage CRM 2010.

As always, if you have any questions or need assistance—please don't hesitate to contact us.

Sincerely,



Predicting Customer Behavior using CRM Technology

There's no doubt that our world has changed drastically over the last 20 years. With the rise of the internet, breakthroughs in nanotechnology and with several wireless devices at their fingertips – blackberrys, i-Phones, laptops, and more - consumers are constantly faced with a wide-array of data, options, information, and excess junk mail. Combine that with the recent economic struggle and you have a recipe for a very competitive business environment. It is now more important than ever to win and keep customers coming back. But how?

One of the best ways you can achieve success is in exceptional customer service combined

with the development of added insight into your customer's buying habits that will allow you to create a more effective business strategy. The tool that can help you get there is CRM.

When CRM first came on the scene it was mostly used for improving the effectiveness of call centers and sales forces, thus bolstering customer service ratings – and hopefully keeping customers coming back. However since then it has grown into a much larger, multi-faceted system providing improved communication channels, better customer data, buying history and trend reports, giving organizations the opportunity to create better marketing strategies and business opportunities.

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PrintBoss Newsflash!

Now more than ever you need to have complete control over all your assets at every step. PrintBoss is a state-of-the-art software that integrates with Sage Pro, and other accounting systems and allows you to print checks, invoices, deposit slips and other documents directly from the accounting system.

We have installed PrintBoss for some of our clients allowing them to reduce receivable cycles, implement internal controls and more.

Using PrintBoss you will be able to have:

- Positive Pay Files to protect against fraudulently produced checks
- Direct Deposit for employees
- Invoices sent via e-mail or fax
- And much more!

Schedule your PrintBoss enhancement in the months of January and February and receive 1 hour of consulting time

FREE!



Authorized Partner

But the best thing that CRM has provided so far is analytics tools that can be used to predict and gather a deeper insight into customer buying habits, behaviors and needs. When these tools are leveraged appropriately you will develop a more thorough understanding of your customers' needs and potential for purchase. For example, if a customer usually makes a specific purchase every 3 months, but you haven't heard from them in 6 – you may want to run a special on the type of product that interests them, and/or target them with your marketing efforts.

What's New in Sage CRM 2010

As the largest provider of CRM solutions to SMB organizations globally*, and therefore a company with unrivalled insight into SMB needs, Sage is uniquely positioned to provide continued industry leadership and innovation as it applies to CRM.

CRM 2010 is based on eighteen months of research and analysis in the SMB market, and puts Sage's customers' business objectives at the top of the list for the product strategy. Sage believes that the largest benefit comes from a product strategy which focuses on business objectives, and where technology innovation happens on multiple fronts, and is directly aligned to tangible commercial benefits.

In 2010 enhancements have been made to further increase the integration capabilities in SageCRM, while also delivering a range of exciting and highly innovative features for both front and back office users. The new features will be low-cost, low-complexity and will pose a significant advantage for SMB's. Some of these new features include:

- Extended Integration Capabilities in the areas of:
 - The ERP-aware front-office

CRM systems provide a single view of the customer across all touch points and channels, as well as deliver comprehensive reports regarding past customer behavior, marketing campaign results, and sales activity which in turn can give you added insight into the future. With this wide-angle lens you are more likely to meet the needs of your customer, creating a strong relationship with them, and ensuring their business for years to come.

If you'd like more information or assistance in making better use of your analytics tools—give us a call. We'd be happy to help!

- The CRM-powered back-office
- And the cross-application portal
- Extended SageCRM Core Capabilities in:
 - Sales
 - Marketing
 - Customer Service
 - And Cross Functional
- Extended SageCRM Web Capabilities in regards to:
 - Flexibility
 - Integration
 - Software as a Service (SaaS)
 - Internet Services
 - And Access Awareness

With advances in solution interoperability, an extensive delivery trajectory around the anywhere workforce experience, and the transformational CRM 2010 technology platform, companies can ensure that their users have access to the application that is most appropriate for their requirements, and that they can be more productive.

To read a more comprehensive summary on Sage CRM 2010, please visit our website at www.pcmethods.com

*CRM Competitive Landscape, Gartner 2008