



Newsletter Vol. 19 - Introduction

Softengine News is dedicated to keeping you up to date with the latest information regarding SAP Business One systems, Softengine solutions and Best Business Practices.

What's New?

SAP Announces Recipients of SAP® Business One Global Solution Partner Awards

SAP announced the recipients of the Global Solution Partner Awards for the SAP® Business One application. The awards honor and recognize in 10 different categories SAP Business One partners that have excelled in providing small companies with outstanding software solutions based on SAP Business One. Winners were selected based on criteria that comprise quality, innovation, sales excellence, partner support and programs, as well as industry solution expertise. This year, award recipients were chosen among approximately 200 software solution partners globally that have developed over 500 solutions that integrate with SAP Business One. Winners of the Global Solution Partner Awards include for **Leadership in Innovation: Softengine, Inc. (U.S.)**.

Are You a Best-Run Business?

How agile is your business? Get the SAP Business One advantage.

When the marketplace suddenly changes, you don't want to be caught scrambling. You want to be able to quickly assess the situation and adjust your plans – to take advantage of new opportunities or steer clear of risk. Is your company agile enough to adapt? Answer these quick questions to find out.

How quickly can you get a clear picture of the situation?

If you have to reconcile data from various systems and reports, your reaction time may be slow. And if you're relying on manual calculations to make sense of your data, you may find that errors are skewing your conclusions.

With SAP® Business One, all of your business processes are connected – so your transactional data is automatically reconciled and reliable. Instead of spending your time compiling data, use it to analyze your options and jump on opportunities.

How current is the information you use to make decisions?

If you're basing your decisions on dated information, opportunity may have already passed you by.

With SAP Business One, you can see exactly where you stand – in real-time – from one end of your business to the other. Why rely on stale-dated reports or lose valuable time waiting for the next version when you can have access to real-time information – instantaneously?

How quickly do you know if results are slipping?

Small problems are often not visible until they grow into big problems. An early-warning system can help companies pinpoint potential issues before they become serious. But how can you stay on top of everything and remain agile – when you're constantly in reaction mode?

Monitor your business and focus on critical events – instead of being buried by day-to-day minutiae. With SAP Business One, workflow-based alerts trigger an automatic response when important business events occur – so you know when it's time to pay special attention.

How quickly can you leap on sales opportunities?

If information you've gathered about prospects is scattered all over the company – or if it lives in your sales peoples' heads – it's hard to approach prospects with the right offer at the right time.

The customer relationship management (CRM) functionality in SAP Business One allows you to effectively track and access all of your prospect information. Increase your closing rates – and make your organization more agile – by streamlining your sales processes, freeing up more time to find new selling opportunities.

How proactive are you in building customer loyalty?

Companies are often taken by surprise when customers defect. Agile companies are able to recognize potential customer issues in advance – and move quickly to secure loyalty before competitors crowd in.

With SAP Business One, your customer information is easy to access – so you can serve your customers more personally and intelligently at every point of contact. You can also monitor the status of customer contracts – and contact them to renew before they consider other options.

How well can you anticipate the future?

To predict what will happen tomorrow, you need to first understand what is happening today. Do you know what is selling – specifically?

See current sales by product – as well as key trends – quickly and easily with SAP Business One. With your purchase history at your fingertips, you're better equipped to see which products or channels are likely to perform best in the future.

How often do you backtrack on decisions?

It's not just the speed of decision making that matters – it's also the ability to make the best decisions. Snap decisions – if not supported by trustworthy information – can hurt your business agility if they take you in the wrong direction.

You can be confident in your decisions when you rely on a single version of the truth. And you can connect SAP Business One with other applications run by distributors or trading partners – so that everyone has the full picture.

How easily can you manage your cash flow?

If you're able to manage revenue and expenses, you're positioned to optimize cash and liquidity – for increased financial strength and the flexibility to respond quickly when business opportunities arise.

The SAP Business One application can help you optimize liquidity by accurately forecasting your cash flow and cash requirements, and by giving you the power to efficiently handle payment terms, customer reminders, and cash collections.

How easily can you grow your business?

Companies often deploy solutions to meet immediate needs – without thinking ahead to consider future needs. Agile companies are able to grow their businesses without having to 'go back to the drawing board.'

SAP Business One is flexible – it can be easily tailored or extended to meet your unique needs as your business grows. With its flexible architecture and hundreds of industry-specific solutions provided by experienced SAP partners, it offers both immediate and long term benefits for growing companies like yours.

If agility is important to your business, find out more about SAP Business One today. You may be surprised how quickly you can accelerate business growth – and make the most of each opportunity.

For more information, please contact Barry Lederman: 818.704.7000, blederman@softengineusa.com.

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